



JULY, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



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TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3,600 clubs in every state of the Union, every province of Canada and in 43 other countries.

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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The Toastmasters club is a laboratory for . . .

Personal Development

By FRED J. BEISECKER
Vice President, Braniff Airways, Inc.

I'M SURE THAT WE ALL remember the television commercial of not so long ago, aimed at the *thinking man*. The question I would ask my readers is: *Are you a thinking Toastmaster?* For I believe that Toastmasters all over the world who become thinking men may well be the final defensive safeguard which will allow us to retain our democratic way of life.

Make no mistake. We can lose the heritage which has been the source of our economic strength. We can lose our freedom to compete. We can lose our profit incentive. We can lose our right to own property.

We can lose our right to manage our way of life. In fact, our right to manage is in danger, unless we find the way to develop more clear-thinking managers.

We are told by reliable sources that during the next three years,

the total population of the United States will increase by 25 million people. Most of us are aware of this, yet not so aware of a corollary which has tremendous impact on our ability to clothe, feed, carry and care for this growth. This is that during that same period, the source of our managerial personnel is decreasing. Business managers are found in the age group from 25 through 45 to 50. The population in this age group will decrease over 600,000 as the total population increases.

Here is a challenge to Toastmasters.

Let's think about this for a moment. Let's compare the personal development a thinking Toastmaster discovers within himself with the managerial ability needed for the survival of our free enterprise system.

Toastmasters and business

managers have one objective in common — the development of personal growth and self-improvement. Growth comes from the release of inner drive—drive and determination that lie dormant within the individual until his own mental faculties stimulate and motivate their expansion. The Toastmaster uses his club as a laboratory to test his growth in managerial leadership.

Leadership is the ability to let others have *your* way. Management is the ability to get things done through others. In management the leadership effort is directed in the use of the basic concepts of getting others to do what must be done. The good manager becomes skilled in the ability to:

1. Select the right people to fit the job to be done.
2. Train these people for maximum performance.
3. Organize individual performance toward maximum group effort.
4. Inform — to communicate at any necessary level.
5. Control and direct individual efforts toward a common goal.
6. Compensate individual effort in the light of the contribution to the whole.

Every year our colleges turn out graduates who have care-

fully studied business management. What happens? Some succeed; others fail. Of these, many would not have failed had they been given the opportunity to experiment in some kind of laboratory for managerial growth. What an opportunity here for use of the Toastmasters club!

The thinking Toastmaster will use his club as an inexpensive research and development laboratory for effective managerial growth. The purposes and techniques of Toastmasters are ideally suited to bring about expansion of the Toastmaster's managerial ability.

Managers develop if the proper growth climate is created.

And what do we mean by "growth climate"? Perhaps the phrase "freedom to do that which we create" may explain it better. In business we know that our managers perform better when they are relaxed. The drive for achievement finds release only when restrictive tensions are gone, when repressive pressures are thrown off, when relaxation allows the natural expansion of our own creative self-expression to be released. The Toastmasters club provides the ideal association for maximum managerial growth.

If managers are to become



worth their salt, they must be given the right to fail. The only catch is that they must not fail too often. The thinking Toastmaster uses his club as an outlet for testing his ideas for human reaction. Thus he minimizes his chances for failure when he plays for keeps in his business life.

Good managers realize that the people they manage will accept their authority only to the extent they respect and want to accept it. Like the Toastmaster with his audience, the manager must make the sale of his ideas. Again, what better laboratory for investigating the vagaries of human reaction than a man's own Toastmasters club?

Within his club, the thinking Toastmaster makes a wonderful discovery. He finds that he has the "success stuff" within himself, that he has the personality traits needed for him to become top management. Once he discovers these traits, their development becomes a rewarding experience.

What are these traits?

A recent survey conducted among a number of leading business executives tells us some of the secrets. To a man, these executives agreed that: *Propulsion to the top job in business today . . . stems basically from a strong inner drive, which they describe either as dedication, determination, initiative, or perseverance.*

Ray Eppert, president of Bur-

roughs Corporation, puts it this way: "Nothing, not even sheer ability, can make up for the dedication required for a successful business career."

These executives go on to point out that men possessed of this drive for achievement, develop certain personality traits needed to handle the tremendous responsibility of the job.

1. They are dissatisfied with mediocrity. They set their standards high.

2. They become decisive. They develop the ability to grasp a broad problem. They weigh alternatives. Then they decide.

3. They develop self-confidence. They have faith to act independently. They take the calculated risk. They are not afraid to take unpopular stands.

4. They apply strict self-discipline.

5. They train themselves to organize. They become expert in bringing order out of chaos by relating seemingly isolated facts or events.

6. They train themselves to handle people so as to inspire respect and enlist cooperation.

Let's examine some of the comments of these men concerning the personality traits of successful men.

Stressing the need to strive continuously for better performance, E. L. Steiniger, president of Sinclair Oil, cautions: "Complacency is one of the greatest

stumbling blocks in a man's career."

Speaking of decisiveness, Daniel Peterkin, president of Morton Salt, says: "Unwillingness to undertake this responsibility is the greatest deterrent to success."

Or take the case of self-confidence. Austin Zender, president of Bridgeport Brass, says "The young executive has the responsibility of expressing his true opinion whether or not it agrees with his superiors—but he should express his convictions diplomatically."

Louis Wolfson, a board chairman, declares: "Robot executives, playing safe, cause a great loss of creativity and subsequent waste of ideas that are never tried for fear of rocking the boat."

The comments of these and others show that the successful executive is able to walk that thin line between compromise and conviction. He knows when to stick his neck out by sticking to his guns.

Self-discipline is essential. William E. Grace, president of Fruehauf Trailer, indicates that his success came from: "My willingness to sacrifice to obtain my goals."

Fred J. Beisecker is vice president of Braniff Airways, Inc., at Dallas, Texas, a member of The Big "D" Club 713 and past governor of District 25. This article is a condensation of a talk given before the 1962 convention of Toastmasters International at the Twin Cities of Minneapolis and St. Paul, Minn., August, 1962.

Throughout all the comment runs the emphasis on the one vital ingredient for success: the drive for achievement, the desire or inherent need to *accomplish* in order to be happy, a personal driving force so urgent it overshadows all other needs.

These comments by successful business managers confirm the use of the Toastmasters club as a laboratory for growth in managerial ability. The thinking Toastmaster realizes this benefit.

Let me repeat what I said at the beginning: It may well be that Toastmasters all over the world who become thinking men may be the final defensive safeguard that allows us to retain our way of doing business. It may be that upon our becoming *thinking* Toastmasters depends our freedom to compete, our continuation of free enterprise, and perhaps even our right to own that which is ours.

Resolve to make of your club a laboratory for effective growth of all its members. Do this and you will help business find its answer to the need for additional and better trained managers. Do this and you will help to protect the freedoms of the free world. ♦



One of Toastmasters
youngest clubs
proves that ...

You're Never Too Old

By JAMES M. TAYLOR

A TOTAL OF 2,774 YEARS of experience in living is the boast of the newly formed Leisure World Toastmasters Club 2230-F of Seal Beach, California. Chartered in the spring of 1963, the club has 40 members, with an average age of 69. The youngest member is 54—the oldest 92.

The new Toastmasters club is a part of Rossmoor Leisure World, an unusual community located on the outskirts of Seal Beach, Orange County, California, about 16 miles from Toastmasters World Headquarters at Santa Ana. At the present time, there is a population of 4,500 people living in 3,000 one and two bedroom apartments. Minimum age for residents is 52.

Rossmoor Leisure World is an attractive spot, beautifully landscaped, and providing all facilities for gracious living. A nine-hole golf course and large swimming pool offer recreation and relaxation, while for those less athletically inclined there is equipment for shuffleboard,

horseshoes, roque, lawn bowling, pool, billiards, and other games. Three club houses provide room for gatherings and dances, and there are a number of fully equipped craft rooms.

Leisure World Toastmasters Club 2230-F is an extremely active and wide-awake organization. Woodrow Wilson once said, "I use not only all the brains I have, but all I can borrow." With our total of 2,774 years, we can and do exchange a world of ideas and experiences. Most of our members are retired, but a few are still active in their professions. Among our club members are medical doctors, manufacturers, sales executives, athletic coaches, professional football and baseball players, insurance executives, accountants, police officials, musicians, pullman conductors, teachers, actors, Armed Service officers. We have a past president of National Power and Refrigeration Engineers, a cattle auctioneer and an executive of Armour Meat Packing Company. There are several world travelers in the club, and many others who can relate fascinating stories of their travel experiences.

Club 2230-F received its charter on Sunday evening, February 24, 1963, with attendance of the full membership of 40 and a guest audience of 700, in one of the three clubhouses of Leisure World. The charter was presented by Leo Martin, governor of Founders District.

We were honored by the presence of several distinguished guests, the foremost being Dr. Ralph C. Smedley, founder of Toastmasters, and Lewis Turner of Akron, Ohio, a past International president. Both Dr. Smedley and Mr. Turner spoke to the group. Other guests included Area Governor James Tringham, District Educational Lieutenant Governor Al Richardson and Lieutenant Governor Div. B Robert Finney.

Presiding at the charter night program was Club President James M. Taylor. The theme for the evening was "The Leisure World Navy." Sewell Van Wormer was toastmaster and commander of the Navy, as well as skipper of the cruiser "Citizenship." Talks were given by John Ford on "Fellowship," Ross Kidder on "Sportsmanship," Jess

Toastmasters gather for Club 2230 chartering: 1st row, left to right, Dr. Ralph C. Smedley, Past Int. Pres. Lewis Turner, Club Pres. James M. Taylor, TM F. S. (Hap) Hazard; 2nd row: Mrs. Robert Finney, Dist. F. Gov. Leo Martin, Ed. Lt. Gov. Al Richardson, Jess Weed, John Ford. 3rd row, standing: Sewell Van Wormer, Dr. Williamson, Ross Kidder, Area Gov. James Tringham.





Leo Martin, left, Governor Founders District, presents charter of new Leisure World Club 2230-F to club President James M. Taylor.



Club President Taylor introduces Dr. Ralph C. Smedley, Founder of Toastmasters, to members of new club on charter night.

Weed on "Friendship," and F. S. (Hap) Hazard on "Courtship." Lewis Letson, administrator of Leisure World and an honorary member of Club 2230, concluded the program with a speech on "Leadership."

Club 2230 meets every Wednesday morning, and in addition to its Toastmasters activities, plans to be active in bringing interesting programs to Leisure World for the enjoyment of all residents. For example, we sponsored the appearance of Dr. Edward R. Annis, president-elect of the American Medical Association, just 30 days after receiving our charter. Dr Annis was on a nation-wide tour and accepted our invitation to speak before 1200 Senior Citizens in the 2,500 seat Leisure World Amphitheater. He spoke on "Medical Concerns of Senior Citizens," and received an enthusiastic reception from the largest audience to hear him in Orange County.

The philosophy which underlies our club has been well expressed by our senior member, 92-year-old Dr. Stephen M. Johns, who says:

"We have in our club members of varied talents, personalities, and valuable experiences. They possess a composite wealth of practical knowledge and wisdom.

"Whatever proficiency a member may attain in speech-making as a senior citizen of Leisure World will, at his age, naturally be of brief duration. We have thoughts, ideas, and theories; though brilliant and clever, if we cannot get them across by logical speech, they are of no value. The training a member receives by regular attendance and by listening and participating in the informative subjects discussed at a Toastmasters meeting, is indeed worth while.

"A Toastmasters program could aptly be called an exercise in mental recreation comparable in value to physical recreation for each member." ♦

James M. Taylor, retired banker now a resident of Leisure World, is a founding member and first president of Leisure World Toastmasters Club 2230-F.

Look, Ma, No Notes!

By BARNEY KINGSTON



I'LL NEVER FORGET my first introduction to the "Look, Ma, no notes!" character. It took place a few years ago at a Toastmasters district speech contest. As you know, contestants draw their subject out of a hat around noon of the day they will give their talk.

We sat at the speaker's table waiting to be tossed into the arena. I glanced at the other contestants, and like me, they were taking last minute glances at their copious notes. Except for one speaker, who gazed around the room as if he had not a responsibility in the world.

The toastmaster announced this character as the first speaker. Our friend stepped to the mike as if he were making a debut at Carnegie Hall. Then, dramatically, he stepped away from the lectern and the mike, standing

revealed in all his glory, like a peacock preening his feathers.

He spoke in measured and stentorian tones that caused the chandeliers to sway. At times he held out both hands — not because a gesture was needed or intended, but because he wanted everyone to see—"Look, Ma, no notes!"

The trouble was, he didn't say anything. It was as banal and vapid a performance as it could possibly be. He finished last in the judges' scoring.

I remember another contest—a zone one. There was one fellow, tall, good looking, with a marvelous personality. He had breezed through all preliminary contests — club, area, and district. He was definitely the favorite to win.

The toastmaster announced his speech title and name, and our

hero trotted out to the mike as if he were off to the races. As in all his other appearances, he had no notes. He acknowledged the toastmaster, the distinguished guests, his fellow Toastmasters and the ladies and gentlemen present—and then there came a pregnant pause. We thought it was just another of the speaker's ingenious bits of showmanship. Thirty seconds passed—silence. Then came the bombshell—the champion apologized profusely: he had lost his train of thought. He had left his speech back in Chicago, both figuratively and literally. Everyone sympathized with his embarrassment.

But I couldn't help thinking what a tragic waste of real talent it was. Somewhere along the line this fellow had become convinced that you win speech contests *if you don't use notes*.

Now I have heard of some Toastmaster judges who tend to give extra points to the fellow who doesn't use notes. But I'm convinced that the use of notes (provided the speech is not read) has little or no bearing in deciding the winning speech. Most judges rightly rate the speaker on what he said and how effectively he said it, whether he made his purpose clear at the outset and achieved his goal.

When you see a Toastmaster

(or, for that matter, any speaker) step to the lectern without notes, you can be sure that either the speaker has given the talk before, or he is giving an extemporaneous talk on a subject with which he is thoroughly familiar. There is still, of course, the memorized talk; it's a good trick



if you can do it well, but it takes at least a week for the average speaker to memorize his speech. To attempt to memorize a contest speech, where you have had only a few hours of preparation is a dangerous practice.

The only worthwhile, completely extemporaneous speech I ever heard was one Vice President Alben Barkley gave at the 1952 Democratic convention in Chicago. As you will recall, Barkley had lost out to Adlai Stevenson as the Democratic presidential nominee. He was asked to give a 'rally-round-the-party' talk just before Stevenson's acceptance speech. Barkley got up, without notes, and held the immense audience in the palm of his hand for 17 minutes; he had them cheering and crying. A reporter visited Barkley in his hotel suite just after the speech and said, "Mr. Vice President, that was the most inspirational talk I ever heard in my life. But what amazed me was that I know you had little time to prepare the talk, yet you

didn't use a single note. How on earth did you do it?" The Vice President replied, "The best speeches are never written; *they're lived.*"

There are five good reasons why you should always use notes except in that rare instance where you are called on to talk about something on which you happen to be an authority. How many notes you use, or even if you have your entire speech written out in front of you, is unimportant. What counts in the use of notes is that you know your speech well enough so that you glance down at your notes only occasionally. This of course requires preparation and practice; if you haven't time to do both I suggest that you give the whole thing up. There's just no other way to get set for a first class effort.

Here are the five reasons why you should use notes:

1. You can't possibly organize your thoughts to fit the precise time allowed for the speech unless you have notes. Without them you're under pressure all the time you are speaking: are you giving too much time to something not important? Too little time to something important? You may start off slowly and deliberately, but more often than not you'll find yourself galloping at the finish to get in under the wire.

2. Unless you have an extra-

ordinary gift of speech you need notes that include picture phrases and memorable ideas. Direct quotations can be embarrassing if you trust them to your memory.

3. When you have notes, you can pace yourself so that your entire concentration is on the audience, not the clock.

4. With notes you can be assured of continuity of thoughts; without them you may find yourself fumbling all over the place trying to recall what idea was supposed to follow the last one.

5. And probably the most important reason for using notes—it's the best way to build up for that smashing climax. When you speak without notes, too often you tip the call for action too early; your conclusion is thus anti-climatic.

For some reason, there seems to be a conviction among a lot of Toastmasters that a glib tongue is the mark of a top speaker; also, that to be able to develop a speech on the way over to the club is the hallmark of a true Toastmaster. All I can say is, you know what happened to the kid on his bicycle. "Look, Ma, no hands!" he yelled—and there went his front teeth. ♦

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

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

The Rising Tide

As we have often been told, there is much good speech material in current events. We need to be reminded that this is much more than merely "good" material. Sometimes it is urgent—alarming—demanding attention—calling for intelligent study and discussion.

The present racial difficulties in the South, and in many other regions, may be far more important than we realize. Calm, intelligent, informed discussion, can help to solve a critical problem, and perhaps may even be a safeguard to the life, liberty and pursuit of happiness, for all men.

To help you to realize the seriousness of the present disturbance, I advise you to read—if you can get hold of it—"The Rising Tide of Color," by Theodore Lothrop Stoddard, published by Scribner's in 1920. It may be easier to locate in your city library than in any bookstore, for it has been passe, relegated to the back shelf, practically forgotten, for a good many years. It may be out of print, for all I know. It is time to bring it back to life.

Mr. Stoddard's work is almost

prophetic, as he points out the fact that the white race, although really a minority, has dominated world affairs for ages, and that with the awakening of people of other colors, who have profited by the white man's enterprise, forces are being unleashed which may, in coming generations, not too far removed, put the white people in a subordinate situation, elevating those of black, brown, red, yellow and other colors of skin, into the position of supremacy.

The intelligent way to deal with such a matter is to approach it with calmness, understanding, and a desire to do what is best for all people.

The Toastmasters Club is one of the best of all places for such an approach to be made. Here we are trained to disagree without being disagreeable, to listen and try to understand the other fellow's viewpoint, and to arrive at conclusions which are reasonable and right.

I am proud of our record of tolerance and understanding. We have not drawn color lines, nor raised racial barriers. In our clubs are to be found members of many racial groups, colors and cultures. Every man, at least

in theory, has a right to expound his own views and opinions, even as he is under obligation to listen to the thoughtful expression of the ideas of other men. The final purpose is to arrive at full understanding, and to reach conclusions which are reasonable and fair to all.

Sometimes we are asked whether it is right to discuss "controversial" subjects in our meetings. My own judgment is that not only is it right to present such subjects, but that it is our obligation. I wish that every Toastmasters Club would build programs around the race question right now, when the matter is of such great and increasing importance. We are citizens, and we owe it to our nation to seek the truth.

This is not limited to America, for similar questions confront our members in many other lands.

Understanding comes through communication, and through understanding we find the way to peace.

Speakers on Short Notice

A not uncommon experience is a telephone call to a Toastmasters club president or secretary, which comes from some excited person with a meeting on his hands and in need of help.

He says: "Can you help us out with a speaker for our service club meeting tomorrow? We had a speaker coming from

out of town, and right at the last minute he lets us know that he can't come. We just have to have a speaker. Can't you take his place, or send some one of your Toastmasters to make a speech?"

If your club has a Speakers Bureau, or even if there are a few members who make it a practice to keep one or two speeches on file so as to be prepared for emergencies, you can help the service clubber who is in distress. Because you are a Toastmaster, you are expected to have a string of good speakers at your command, or even to have a good speech of your own all ready to be delivered.

Good service on such occasions gives good publicity to your club, and helps to attract members.

The well-ordered, wide-awake Toastmasters Club prepares for the unexpected by maintaining a "Speakers Bureau," which lists members who are willing to be called upon at short notice and who are prepared to serve well.

This is one form of community service which is the privilege of all Toastmasters. When speakers are needed to help with campaigns and other local enterprises, the Toastmasters Club is likely to be called upon, and the Speakers Bureau is the proper response.

If your club would like to undertake such an activity, helpful information and suggestions may be had on request from the World Headquarters at Santa Ana. ♦

This Toastmaster found the Reading Plan...

A Glorious Adventure

By GLEN V. HOOPLE

IT WAS AUGUST, 1961, and the 30th Toastmasters International convention was over. At least, so my wife and I thought as we drove leisurely from Seattle to our home in Minneapolis. Little did we realize the impact that convention was to have on our lives in the years ahead.

We talked of all the things we had heard, seen and done at Seattle, and somewhere along the way I began to explain the new Toastmasters Reading Plan, which had been announced to the convention delegates. My wife listened with interest as I told of the program open to Toastmasters who had completed at least three Basic Training talks.

Five outstanding authorities in education, science and literature, I explained to her, constituted a Reading Plan Advisory Board. They were Dr. Frank C. Baxter, professor emeritus of

English, University of Southern California; Dr. Lee A. DuBridg, president, California Institute of Technology; Dr. Lennox Grey, chairman of the English Department, Teachers College, Columbia University; Dr. Henry L. Simon, executive vice president of Simon & Schuster, Inc.; and Dr. Ralph C. Smedley, founder of Toastmasters. They had selected 15 categories, ranging from the art of living to world affairs, and had suggested many significant books in each area.

Participation for the Toastmaster involved reading five books in any group, from the recommended list or of his own choice. He was then to give a 10-12 minute talk on each book, either a review, or his reactions, or anything he wished. After the Toastmaster had completed five books and five talks in his chosen category, he would be eligible for the "Award for Informed Speaking." He could accomplish



Glen V. Hoople (center) was the first Toastmaster to receive the Award for Informed Speaking. Award was presented by International President Herman E. Hoche (now past president). At right is Ed. M. Thielen, 1962 governor of District 6.

all this at his own rate of speed. After I had explained the program to her, my wife asked, "Well, when and with what do you start?"

Without hesitation, I replied, "I'm going to begin the next time I'm called on to speak. Our club should know about this."

My first book was easy to select, too. My wife and I had often traveled west over various routes. Each time I had been reminded of a book I had always intended to read. This was the time! I would start with Francis Parkman's *The Oregon Trail*.

On September 18, 1961, Central Lutheran Toastmasters Club 2075-6 heard its first talk under the Toastmasters Reading Plan. They were to hear many more such talks in the next year and a half.

My speech on *The Oregon Trail* opened with a quotation from the book: "An evening spent reading great books does for our minds what a holiday in the mountains does for our bodies. We come down from the

lofty heights stronger, cleansed of all impurities and better equipped to face with courage the battles on the plain of daily life." Ironically, only a few hours before I had read Dr. Wilfred Funk's excellent 25 *Magic Steps to Word Power*. He said: "During the years 1952 to 1955, if you can believe it, there were 75 million of us who hadn't read a single book. And 16 million who never even scanned the pages of a newspaper or a magazine."

Conditions may not have changed since 1955, but the statement made me aware of what the late Charles Laughton, famous actor and reader, once said: "When I go into a good book store or library, I often feel sad when I see the shelves of books of all kinds I know I will never be able to enjoy. I think of all the wonderful tales that I will never know and I wish I could live to be a thousand years old."

Determined to continue the Reading Plan, I scanned the

shelves in my neighborhood library. There I found a book I would probably never have read otherwise. Soon club members heard a report on *Book of the Epic*, by H. A. Gueber, a resume of the world's great epics, ranging from *The Iliad* to *Evangeline*, a most rewarding study.

All of us have books on our shelves we vow to read when we have the time. Too frequently they remain unread. *How to Read a Book* by Mortimer J. Adler had been such a book in my library. I tackled it now, and soon Club 2075 learned "how to read." In addition, they heard some great truths from the author — "Great books are not faded glories, not dusty remains, not a record of dead civilizations...but the most potent civilizing force in the world today dealing with the persistently unsolved problems of human life."

The Reading Plan advisory board had recommended *How to Read a Book*. Next they led me to *The World's Great Letters*, by M. Lincoln Schuster. Here are letters arranged and inter-related in chronological order, dealing with great events and ideas in history, from Alexander the Great to Captain Scott.

The basis for my fifth talk in my first category, literature, was

Gulliver's Travels. I had read Swift's satire as a child; as an adult, I discovered that it was a book to be pondered.

How quickly the months sped! And how delightful to receive from World Headquarters, a letter of commendation upon completing five speeches under the Reading Plan.

Now that I had completed one category, I thought I was through. But, like eating peanuts, I couldn't stop. My appetite was whetted for books on "Communication."

As Group Health Claims administrator for Cargill, Inc., I am required to do considerable letter writing — something my previous position as accountant had not required. For a year I had struggled over dictating letters. Now I read several books on the subject — and my next talk, "Pieces of Paper," was born.

We read *Words to Live By* and *A New Treasury of Words to Live By*, both compiled by William Nichols. I say "we" advisedly, for one of our family joys is reading aloud. My wife and I spent many pleasant evenings reading these edifying books aloud — an extra benefit derived from the Reading Plan. I sincerely recommend family reading.

While browsing in the library,



I came across *Understanding Surgery*, by Dr. Rothenberg. This proved tremendously beneficial in my insurance claims work. Category number three, "Art of Living," was under way.

The members of my church became aware that I read and talked about books. So from our congregation of over 6,000 members, I was asked to be a leader of one of the four newly-organized Great Religious Book Clubs. As general superintendent of our Sunday church school of 150 workers, I made a talk before the group on Nehemiah. Portions of Redpath's *Victorious Christian Service* were used when I talked for an hour to a group of church organizational presidents on "How to be a Chairman." And shortly afterwards, one of the pastors asked me to speak on Christian witnessing to a class of adults preparing to join the church.

It was February, 1963, one and a half years since the Seattle convention. I had read more than 20 books and given 20 talks under the Reading Plan. A marvelous experience! But what has this reading-speaking program really done for me and for others?

Well, certainly I have had no scarcity of speech material! And the knowledge and information gained from the talks have benefited both my club and me. Asso-

ciation with words and ideas has enriched my personal life; my vocabulary has increased. My personal library grew. Many of the books I read were valuable in my work.

I urge every Toastmaster to participate in the Reading Plan. I know what it can do for you. Yet let me hasten to add a word of caution: Never think you can read a book and immediately have a speech. Except in a few instances, my talks required additional preparation. Much time was required to prepare the final talk. And this is the way it should be, for no speaker has the right to be unprepared or to waste his listeners' time.

What now? Well, I hope to be like the judge who had spent his lifetime on the bench. When asked, "What do you intend to do in your retirement?" he unhesitatingly replied, "Study a little law." In other words, in trying to be a better reader-speaker, I shall *keep on keeping on*. ♦

Glen V. Hoople of Central Lutheran Toastmasters 2075-6, Minneapolis, Minn., was the first Toastmaster to receive the "Award for Informed Speaking" under the Toastmasters Reading Plan. (See *The Toastmaster*, May, 1962.) Since that time, he has received 12 further awards for reading plan participation.

OFFUTT AIR FORCE BASE Toastmaster Town of the Month



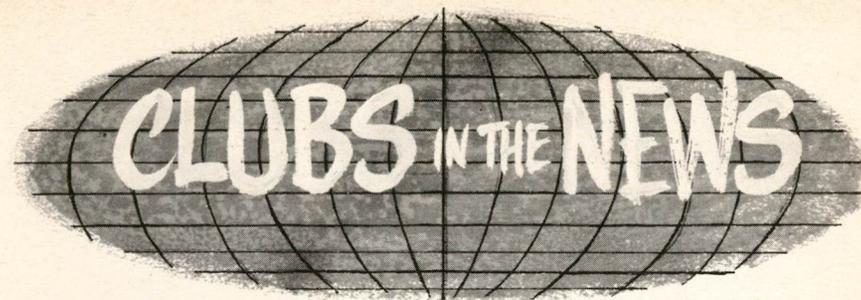
OFFUTT AIR FORCE BASE, headquarters of the Strategic Air Command, forms a sizable community a few miles south of Omaha, Nebraska. The total strength of military personnel and civilian employees numbers over 12,000, not including families of those assigned or working at Offutt.

Although a comparatively new Air Force installation, Offutt's army history dates back to the 19th century, when President Grover Cleveland authorized the purchase of land and construction of a fort to be known as Fort Omaha. Later renamed Fort Crook after General George Crook, Civil War hero and Indian fighter, the field was occupied by the 22nd and 17th Infantry regiments. In 1924 an air field of 260 acres was added to provide refueling facilities for military cross country flights. The air strip was officially dedicated as Offutt Field in honor of 1st Lt. Jarvis Offutt of Omaha, a World War I pilot killed in action in France.

In the years between the two world wars, Offutt's flying activities were limited to Government mail service. In 1948, two years after the Strategic Air Command was established as a major air command, SAC moved its headquarters to Offutt from Andrews Air Force Base in Maryland. Today, the Command controls its world-wide bomber wings from a new six-level, eight and one-half million dollar building located at Offutt. The control center, a three story structure completely underground, in an emergency can sustain the functioning of its personnel and equipment for 30 days independent of outside aid.

Toastmasters clubs are an integral part of Air Force life at Offutt, and the three clubs on the base are also very active in District 24 affairs. The oldest club is Offutt Toastmasters 1798, which received its charter in 1955. It was joined two years later by John C. Brockway Club 2393, both clubs composed of officers and civilians employed by the base and SAC headquarters. Latest to join the list is Ramrod Club 3369, chartered in 1961 among the non-commissioned officers.

With the ever-increasing population at Offutt AFB, club members feel it should not be long before other Toastmasters groups will join them in their quest for better listening, thinking, listening. ♦



Mr. Chick Recruits New Members

In an imaginative campaign to recruit new members for the club, Toastmasters of Greater Jacksonville (Fla.) Club 3228-47 were given an ultimatum: Produce a new member or get the bird.

The bird is real—a live chicken purchased by Administrative Vice President Charles E. Brady to egg on the campaign. The first custodian of Mr. Chick was determined by drawing names from a hat, and TM Edward Powell was the first winner. He was told to keep Mr. Chick until he could submit to Brady an application and initiation fee for a new member. Powell turned in a new member application 24 hours later, and was told he could pass Mr. Chick on to another Toastmaster.

Each Toastmaster who receives the bird has a two week period to recruit his applicant, but can avoid the custody by signing up his member before his turn arrives. Any Toastmaster who does not recruit his member during the two week period may relinquish his responsibility by paying \$2. He must also bring the chicken with him to each meeting.

Goal of the club is to double its membership by September, when a giant barbecue chicken party will be held and results announced. Club enthusiasm is running high and the con-



Adm. VP Charles E. Brady of Greater Jacksonville Club (left) shows "Mr. Chick" to Byron Bartholf, temporary custodian, and Club President Dave Foster.

test is progressing splendidly; Greater Jacksonville members feel they have something to crow about.

**Greater Jacksonville Club 3228-47
Jacksonville, Fla.**

* * *

Completes BBT

Members of Gavel Club 23 of Represa, Calif., are congratulating Past President Joe Montalbano on reaching a milestone in Toastmasters training. Montalbano is the first Gavel club member in the country to complete Beyond Basic Training, and was awarded his Certificate of Achievement, naming him "Able Gavelier." Montalbano has held all offices of his club.

**Alfa-Omega Gavel Club 23
Represa, Calif.**



President John F. Kennedy scans new Housing and Home Finance Agency publication, "Historic Preservation through Urban Renewal," following its presentation by HHFA Administrator Robert C. Weaver. Toastmaster Charles C. Shinn, HHFA Director of Graphics and Visual Aids and member of HHFA Club 1795-36, 2nd from left, supervised design and preparation of book; Carol L. Cameron, left, was responsible for layout and artwork.



Toastmasters of District 35 (Wisconsin, upper Michigan, and northern Ontario) visit 108-year old Miller Brewing Co. of Milwaukee during recent district meeting. Left to right: Floyd LeMahieu, Greendale, Wis.; Milan Horvate, Hales Corners, Wis., Dist. 35 secretary; Everett D. Watson, West Allis, Wis.; and Ray Schweitzer, Milwaukee.



Gift rooster from Chanticleer Club 622-7, Portland, Ore., is presented to former member Larry Ristine (left) at meeting of Pearl Harbor (Hawaii) Club 123-49 by Club President Raymond Finn, (center) and Clarence Wilmington. Gift was Portland club's way of insuring Ristine's joining new club upon his transfer to Hawaii.



Robert Drain, President of Venio Dictum Club 2170-63, Winnipeg, Man., displays club banner which he designed. Meaning of the banner—color, material, design—is printed and a copy presented to each new member.

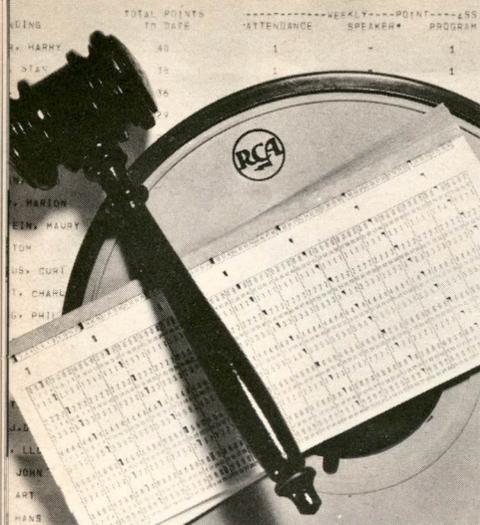
New heads of Antelope Valley Toastmasters clubs, Area 6, District 12, confer on future plans after recent installation at Edwards AFB, Calif. Left to right, Lt. Charles Franklin, rocket propulsion engineer, Edwards Club 219; Capt. Clarence L. Roberts, electronic engineer, Area 6 governor; Phillip A. Pressgrove and Andy Rutledge, presidents of nearby Lancaster Clubs 1666 and 3225.

Installed from hospital bed via special telephone hook-up is President Charles R. Lane of Omaha Traffic Club 1862-24, Omaha, Neb. Presenting him with symbol of office is Past President John Scogin. Telephone was hooked up to banquet where over 500 Toastmasters and guests were assembled.

TMI President Frank I. Spangler (left) receives copies of Basic Training Manual in Braille, prepared by Braille Institute of America, Inc., from Braille Public Relations Representative Edward S. Rankin. Books will be available on a loan basis from World Headquarters of TMI.

Advertising Offutt AFB's Toastmasters program is newly-erected sign at one of the main entrances; viewing it, left to right, are Col. Elkins Read, Jr., Base commander, Lt. Col. Louis A. Delaney, past president Offutt Toastmasters, Lt. Donald Cress, president J. C. Brockway Toastmasters, and MSgt. Clyde Boltz, president Ramrod Toastmasters.





Electronic computer records standings of Blue Monday Toastmasters.

Computer Evaluates Performance

Blue Monday Toastmasters of San Francisco, Calif., are in the vanguard of the space age. Their "Toastmaster of the Year" is now selected by an RCA-301 computer.

When Charles Siefert, chairman of the Toastmaster of the Year project, suggested the need for more accurate printed tabulation, Educational Vice President Richard Crain, a member of San Francisco's RCA Electronic Data Processing Department, conceived the idea of letting the electronic monsters do a small extra-curricular chore for the club. With the consent of Mr. William McCalmont, branch manager of the San Francisco RCA Sales Office, the computer has been turning out the neatest, fastest and most accurate reports of member standings ever since.

Information about each member's performance is fed into the computer via punched cards and is immediately transferred onto magnetic tape. From this the computer prepares the report. The entire operation is com-

pleted in 13 seconds. If desired, additional copies can be delivered at the rate of one every seven seconds.

If other Toastmasters clubs have access to a computer and would like more information on how Blue Monday Club handles the job, Ed. V. P. Crain would be happy to give details. He may be reached at: R.C.A. — E.D.P. Division, 343 Sansome St., San Francisco, Calif.

**Blue Monday Club 1242-4
San Francisco, Calif.**

Club Sponsors Contest

Three winners were announced in the annual Warner Robins High School speech contest conducted by Robins AFB Filibusters Toastmasters Club. The contest is designed to promote student interest in speaking and provides an opportunity for students to speak before a group.

First prize of \$15 was awarded to Mike Trexler, while awards of \$10 and \$5 went to Fred West, Jr., and Charles Betts.

**Filibusters Club 3363-14
Robins AFB, Georgia**

En Espanol

The first all-Spanish-speaking Toastmasters club in the United States has recently been organized at Los Angeles, Calif. The new club is called Toastmasters Hispano-Americano de Los Angeles, and was granted charter 3606-52.

Since Los Angeles is the city with the largest concentration of Spanish-speaking people in the United States, the need for a Spanish speaking Toastmasters group has long been felt by businessmen and laymen in the community, according to Raul del Muro, administrative vice president of the

club. Meetings are held every 2nd and 4th Monday at the Hotel Figueroa. Other club officers are: Victor M. Ruiz, president; J. Guillermo Orozco, educational vice president, Francisco Munguia, secretary; Joaquin Rivas, treasurer, and Y. Tony Sanchez, sergeant-at-arms.

**Hispano-Americano Club 3606-52
Los Angeles, Calif.**

"Mike Nite"

A helpful and interesting meeting, was the general evaluation of Towson Toastmasters 2707, Baltimore, Md. The club enlisted the aid of a man in the business of providing microphone service and stereo music at their various functions. He set up a microphone, around which the program was centered, and explained the various types of microphones, adding suggestions on their use. Each member was then given the opportunity to speak for two minutes, using the microphone, giving a brief up-to-date icebreaker.

The program served a two-fold purpose in that it provided a chance for every member to use the microphone and also gave newer club members an opportunity to learn more about the older members whose original icebreakers had been given long before.

Educational Vice President Stanley F. Curtis recommends this type of "Mike Nite" program to all clubs whose members desire to perfect their microphone technique.

**Towson Club 2707-36
Baltimore, Md.**

Club Sponsors Speechcraft

Speechcraft was sponsored by Toastmasters of Club 3173-36, Naval



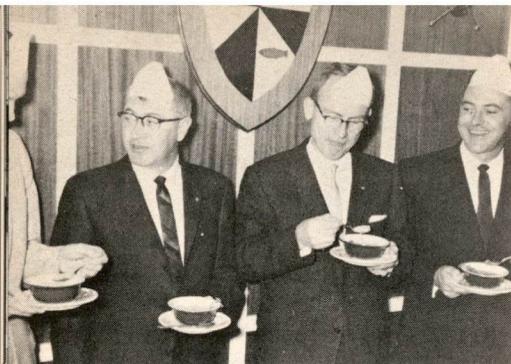
Members of Maryland State Police meet for Speechcraft, presented by Naval Propellant Plant Club 3173-36.

Propellant Plant, Indian Head, Md., for a group of 13 Maryland State Police assigned to Barrack "H", Waldorf. The eight-week course followed closely the procedures outlined in the Speechcraft Manual provided by World Headquarters of Toastmasters International, and table topics and evaluations were included in all meetings. Topics ranged from police duties to national and international affairs.

Instructors were R. E. Stallings, president of Club 3173 and first sergeant and assistant barrack commander of the Waldorf Barrack, and R. P. Martin, past president and educational vice president of 3173 and deputy comptroller at the Naval Propellant Plant.

Photograph shows, left to right: TFC Joseph L. Summers, Sgt. Bernard L. Weimer, Corp. William R. Turnbull, TFC John L. McComas, TFC Robert J. Weisenmiller, Tpr. Melvin N. Teffeu, Tpr. Robert G. Grimes, TFC William J. Kay, Tpr. Patrick J. Bucher, Tpr. Bernard O. Hobbs, Tpr. Edward M. Blanchard, Sgt. Wallace R. Caldwell and 1st Sgt. Richard E. Stallings. Not present when the photograph was made were 1st Sgt. Earl R. Griffith and Ed. V.P. R.P. Martin.

**Naval Propellant Plant Club 3173-36
Indian Head, Md.**



Four members of losing team munch beans at closing dinner of membership drive of Idaho Falls Toastmasters.

Beans or Steak?

Idaho Falls Toastmasters Club 548-15 recently climaxed a six week membership contest with a "Beans or Steak" dinner.

Club President Aubrey Dodd appointed Educational Vice President Larry Myers and Administrative Vice President Felix Vandewiele as team captains and names of members were drawn from a hat to compose team personnel. During the contest the 13 active members were responsible for bringing into the club eight new members, two transferees, and one inactive member returning to active status.

Shown in the picture are four members of the losing team wearing their "I'll have beans" hats; left to right, Larry Myers, Don Alvord, Aubrey Dodd and John A. Kennedy.

**Idaho Falls Club 548-15
Idaho Falls, Idaho**

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Clubs to Use Speakers Kit

The four Toastmasters clubs and two Gavel clubs of the Veterans Administration, Washington, D.C., have taken as a project for the coming months a complete utilization of the VA Speakers Kit, developed by In-

formation Service. Members will use the kits as subject material for their prepared speeches and table topics sessions and in talks to be presented in the community.

The six clubs, VA Topicmasters 3273, VA Gaveliers 2920, Communicators 2902, Lamplighters 3275, Alpha Beta Gavel Club 18 and Abou Ben Adhem Gavel Club 61, have a total membership of 180. All six clubs observed the anniversary of their chartering during April, 1963.

**Clubs 3273, 2920, 2902, 3275
Gavel Clubs 18, 61
Washington, D.C.**

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Wanted: Security Officers

Wanted: Toastmasters who are also members of the American Society for Industrial Security. Please write to Col. Van H. Tanner, 224 S. Oakwood Drive, Hamilton AFB, Calif.

This call from Colonel Tanner, past governor of District 36, is for the purpose of securing experienced Toastmasters to participate in a model presentation of a Toastmasters meeting at the International Seminar of the ASIS in San Francisco, Calif., September 19, 1963.

Hamilton Defenders Club 3579-57, of Hamilton AF Base, Calif., played host to three distinguished members of the ASIS at a recent meeting: International Director Bert Inman (Westinghouse Director of Industrial Security); Phillip Schiedermyer (Lawrence Radiation Laboratories Director of Industrial Security); and C. L. Hayden (Philco Director of Industrial Security). For International Director Bert Inman there was a bit of nostalgia in the occasion, for he had been a Toastmaster for eight years. All present

were interested in the training provided by Toastmasters for "hard sell" professions in which self-expression is vital to progress, and in this case, national security.

**Hamilton Defenders Club 3579-57
Hamilton AFB, Calif.**

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"Texas Day" Meeting

An elaborate reproduction of the "Texan's Map of the United States of America," in which the Lone Star State occupies two thirds of the space, was used as printed program of Public Service Club's special "Texas Day" meeting. Listed on the map were the participants, Toastmaster "The Crisco Kid" Bob Haswell, who prepared the program, Topicmaster "Tex" Wesley Story, speakers "Pecos Kid" Phil Goodwill, "Mescal Kid" Fritz Naumann, and "Tejas Kid" Joe Newman, critics "Hawg Leg" Sam Clough, "Gut Shot" Walton Crozier and "El Toro" Russell Shrader. Invocation was given by "Sky Pilot" Howard Freeman and the closer by "Hoppa-Long" Roy Leifeste.

Members were invited to come in western garb; those who did not were classed as "city slickers" and forced to wear a slicker badge. Table topics posed questions about the great State of Texas.

**Public Service Club 1422-56
San Antonio, Texas**



Maj. Gen. Henry Viccellio (left) receives certificate of honorary membership from Lt. Col. Guy Penix, president of Hancock Field Toastmasters.

Honorary Member

Hancock Field Toastmasters Club of Hancock Field, Syracuse, N.Y., gained a new member recently when Maj. Gen. Henry Viccellio, commander of the 26th Air Division (SAGE), became an honorary member of the organization. Lt. Col. Guy Penix, president of the club, presented General Viccellio with his certificate of honorary membership during ceremonies held at Hancock Field.

General Viccellio was honored by the club for his active support of Toastmasters during the past two years.

**Hancock Field Club 3370-34
Syracuse, N.Y.**

**DIRECTOR DITCHFIELD WITHDRAWS
AS CANDIDATE**

Because of added business responsibilities, Int. Dir. Stanley Ditchfield has withdrawn as a candidate for vice president for education. The Nominating Committee has been advised and any further action of the Committee will be announced in the August issue of The Toastmaster magazine. Toastmasters eligible for this office may also be nominated from the floor at the annual business meeting, Aug. 22.

Mental Patients Pierce Communications Barriers

By LAWRENCE M. BALL and JAMES R. SNYDER

WE ARE TWO PATIENTS who helped organize the first Gavel Club to be formed within a Federal mental institution. Thus we helped begin a new era in piercing the communications barriers so prevalent among the mentally ill.

Saint Elizabeth's Hospital is an institution for the mentally ill, conducted by the Federal Government. It operates under the direction of the Department of Health, Education and Welfare, and is situated on 360 acres on the outskirts of Washington, D.C.

Approximately 8,000 patients are cared for within the confines of Saint Elizabeth's. Some 400 of these patients, all males, are confined to a maximum security unit known as the John Howard Pavilion. These men have been acquitted of criminal charges, adjudged not guilty by reason of insanity, and committed for psychiatric care and treatment until well enough to return to society and sufficiently recovered so as not to be a danger to themselves

or others.

It was a little over a year and a half ago, in December of 1961, to be exact, that Mrs. Jeanne Wasile, recreational therapist of the maximum security unit, and John E. Shea of Civil Service Commission Toastmasters Club 1847-36, Washington, D. C., brought together members of that club and some 20 patients for a demonstration Toastmasters meeting. Thus began Gavel Club No. 89, of John Howard Pavilion.

Today we have over 50 card bearing members of the club, and we have issued certificates of completion of Basic Training to 13 charter members. We conduct training meetings twice a week. Once a month we hold a formal meeting, over which our president presides. We have a toastmaster of the evening, who is a patient, and the usual program of Basic Training speeches, table topics, evaluation, and the rest. Our formal meetings are regularly monitored by members of the recreational therapy branch, under the guidance of Mrs. Ann K. Bushart, Chief, and

Clifton D. Mitchell, recreational therapist and Gavel Club counsellor. John E. Shea of Club 1847-36 is always present, with a representative from his club or from other clubs in the area.

We have many times been honored by visits of distinguished guests. Our first anniversary meeting was an extraordinary meeting for several reasons. One year, of course, had elapsed since the issuance of our charter. The men who participated in the program that evening were, for the most part, men who had completed or almost completed the Basic Training program. We saw several simulated job interviews conducted. In these, the employer role was assumed by Jim Newton, area governor and president of Pentaf Club 2014-36, the Toastmasters club of the Pentagon. The job applicants were patients, members of Gavel Club 89. We also had what was for us a very novel table topics presentation; the theme was "salesmanship" and each man was handed an object and asked to sell it, making each sale an impromptu demonstration.

Induction of officers ceremonies were conducted by two area governors of Toastmasters District 36. These were most impressive. Altogether, our first anniversary meeting was an interesting, enjoyable and instructive session.

At our regular meetings, we

always have at least one ice-breaker speech. The member then begins to look forward to further training and more important speaking roles in the Gavel club.

Only those of us who have followed the progress of this club can measure the tremendous therapeutic value of speech training, or practice in communications. Patients who had withdrawn from social contact, after watching and observing the procedures of the club, are now taking part in table topics and speeches, using gestures and displaying confidence. A recent speaker told us of the many times he had wanted to see a psychiatrist, only to hesitate at the door of the office and turn away. Now, thanks in great measure to his Gavel club experience, he is communicating.

We owe a great deal to our club founders, Mrs. Jeanne Wasile and Mr. John E. Shea, and to our parent organization, the Civil Service Toastmasters Club 1847-36. They have brought new hope to us; in bringing to us what they knew and believed in, what they knew would help us, they have made Toastmasters a way of life.

Through our progress in Gavel Club 89, we are breaking the silence of the world of the mentally ill and are now beginning to pierce the communications barriers surrounding us. ♦

For the 1963 Convention
Toastmasters will hear . . .

Star Speakers at St. Louis

QUENTIN REYNOLDS, WORLD-FAMOUS correspondent, author, and editor, will be the featured speaker at the President's Banquet at the 32nd annual convention of Toastmasters International at St. Louis, August 23.

An incessant traveler—and one of the most appreciated journalists of all time—Reynolds is welcomed and admired wherever he goes for his unique ability to understand and report the people and what they are doing. In his address to Toastmasters, he will draw from his extensive background in the field of communications as a reporter, author, motion picture writer, actor, and TV and radio personality.

Quentin Reynolds was one of the first newspaper and magazine correspondents to be exiled from Hitler's Germany for his outspoken attacks on the Third Reich. Returning to America, he became associate editor of Collier's magazine. In 1940, he was sent to France on a roving commission and began his coverage of World War II. During the

War, a popularity poll ranked him as one of the most admired figures in England—third, after the King and Winston Churchill. In addition to the London Blitz, he covered North Africa, Sicily, Italy, Teheran, Palestine and the Southwest Pacific battle areas.

Reynolds has written numerous best-selling books, including *The F.B.I. Story, I, Willie Sutton, Courtroom, London Diary, The Wounded Don't Cry*, and many others. He wrote the screen plays for the popular movies *Call Northside 777* and *Miracle of the Bells*. As an actor, he has been seen on the screen in *Golden Earrings* and *Eagle Squadron*. He appears regularly on radio and TV and is a steady contributor to *The Reader's Digest* and other leading periodicals.

Other prominent speakers who will appear on the 1963 convention program will be Rear Adm. John S. McCain, Jr., Chief of Information, U.S. Navy, and Earl Nightingale, radio commentator and authority in the field of human motivation. Admiral Mc-



Quentin Reynolds, world famous author, correspondent and editor, will be featured speaker at the Presidents' Banquet at the St. Louis convention. (Photo by Alexander King.)

Wednesday night, August 21. In addition to entertainment, the Ozark Jamboree will serve to introduce candidates to the delegates and will include a talk by Past International President Aubrey B. Hamilton.

International Director Earl M. Potter, chairman of the convention Host Committee, said that District 8 Toastmasters have been making convention plans for more than a year. Delegates to the 1963 convention, he said, are promised an outstanding educational and entertainment program. There will also be free time in which delegates may explore the many attractions of St. Louis, including the world-famous St. Louis Zoo and fascinating Gaslight Square.

Potter said exhibits are being assembled by the World Headquarters staff and will include educational and promotional displays from World Headquarters and from clubs and districts throughout the world. Many new and valuable ideas for club and district operation can be gained from a study of these displays.

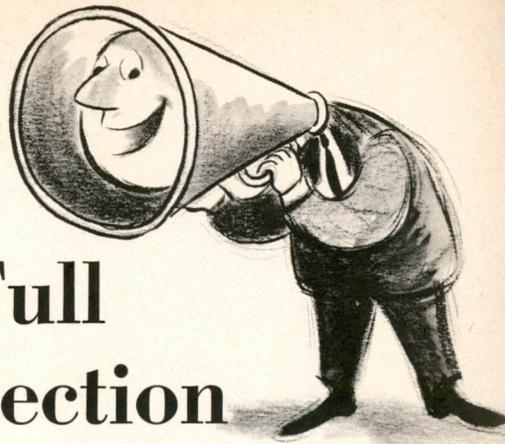
Toastmasters planning on attending the St. Louis convention are urged to take advantage of the pre-registration instructions published in the June issue of *The Toastmaster* magazine. ♦

Cain will make the keynote address at the Friday morning educational session of the convention, while Mr. Nightingale will be featured speaker at the Fellowship Luncheon.

More than 1,000 Toastmasters and their families are expected at the three-day meeting which will include election of officers and directors, voting on amendments to the bylaws of Toastmasters International, educational sessions and workshops, and the International Speech Contest.

Special convention events will include a Mississippi Moonlight Cruise, Fellowship Luncheon, President's Banquet, Breakfast with the Founder and a tour of General Grant's Farm. A pre-convention party in the form of an Ozark Jamboree will be held

For an effective
talk, a Toastmaster
should speak with . . .



Full Projection

By ROBERT W. BARRICKMAN

I CONTEND THAT speaking is an art and not a science. It is an art because it contains—or should contain—emotion. If speaking were a science, measured on definite scientific lines, it wouldn't be very appealing.

If we are agreed that speaking is an art, then the question naturally arises, "What is art?"

Many volumes have been written answering that question, and it would be difficult to formulate a brief definition here. Let's content ourselves by saying that there are three essentials for art: the artist, the work of art, and the critic, or the appreciator of the art. The art of speaking includes the speaker, the speech, and the listener who interprets or appreciates the speech.

The speaker is you. The speech—or work of art—contains the thoughts you wish to convey and the manner in which you present

them. The "feedback," or the reaction of the listener gives an indication as to how effective the speech was, so it is very important to know what the feedback is.

The speaker creates a work of art which might be called an image. This image should be completely understood by the listeners in the way in which the speaker wants them to understand it. The image should also convey the personality of the speaker. If the speaker can project his thoughts into the minds of his listeners 100 per cent, and project his personality 100 per cent also, then it can be said that he speaks with *full projection*.

How can you speak with full projection? First of all, each speaker must be an artist. While this may seem like a tall order, it actually presents no problem. Every man is an artist provided

he creates a piece of art and someone understands it. So now that we can assume that we are artists, let's look for a moment at the necessary tools for speaking with full projection.

First, the speaker must know the subject matter he is going to speak on. He must, in fact, know a great deal more than he says. Any listener, even the careless one, can easily spot the speaker who is not thoroughly conversant with his subject matter, who is trying to bluff his way through the speech by talking around his subject in high-sounding generalities.

Second, project the *correct* image of yourself. Stay in your own personality. Don't try to be a Sir Winston Churchill or a Franklin D. Roosevelt if you really aren't. Be yourself! People appreciate the speaker who is natural. If you pretend to be a great orator when you are not, you will be set down as an exhibitionist. This attempt to assume a personality which you are not, will always distract the attention of the audience from the content of your speech, regardless of its excellence.

The third principle concerns itself with the *manner* in which the speaker says what he says. Omit florid, ornate, and high-flown phrases that decorate but do not say anything. Flowery words and graceful gestures too often demonstrate lack of content, and thereby create a false

overtone to the image you wish to project. Sometimes the listener can be fooled, temporarily, by this demonstration of rhetoric without meaning, but more often it is the speaker himself who is fooled.

Finally, reinforce your image with all the ability you possess. Inject into your speech at the proper place that type of humor which coincides with your personality. Use correct and effective words which will stamp the image of yourself and your speech indelibly on the mind and memory of your audience.

The percentage of full projection you will attain depends upon your utilization of these four principles, the four tools of speech projection. Your success in using them, in increasing the projection of your desired image, can be determined by feedback—in this case, audience reaction, as shown in your evaluator's comments. Your listeners' reactions toward your ideas in the speech and toward you as a personality will determine what percentage of projection you have made. ♦

Robert W. Barrickman is a biochemistry research assistant at the University of Pittsburgh Medical School. He is also a teacher and youth worker. He is past educational vice president of Truax Toastmasters 2395-35, Madison, Wisc., and at present a member of Monroeville Toastmasters 2954-13, Monroeville, Pa.

TOASTscripts

★ ★ ★ ★ ★

This is the story of the Toastmaster who came to dinner at International Director Otto Althoff's house and stayed for 30 days!

The uninvited guest was Lieut. Robert Panella, who at the time was administrative vice president of Aero Toastmasters Club 2795 at Wright Patterson Air Force Base, Dayton, Ohio. Lieutenant Panella was returning from a district conference with Althoff and three other Toastmasters. As they drove along, they began to tease the handsome lieutenant who was the youngest member in the party. Someone dared him to walk up to Althoff's house, knock on the door, greet Mrs. Althoff, whom he had never met, and announce that he wanted to stay for dinner. He was not to indicate that he was doing it on a dare.

Panella, a shy, modest young man, accepted the challenge. Althoff drove the other Toastmasters home and when he returned to his own house he was surprised to find Panella still there visiting with his wife,

daughter, son-in-law and grandchildren. Mrs. Althoff had received him like a long lost son. The lieutenant had won her heart by devouring two southern fried chickens—a genuine tribute to her cooking ability. By the time Althoff arrived, his wife and Panella were sharing their problems. Panella's problem was that he had to move out of his apartment that weekend and find other living quarters for the next 30 days until he was transferred to California. Mrs. Althoff's problem was that her husband spent so much time on Toastmasters activities that she had no one for a rummy partner on the many nights he was away. Both problems were solved when Panella was invited to move in with the Althoffs. Thirty days later he was transferred to California, but before he left he built a beautiful white fence across the front of the Althoff's house (to keep poachers away?)

This story reminds us of the club president who invited the entire club to breakfast at his home on Thanksgiving morning when his wife was preparing for

a big family reunion and dinner. But we'll tell you that story another time.

As mayor of Rochester, Minnesota, and senior vice president of Toastmasters International, Alex P. Smekta has received many honors. But perhaps none of them meant so much to him as the invitation he received to be the commencement speaker at the Floodwood High School at Floodwood, Minnesota.

Born in Poland, Smekta and his family moved to Floodwood when he was a child. There were only eight grades of school available there at the time and his education ended temporarily. Later, a high school was built and he was a member of the construction crew which erected the building. He then enrolled in the school and was graduated. Being asked to give the commencement address at his own high school was something the immigrant boy never dreamed would happen to him.

Smekta, incidentally, has also been named to the Mankato State College's athletic Hall of Fame. During his college days, he won all-conference and all-state awards in football.

Because they have a reputation for poise and the ability to express themselves, many companies and organizations call on their Toastmasters to escort dis-



tinguished guests on tours. How Toastmasters training paid off for Lieut. (j.g.) William H. Kline, Jr., of Gosport Club 2896-66 (Portsmouth, Va.) is evidenced by the picture above which shows the lieutenant escorting Miss America (Jacquelyn Mayer of Sandusky, Ohio) on a tour of the Norfolk Naval Shipyard.

P.S. George P. McVitty of Dublin Toastmasters Club 2601-TCBI is the first man in Ireland to complete Beyond Basic Training. . . . When Victor Mamak resigned from Hong Kong Club 1364-U to make his residence in Santa Monica, Calif., the club gave him a testimonial dinner and made him an honorary life member. He was the only member to serve two terms as club president.

Your Investment in Toastmasters

By PAUL A. HAKANEN

WEBSTER DEFINES "investment" as "the laying out of money productively." I would like to add to that definition and submit that an investment is the laying out of money and *time* productively.

When you first joined Toastmasters you may have thought you were only joining a club, but what you were really doing was agreeing to make an investment of time and money. In time, you agreed to donate over 100 hours during the coming year to various Toastmasters activities. In money, you agreed to spend a sum equivalent to your club and International dues, cost of meals, transportation, and other incidental items.

In other words, you have made a rather substantial investment. What kind is it going to turn out to be? If you are interested in receiving maximum returns on your investment, I would suggest three simple rules to follow: (1) invest more, (2) invest wisely, and (3) keep invested.

Let's consider these, point by point. First, invest more. Since you're already committing yourself to more than 100 hours of

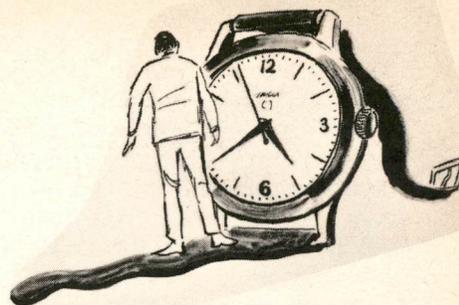
time, plan to spend a little more. Spend this additional time on preparation—preparation which will permit you to do a much better job on your specific assignment at the next meeting. If you are to be presiding officer, spend a quarter of an hour or so reviewing "The Amateur Chairman." If there is to be election of officers, make sure you have a clear understanding of election procedures. Don't depend on chance and your nimble wits. When Dr. Smedley set up the format for a Toastmasters meeting, a portion of the program—table topics—was set aside for the improvement of our impromptu speaking. It was not intended that this spur-of-the-moment speaking should be carried over into other parts of the program as well.

Then let's take the prize job—toastmaster of the evening. How often does each member get to be toastmaster? In the average active club, not more than two or three times a year. Since the opportunity comes so seldom, let's take full advantage of it, devoting an extra hour or so to preparation. The best prepara-

tion, of course, is to know the speakers' topics well in advance of the meeting, to give you a chance to prepare and plan interesting introductions.

Naturally, the most obvious way to increase your investment in Toastmasters is to make more speeches. This is one place where the old Army slogan of "Never volunteer" doesn't apply. If you don't go out of your way to volunteer, at least get a reputation for accepting an assignment when you're asked. In that way you get asked often and thereby get many additional opportunities to perform. By all means, get a reputation as a "yes man" and you'll get a lot of opportunities to increase your investment in Toastmasters.

Before we go on to the next point, here's a tip on preparing those extra speeches. Decide as early as possible the topic on which you're going to speak. Then think about it at odd moments—when you're shaving in the morning, riding to work or home in the evening. Whenever you get a new thought or idea on the subject, jot it down and file it with your notes. Let the



notes accumulate for a while until some time when you have a free minute or so, then begin to assemble them into the framework of a speech. You'll find this will make that next speech come more easily.

Now to go on to the second point, *invest wisely*. What do I mean by this? Well, many of us tend to separate our work in Toastmasters from our normal business or professional activities. The speeches we give in our club are created only to be presented at a Toastmasters meeting and nowhere else. This, I think, is wrong. We should use our club as a laboratory where we can test material which we can use at our office, with a customer, at a sales meeting or some other important occasion. This is one time where being selfish is the right thing to be. We're all paying for the privilege of attending our club for the purpose of improving ourselves, so why not do it to fullest advantage by using real life material rather than a lot of made-up situations?

I could give you an example of this from my own club. We have a member, Jim O'Meara by

name, who is just about the toughest competition around for "best speaker" award, because he's always speaking with enthusiasm and conviction. And what does he usually talk about? He talks about politics, and elections—and the reason he talks about politics is that he is using his paid-for audience as a means of helping him polish up speeches he is using somewhere else. He is investing wisely in Toastmasters and getting a maximum return for his investment dollar.

Now for the third and last point—*keep invested*. What I'm really saying is—don't give up your membership in Toastmasters too soon. Maybe at times you feel you've been at this thing long enough and it's time to concentrate on something else. Don't. Remember, even a weak investment is better than none at all. Maybe you haven't been doing all these things I've been discussing. Maybe you have been handling your assignments with a minimum of preparation, but keep this point in mind—as long as you stay in the club at least you won't go backwards in your ability. You're staying even. Sometimes in investing, just protecting the principal is worth while.

Much of what I'm saying to you here I'm saying to myself harder than to any of my readers. I myself am at the crossroads where it would be easy to quit.

I completed Basic Training some months ago. I've received my Beyond Basic Manual, but I haven't really started on any of the assignments.

But I know that the smartest thing I can do is *not* to give up my membership in my club. I know that in this field of appearing before the public, regular appearances are the best antidote for those butterflies in the stomach. It's a lot easier to get on your feet and say what you have to say when you do it as a regular thing rather than on rare occasions. So please believe with me that even if at this point you aren't getting all that Toastmasters can give you, you're still doing very much the right thing by staying with it.

So there it is. The investment is in Toastmasters. We have made an investment by buying ourselves an audience to help us in our quest for self-improvement through speaking. How much we get from this investment is entirely up to us. Invest more, invest wisely, and keep invested. Following these simple rules will make our Toastmasters investment a real blue chip stock.

Paul A. Hakanen's profession is, as might be guessed from his article, investment securities. He is a vice president of John Nuveen & Co., municipal bond house of Chicago, Ill., and past president of Glenview Toastmasters 612-30.



JUST IN JEST

"Pardon me, does this train stop at Tenth St.?"

"Yes. Watch me and get off one station before I do."

"Thank you."

Tact is the art of thinking all you say, and not saying all you think.

Think twice before you speak—and you'll find that somebody has changed the subject.

The late James Michael Curley, celebrated Boston political figure, was master of the retort proper. Once, when running for Congress, James Michael was hooted by a heckler who said he wouldn't vote for Curley even if he were St. Peter. James Michael looked the heckler up and down and then replied, "If I were St. Peter, you wouldn't be in my district."

"I want some magazines several years old," said the young man to the clerk. "I'm a doctor, and I want them for my waiting room."

"Of course, you're joking?"

"Not at all. Why should everybody know I just started to practice yesterday?"

No one is ever too old to learn, and that may be why most of us keep putting it off.

The man who speaks for posterity doesn't have to go on speaking until his audience arrives.

Fascinated by the dispatch with which the youngest mother on the block got rid of pesky salesmen, a neighbor asked for the secret.

"Oh, it's very simple," the girl smiled. "I tell them I'm so glad they've come because I want to show them my latest line of greeting cards."

—Quote

One of the nice things about becoming an executive and dictating your letters is that you can use lots of words you don't know how to spell.

—Wall Street Journal

The door bell rang and the lady of the house discovered a workman, complete with tool chest, on the front porch.

"Madam," he announced, "I'm the piano-tuner."

The lady exclaimed, "Why, I didn't send for a piano-tuner!"

The man replied, "I know you didn't, but your neighbors did."

A sure sign you're getting older is when the kids come home from school and tell you about their history lesson and you realize that when you went to school the same items were called "current events."

The college sophomore was expounding her idea of a perfect mate. "The man I marry must shine in company, be musical, tell jokes, sing, dance and stay home."

Her boy friend was a little skeptical. "What you want," he said, "is a TV set."

Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

I would like to congratulate Mr. John Dunlap of Club 1090 in Lancaster, Pennsylvania, for his plea in the May 1963 "Letters to the Editor," **The Toastmaster** magazine, to include additional speaking experiences (on recording a speech, and speaking for publication) in our course of training.

However, I must point out to Toastmaster Dunlap and all other Toastmasters that Basic Training is, after all, merely our introduction to speaking in public. It is not intended to be a complete and comprehensive course. Dr. Smedley's intention was that a man should develop himself in the art of speaking **after** he has completed Basic Training and thereby qualified himself for full membership in the Toastmasters club. It should be emphasized that if a man has not completed Basic Training, he has not yet achieved the status of full membership in Toastmasters.

Let us not clutter Basic Training with the fine points of speech which the man can develop once he has established himself as a properly accredited Toastmaster.

A. R. D. (Sandy) Robertson
Immed. Past Governor, Dist. 21
Victoria, B.C.

Official count at the Ladies Night meeting of Dallas Toastmasters Club 1933-7 on May 2, 1963, was 29. That is 100% of the 15 members present with their wives. The club secretary is a bachelor and that accounts for the odd number. Lynn Wilson joined our club at this meeting. Lynn's wife was present also.

When President Don Christopher called his first meeting to order last October 4, 1963, six out of seven members were present. Ten new names have now been

added to the club membership lists and two men have transferred membership to our club—men who had not been active Toastmasters in our town until contacted by our club... Two men have received job promotions and have relocated in different cities; Toastmasters is partly responsible for the loss of these men from Dallas Toastmasters 1933-7...

President Don Christopher has personally accounted for four of our new members. Don, since that first meeting of October 4, has more than doubled the size of his club. So far only three out of 17 nights have been blanked by not having one or more adult male guests present at our meetings. Our present total of 15 members will increase as new members and old continue to bring guests.

Jerome Jensen
Sec.-Treas., Club 1933-7
Dallas, Oregon.

My husband is a mail carrier and he delivered one of your magazines with the only covered bridge in Ontario on the cover. We are members of the National Society for the Preservation of Covered Bridges and wonder if it would be possible to obtain a copy of this issue. We save all data on these old spans.

Mrs. Lawrence Apley
Indianapolis, Ind.

(We're happy to forward a copy of the May, 1963, issue featuring Kitchener-Waterloo as "Town of the Month" and showing the famous covered bridge.)

My boss has given me an assignment... setting up a speech material file at our company. I have collected enough of

the actual material to begin a good file, but I would like to announce this entire innovation in an appealing manner. I was considerably impressed with "Preparing the Speech," January, 1963, by Clifford Massoth, and am requesting reprint rights for private circulation within our firm. We will use this to announce our speech materials file, and will of course credit **The Toastmaster** magazine...

I'd like to add that both my boss (Geoffrey Gray) and myself are past presidents of Anthony Wayne No. 1380, and he is currently First Lieutenant Governor of District 28...

W. W. Holman
Toledo, Ohio

Squadron Leader Robert D. Egerton, a member of the Royal Australian Air Force, has departed Kelly AFB, Texas, for an assignment at Wright-Patterson AFB, Ohio, where he will attend the Air Force School of Logistics for a period of one year. Bob has... earned the name of "Mr. Toastmaster" here at Kelly. Soon after his arrival in Texas, he became a member of the Security Service Toastmasters Club 1641-56, where he later held office of administrative vice president. While a member of 1641 he organized the SAAMA Club 3356 and was elected its first president. While a member of both clubs, Egerton won the Area 9 speech contest and went on to win second place in the District Contest last May.

Bob was also designated as "Toastmaster of the Year" by Area 9 for 1962. We all knew and admired Bob as a wonderful goodwill ambassador from the "land down under" and a hard-working Toastmaster who always took a very active part in all District 56 meetings. Bob's wife Helen was a very active Toastmistress at Kelly and was president of the local club for one term.

Recent information received from Ohio indicates that Egerton has made the proper contacts at Wright-Patterson and is now very active in the Kittyhawk Toastmasters Club. When Bob and Helen return to Australia in about 12 months, they plan to organize several Toastmasters and Toastmistress clubs.

George G. Lucas
Lt. Colonel, USAF
Past Governor, Area 9
District 56
Kelly AFB, Texas

Ellis G. Smith was the president and a charter member of the Chrysanthemum Toastmasters Club 2451-U at Camp Zama. He was also its outstanding speaker and a gifted parliamentarian. Those of us who joined the Chrysanthemum Club gained much through our association with him.

On the night of October 31, 1962, at the weekly meeting of our club, Mr. Smith, a Department of the Army civilian, suggested that a special award be given to the outstanding speaker of each month. His suggestion was passed and entered in the minutes of the meeting. He left the Toastmasters meeting that evening to drive to his home in Yokohama, about 25 miles away. Along the route he had to stop to change a flat tire. He had just finished putting his tire tools in the trunk of his car, a right-hand drive Volkswagen, and walked around to get into the driver's seat. (All traffic in Japan drives on the left.) An oncoming vehicle struck him down and he died an hour later without regaining consciousness.

Captain Thomas L. Larkin was the first recipient of the E. G. Smith Memorial Award, named in memory of the late Mr. Smith.

Max E. Lash
Club 2451-U
Camp Zama, Japan

New Clubs

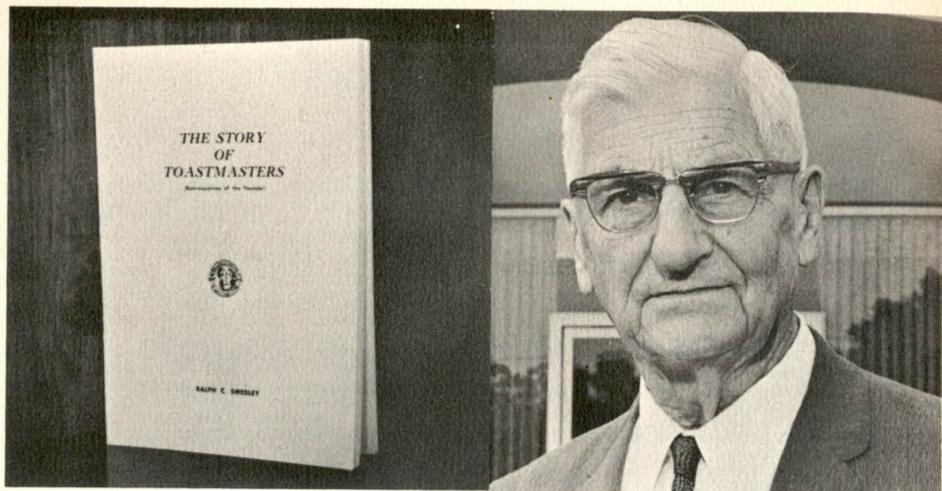
(As of May 15, 1963)

- 546-47 JACKSONVILLE, Florida, *Southside*, 2nd & 4th Tues., 7 p.m., Uncle Johns Pancake House, Beach Blvd.
- 1149-41 HOT SPRINGS, South Dakota, *Hot Springs*, 1st, 3rd & 5th Mon., 6 p.m., Evans Hotel, 545 N. River Road.
- 1408-F LA PUENTE, California, *El Puente*, 2nd & 4th Thurs., 7 p.m., La Puente Lanes, 1255 N. Glendora Avenue.
- 1532-26 DENVER, Colorado, *No-Name*, alt. Mon., 11:45 a.m., Mayflower Motor Hotel, 1700 Grant Street.
- 1557-44 AMARILLO, Texas, *Monday Morning*, Mon., 6:30 a.m., Campbells Pancake House.
- 2069-30 CHICAGO, Illinois, *Irving Park*, 1st & 3rd Tues., 6:30 p.m., Irving Park Y.M.C.A.
- 2419-43 COLUMBUS AFB, Mississippi, *Columbus AFB*, Wed., 11:30 a.m., NCO Open Mess.
- 2439-U PHNOM PENH, Cambodia, *Toastmasters of Cambodia*, Mon., 6:30 p.m., MAAG Monivong Club.
- 2445-U TRABZON, Turkey, *Black Sea*, Thurs., 11:30 a.m., Trabzon Club Kismet.
- 2489-41 GREGORY, South Dakota, *Gregory*, alt. Tues., 7 p.m., Luelynn Hotel.
- 3048-4 SOLEDAD, California, *Soledad-Gonzales*, Tues., 7 p.m., Soledad Bowl.
- 3086-24 BEATRICE, Nebraska, *Beatrice*, Wed., 6:30 p.m., Greentop Cafe.
- 3119-45 DARTMOUTH, Nova Scotia, Canada, *Dartmouth*, Thurs., 6:15 p.m., Belmont Hotel.
- 3131-14 SAVANNAH, Georgia, *Midtown*, 2nd & 4th Mon., 8 p.m., West Broad Street YMCA, 714 West Broad Street.
- 3189-44 MIDLAND, Texas, *Tall Town Toasters*, Thurs., 6:30 a.m., Ramada Inn.
- 3235-48 WETUMPKA, Alabama, *Twin Rivers*, 1st & 3rd Tues., 7 p.m., Little Sam's Cafe.
- 3366-14 GRIFFIN, Georgia, *Griffin*, Tues., 8 p.m., Commercial Bank Bldg.
- 3607-U DANANG, South Vietnam, *Coln Phrasers*, Thurs., 7 p.m., Commander's Conference Room.
- 3609-57 BERKELEY, California, *West Berkeley Y*, Tues., 7 p.m., West Berkeley Y.M.C.A.
- 3611-TCA MACKAY, Queensland, Australia, *Mackay*, 2nd & 4th Wed., 7:45 p.m., Girl Guides Hall, Sidney Street.
- 3613-46 NEW YORK, New York, *Western Union*, Thurs., 5 p.m., Western Union Telegraph Co., 60 Hudson Street.
- 3614-36 WASHINGTON, D.C., *NRL Forum*, Mon., 11:15 a.m., East Dining Room, Building 28, U.S. Naval Research Lab.
- 3615-U YOKOHAMA, Japan, *Minato*, 1st & 3rd Wed., 7 p.m., Ziebra Club.
- 3616-U KADENA AIR BASE, Okinawa, *KOKUSU*, 1st & 3rd Mon., Kadena Officers' Open Mess.
- 3617-36 WASHINGTON, D.C., *NRL Thomas Edison*, Wed., 12:30 p.m., East Dining Room, NRL Cafeteria.
- 3619-65 BUFFALO, New York, *F.I.R.S.T.*, alt. Wed., 5:30 p.m., alt. places.
- 3620-35 KENOSHA, Wisconsin, *Kenosha Council Catholic Men*, 1st & 3rd Mon., 7:30 p.m., St. Peters Parish School Assembly Hall, 5108, 7th Ave.
- 3621-U ANKARA, Turkey, *Gaveleers*, Mon., 7 p.m., NCO Open Mess.
- 3623-46 NEW YORK, New York, *Shell*, 2nd & 4th Thurs., 5:30 p.m., Time-Life Bldg., 110 West 51st St.
- 3625-46 NEW YORK, New York, *U.S. Plywood*, alt. Tues., 5:30 p.m., Penthouse of the Weldwood Bldg., 55 W. 44th Street.

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