

JULY, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

ST. PAUL, MINN.— TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

Evaluation Is My Business • Why I Left Toastmasters

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*A Government evaluator
offers some professional counsel*

Evaluation Is My Business

By MAURICE L. ETZELL

CHALLENGE AND CHANGE: these two words are continually offered to us as our guideposts to progress. By *challenge* is meant setting new goals, establishing new objectives. *Change* stands for reviewing, evaluating, and improving our means for most effectively reaching these new objectives.

Challenge and change spotlight the need to evaluate and criticize; a need felt throughout history

whenever progress was to occur. "One sees the critic as the real helper of the artist, a torch-bearing outrider, the interpreter, the brother," said Henry James in 1893. Eighty-seven years earlier the great English philosopher, John Stuart Mill, cautioned us to "accept no doctrine either from ourselves or from other people without a rigid scrutiny by negative criticism." Our Founding Fathers in America lev-

elled a devastating criticism against the English king when they wrote that great political document, the Declaration of Independence. Everywhere, knowledge and freedom have flourished in direct proportion to the amount of criticism or evaluation allowed.

Practically speaking, what are the steps any organization must take to translate the demands of challenge and change into effective planning for its future growth? It must:

1. Establish standards, goals, work expectations, or, if you will, *objectives*.
2. Organize to reach these objectives.
3. Do the job, or tell others what to do.
4. Evaluate performance against the goals or objectives.
5. Take action based on the evaluation.

As Chief of the Evaluation Division of the Bureau of Inspections, U. S. Civil Service, I can truthfully say that evaluation is my business. Thus I am involved with only three of these steps—the goal setting, the evaluation, and the action. I am concerned with the essence of the challenge and the change.

But why should I, whose business is evaluation, be concerned with goal setting? For the simple reason that *we cannot judge how well we are doing unless we know what it is we are trying to do*.

Evaluation requires a system for gathering facts and weighing these facts against pre-established goals. The goals should be (1) achievable, (2) in harmony with other goals,

and (3) of the type which, in achieving them, helps us to move toward higher goals.

Evaluation rests on the judgment of people, on their differing points of view, their prejudices, their attitudes. Consider the luncheon you ate this noon. You judged it good or bad depending on what you wanted and expected, the cost, the service you received, the amiability of your companions and whether you were hungry or not. Since everyone establishes his own standards, there will be many different evaluations. If someone had established a common standard, the evaluations would be more nearly alike.

The same holds true in evaluating anything else; your organization's work program, your individual life, and even a speech before your Toastmasters club. Without goals, standards, or objectives, there is nothing to evaluate performance against. Your speech can be rated good or bad only in relation to the objective or goal which you must have established as a common base for your evaluators. It can never be good or bad in a vacuum.

It always pains me to hear an evaluator say, "Joe, that was a good speech, but you didn't carry out your assignment of 'Hands Up' or 'Vocal Variety'." If the objective of Joe's speech was to improve the use of his hands and he kept his hands in his pockets during the whole speech, then his speech was a complete failure no matter what words were spoken. Presumably Joe



has the objective of becoming a better speaker. To realize this goal, he has agreed that he must master certain subsidiary objectives. One of these is to be able to use his hands more effectively.

Many of us are prone to look beyond our basic objectives — yes, even to forget them and aim at the stars, never realizing that first things must come first. We must master the fundamentals before we are experts, we must learn the musical scales before we become concert pianists. We must rid ourselves of grunts and groans before we can become effective public speakers.

On this point, I like the story of the three bricklayers who were asked what they were doing. The first said he was laying brick. The second said he was earning \$3.50 an hour. The third raised his eyes and replied, "I am building a cathedral." The foreman promptly fired him. "The dope was supposed to be building a garage," he said. So let us aim at the stars but at the same time be sure we establish our immediate objectives and reach those first before we attempt to place ourselves in orbit.

What I've been saying is that before we can evaluate anything, be it a speech, the work program of an organization or the effectiveness of a government, we must define our ultimate objectives, refine them into specifics, and relate these specifics to each other and to the whole. Then and only then can we evaluate effectively and with meaning.

It is obvious that the evaluation

process will serve no real purpose if it becomes in itself the ultimate objective. Unless there is intention to take action on the basis of the evaluation given, there is little point in evaluating. Evaluation points to change. It provides a frame of reference in which to take action. It may even point to a need for change in the objectives themselves by showing that the subsidiary objectives do not clearly relate to the ultimate ones.



I remember a certain work program we were reviewing recently. We asked the basic question of what purpose a certain report served. In developing the facts, we found that some five years ago the report had been devised as necessary for accomplishing a certain project. The project had been completed three years later. Now for two whole years, the report had continued to be produced on time, but for no purpose. Someone had failed to evaluate what was being done and relate it to the goals of the organization. There is a constant danger that a legitimate instrument created to accomplish an objective will through sheer routine and inaction become an outmoded institution. Evaluation must put the spotlight on these archaic situations and relate them to the basic objectives.

I would like to emphasize again that *evaluation is not an end in itself*. It is a means to an end. It is a technique. It is a process which is meaningless unless it leads to action. In my business we evaluate personnel programs to upgrade the programs we have. The goal is to

help the agencies of Government to accomplish their missions more effectively and thus to insure that we reach the goals and objectives of our free society.

Every one of us is involved in challenge and change. Since the steps for translating challenge and change into effective plans apply to everything we are trying to do, I want to summarize them here:

1. Establish your goal, your objective.
2. Refine that goal by making it definite and specific, and by establishing subsidiary goals.
3. Relate these goals each to the other.
4. Collect facts and weigh these

facts against your goals—in other words, *evaluate*.

5. Take action on the basis of this evaluation to improve your performance.

This is a program for a thinking man, in a world which more and more needs and demands thinking and planning for the more and more complex work to be done. We may well recall the definition of evaluation or criticism given by Matthew Arnold, a thinking man from out of the past. Criticism, he said, is "a disinterested endeavor to learn and propagate the best that is known or thought in the world." And the best, and only the best, is what the world today needs so desperately. ❖



Maurice L. Etzell is past governor of District 36, which includes the District of Columbia, Maryland and part of Virginia. Of his foregoing article, he writes: "The title . . . relates to the fact that my current position is that of Chief of the Evaluation Division in the Bureau of Inspections, U. S. Civil Service Commission. The responsibilities of my division are those of evaluating the personnel management operations of the various departments and agencies in the Federal Government. The Civil Service Commission, as you know, is the central personnel agency of the Federal Government and provides the leadership for advances in the personnel management area."

Education aims to open the mind, and not to fill it as we would a bottle. It creates restlessness to know, develops clear thinking, engenders joy in learning. It dispels error, discovers truth. One might say that education is social efficiency.

—Eugene P. Bertin, Pennsylvania School Journal

*Toastmasters Convention cities of
Minneapolis and St. Paul might be called*

By ANGELO COHN

A SONG IN A newspaperman's stag show some years back compared the fun of frolicking on the grass of Minneapolis at Aquatennial time with the joy of frisking in the snow during St. Paul's Winter Carnival.

The 600 business and political leaders of the two cities who attended that Newspaper Guild Grid-iron dinner are still humming the song, so effective was it in satirizing the rivalry between these so-called Twin Cities of Minnesota. Intense, fascinating and often humorous competition marks the commercial, civic, social and recreational life of the two cities astraddle the Mississippi River.

Only in very recent times have Minneapolis and St. Paul achieved any measure of peaceful co-existence, to borrow an expression from the international phrase book. And only on a handful of projects have they been able to cooperate. In most things they still behave very much like young upstart twins, trying to outdo one another in the business world, on the athletic field or in cultural pursuits.

High point of this inter-city rivalry comes in their big annual community festivals. The Winter Carnival is St. Paul's snow and ice version of Mardi Gras, with beauty queens swathed in parkas and glamorous ski pants. The Aquatennial is

a latter-day midsummer festival developed to glorify the city's name, girls in bathing suits and 11 lakes within the city boundaries of Minneapolis.

Competition goes back to early days, when both cities were centers of the booming lumber trade that spawned the tall tales of Paul Bunyan. It is no wonder that superlatives are still common when each town begins singing its come-and-see-us refrain.

St. Paul's party in the snow has history on its side, having passed its 76th anniversary in 1962. Carnival promoters aren't letting the world, or Minneapolis in particular, forget that venerable age.

One of the "shrines" in which they still worship the gods of winter fun and frolic is the Ryan Hotel, a gem of 19th century architecture which has survived, or resisted modernization. It was in the Ryan's mahogany lobby that a group of fuming businessmen met before the turn of the century to decide upon an answer to a New York newspaperman who referred to the Sainly City as "another Siberia, unfit for human habitation in the winter."

To prove otherwise, they gave free rein to dreams and legends, created a King Boreas mythology for their festival and arranged for construction of a palace-fortress of

The Unidentical Twins

ice that was to be the centerpiece for the first carnival in 1886 and a trademark for all others which followed.

In the 20th century, the New Yorker's challenge is long forgotten, but the Winter Carnival is still with us. Thousands of fun-seekers flock to St. Paul each year to participate in or watch national skating races, ski-jumping contests, ice-fishing derbies and endless parties or dances in the bright, gay places.

Now, even if you've never been in the Twin Cities, you can imagine how Minneapolis would feel about national attention being focused on St. Paul. For more than half a century they stewed about it, salved their aching egos by telling themselves that Minneapolis was really the larger and busier city, and quietly slipped across the bridges every winter to join the Carnival fun.

It took a civic headache far more serious than a New York newspaper reporter's remarks to launch a rival festival in Minneapolis. During the '30's, Minneapolis was an unsavory spot on the crime map. Headlines blared the activities of the hoodlums there, and labor strife deteriorated into violence and bloodshed.

The city's best brains strained for an antidote. Finally, a creative young businessman, Tom Hastings, who now operates a hotel, came up with the scheme and the energy to put it across. From his missionary efforts was born the Aquatennial.

The rivalry represented by these two festivals is not confined to recreational competition, however. It touches every facet of life. Strangers to the Twin Cities, especially in this Jet Age, see the two towns clustered so closely together and express wonder that they continue to have separate identities. At the same time the natives on both sides often wonder how either one survives in such dangerous proximity.

They don't exactly barricade the bridges, but there have been taxicab and truck driver wars in which delivery vans from one city would hardly dare to cross over the line to the other. For many years St. Paul battled the rapid transit company in an unsuccessful effort to win low single fares for students commuting to the University of Minnesota, which is just a stone's throw inside the Minneapolis city limits. Many a stone was thrown by angry Saint-paulites, but they still pay the double fare. Thrifty students who hitch-hike from the campus to St. Paul's one-fare territory are favorite targets of Minneapolis police squads which enforce anti-hitch-hiking laws more rigidly around the university than elsewhere.

Nor has culture been exempt from competition. The St. Paul newspapers once reportedly threatened to eliminate any mention of the Minneapolis Symphony or its world-famed soloists unless a neutral name was adopted for the orchestra.

Just as there are separate mayors,

city councils, police and fire departments and school systems, there are equally separate cultural circles and social cliques. From its early days society was quite sharply divided, with the railroad and fur money of St. Paul creating one community pattern that was strangely German, Irish and Catholic; while the flour milling and lumber fortunes of Minneapolis, from Yankee. Protestant and Scandinavian stock, took another course.

But twins are twins, and they usually achieve togetherness as they mature. This happened in the Twin Cities, although the first real cooperation was deep underground, and the next breakthrough was high in the sky, one might say. Only lately has there been close joint activity on the ground itself.

For some years the cities have enjoyed the benefit of a single sewage system (but separate water supplies). They have one airport, one big league baseball team, one pro football team, a unified telephone network, and exciting stories about the long struggle toward cooperation.

Arguments raged long and loud over a metropolitan airport, which was to be developed on a Minneapolis site and involved practical closing of the St. Paul field a few miles away to any major traffic. "Why should we pay a full half share for a terminal that's going to be used mostly by Minneapolis?" St. Paul wanted to know. "But Minneapolis is giving up a lot of territory and tax power to the independent airport authority," Minneapolis said. And so on and on and on.

Perhaps the most dramatic opposition flared when the two cities began looking for a Major League baseball franchise. It finally came in 1961, with the former Washington Senators becoming the Minnesota Twins. They have provided a multimillion-dollar business boost. Now the wise ones are saying all this could have been accomplished two years sooner if each of the Twins didn't have so cussin' much local pride and if St. Paul hadn't insisted on going ahead to build its own stadium—which is now growing wonderful outfield grass.

It was like two little boys itching to start a ballgame but arguing whether the guy who owns the ball or the one who has the bat should decide where the game is to be played.

Well, to make a long story short, the baseball Twins didn't do so hot in the standings their first season, but it wasn't because those boys don't understand competition. No, sir. Competition is something that everyone in Minneapolis and St. Paul knows about intimately. And the business or social pace of these unidentical Twin Cities is just about three times as fast as it might be if each one didn't keep an eye cocked constantly for possible tricks by the other. ♣

Angelo Cohn is a staff member of the Minneapolis Star. He is a frequent contributor to national magazines, and author or editor of four books.

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WELL, I JUST LOST another speech contest. And since I blow hot and cold on this particular form of oral jousting, now



would seem to be a good time to blow cold.

Who wants to win old speech contests, anyway? Everybody knows the speech contest only makes a man try too hard, robs him of his naturalness, fosters the contrived message and promotes the hopped-up delivery.

Why should we throw spasmodics into our spontaneity? Why should we go along with the hokum-and-hop of these phoney fizz-fiestas? Has it not been written—we stand for the execution of elocutionists? We're for amplified conversation, the sort of thing you can use in your work.

That's blowing cold; and I've about got myself convinced. But wait. If you'll pardon the oratorical boom, I'll try to get hot.

Competition is still the essence of the American way of life. Or of anybody's way of life. We need to crawl off to a tranquil retreat now and then, but if we don't return to the fray—in fighting trim—it's only a matter of time till we're bypassed, bopped or busted. This has been proved many times by such disparate entities as the Roman Empire, playboy prizefighters, com-

Losers and Lovers

By WALTER HOLLAND

placent executives, and take-it-easy Toastmasters.

So let's face it, fellow losers. There are pitfalls to be avoided, but the hots of the speech contest outweigh the colds. Let's get back in there and do our part.

Now, what *is* our part? Why should we go back and get clobbered some more? As an experienced and qualified loser, I suggest three good reasons:

1. *Duty*. As good Toastmasters we have a duty to help perpetuate our own periodical slaughter—otherwise there could be no contests. We owe it to the winners to place our necks, like turkeys, on the block.

They need a lot of us losers. It generally takes five or six of us to produce just one winner. When I lost the last contest, I must admit that I didn't do it all by myself. I can't take all the credit. Four other guys lost with me.

Many boxers climbed into the ring with Joe Louis, knowing full well they had little chance to win. But for the sake of the sport and a few thousand bucks, they did their duty. We speech contest losers, omitting the minor factor of pay, are the same breed of cat. In other words, we're duty hounds. 'Mid the showering shrapnel of mixed metaphors, we stick with our lowly station in Toastmasters.

We are the trial horses, the punching bags, the tackling dummies. We are the sacrificial lambs. We're the sports who make possible the sport of speaking. The victors couldn't stand there without us;

they wouldn't have anyone to stand on.

The winners ought to love us, do us homage as well as homicide. They ought to pay more attention to the care and feeding of losers. They ought to give us trophies—and I don't mean booby prizes, I mean something nice. Maybe a prone Oscar with toes turned up.

2. *Training*. Duty is fine; but if we get ourselves *too* imbued with it, we may become loath to make the turn which even a worm is permitted if pushed hard enough. However, while soaking up punishment a loser has been known to come up in the world without even trying to improve his status. For example:

Back in my home town there was a good-natured lad with two left feet. His name was Lemuel but we called him Clumsy because he was clumsy. He was clumsy at everything he did. Always falling off his bicycle. Always hitting busters in the old swimmin' hole. Always catching the forward pass in his eye or mouth.

And always getting licked in fights. So, naturally, every kid in town took his turn at licking Clumsy. And he good-naturedly went along with the routine, always doing his plodding best, faithfully striving to give his friends a workout on each occasion.

Figure about 50 kids in town, and Clumsy getting licked once a week, you can begin to see what was happening. Clumsy was fighting 50 times a year (we gave him two weeks vacation) while each winner



was fighting only once a year—not enough to keep sharp.

Clumsy got so much practice that he began to get the hang of the thing. And without old good-natured Lem even trying to be a hero, first thing we knew he was the champ.

All right, you winners—if any of *you* are bothering to read our story, I guess you get the message. While you're trimming us, you're training us. We don't aim to deliberately double-cross you, but some day sheer accumulated force of long losing may give us the hang of winning.

3. *Love*. I forgot to tell you this was a humorous speech contest that I helped four other losers lose. Anything said here applies to *all* tournament tongue-wagging, I'm sure, except that maybe we did have just a little bit more fun trying to be funny. We loved it.

Some of the darndest types try to be funny—and in the darndest ways. And I'm all for it. I maintain you can learn how to handle humor in a workmanlike manner without being a born humorist. And without necessarily winning a contest.

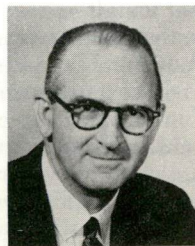
Of course, you may never be Bob Hope, but then, he may never be you.

I've seen some of our boys in the club come a long way from earlier efforts at humor. In this particular contest I saw at least three pretty fair performances by Toastmasters who had long said—and convinced the rest of us—that they could never make a humorous talk. *One of 'em won the contest!*

Why not get in your club's contest? Even if you know you can't win—get in it, anyway. If you're worried about lumps, take it from old Lumphead himself, you can lose and still love it.

So what if we do run up a string of losses that may threaten Babe Ruth's home-run record? Did you happen to know that the mighty Bambino also set the still standing record for more *strikeouts* than any other player in baseball history?

Join our association; share in the camaraderie of the great Legion of Losers. Our motto: For duty, for training, for love. We're all amateurs—from the Latin *amator*, meaning lover. Those contests are always coming up, so come on, lovers—here we go again! ♦



Walter Holland is past president of Richmond Toastmasters 1275, and a former area governor of District 36. He is assistant director of information for Southern States Cooperative, whose main offices are in Richmond, Virginia.



Why I Left Toastmasters

By WILLIAM J. FULLER

THERE COMES A TIME in the life of every Toastmaster when he must make a great decision. Shall he continue with his Toastmasters club membership or not?

Last year I had to make this choice. I decided to leave Toastmasters.

It wasn't easy. There were so many memories. I remembered my icebreaker speech when I first joined Minneapolis's Royal Arcanum Club 320-6. Another new member and I together shivered and shook, consoled each other, and somehow or other managed to get through. Then there was the thrill of representing my club at our Area 2 Novice Speech Contest. There was the exciting time I reached the finals in our club speech contest.

I remember being elected to my first club office — sergeant-at-arms. Then secretary, vice president, and finally — the highest honor a club can give to one of its members — club president. What a period of time this was, as it is for all club presidents! There was the sheer hard work involved in keeping up mem-

bership—holding old members and bringing in new ones—organizing good, strong working committees, trying to keep order at business meetings so that something could be accomplished.

Like all Toastmasters, I experienced times of doubt and discouragement. You know how it is. Sometimes you begin to wonder if it's worth it—all the hard work, the study, the butterflies in the stomach, the feeling of where is it getting me, and is it worth the time and expense?

Then slowly, gradually, the answers come. You know how those come, too. Through your participation in table topics, you begin to realize that it's all easier; you can speak on any subject at a moment's notice; your mind is reacting more quickly. You no longer stumble and stutter. You become more conscious of parliamentary procedure, quick to spot and point out errors as they occur. And this applies to all meetings, not just Toastmasters meetings.

Not the least important is your

acquired ability to listen, evaluate and constructively criticize each speech you hear, no matter where. And you realize that this developing ability is making you a stronger person, more aware, more decisive, more sure of yourself in unusual or difficult situations.

Then finally comes the realization that you are attaining the purpose for which you joined. As you finish your 12th speech, appropriately entitled "The Masterpiece," you find that your speaking ability has improved in direct relationship to your application of Toastmasters principles and training.

Yet, in spite of all these factors, I decided to leave Toastmasters. "Why?" you may well ask. Perhaps a bit of personal history is in order.

I had lived in Minneapolis for six years, working for Thermal Company, Inc., a wholesale firm dealing in heating and refrigeration supplies. I had been a Toastmaster for almost four years. Then my mother died from cancer.

The tragedy brought me up short, and made me think. I wanted to help, to do what I could in the fight against this terrible disease. How to help? Well, I had my Toastmasters training; I could put it to use. I volunteered as a speaker for Hennepin County's annual anti-cancer crusade. The end result was that I ended by helping set up the American Cancer Society's Speakers Bureau.

While I was doing this volunteer work, I became very interested in voluntary health organizations. Soon I had an opportunity to change my avocation into my vocation. I am now working at my new

position as State Representative of Northern Iowa for The National Foundation, better known as the March of Dimes.

Working with The National Foundation gives me a chance to talk with all types of volunteers, National Foundation chapter people in every county, communications people: in short, to promote through speech. As a Toastmaster friend put it, I have *Toastmasters with pay*. Because The National Foundation is now sponsoring a drive called the Salk Institute Building Fund for a biological research center in San Diego for Dr. Salk, I no longer have the time to devote to my favorite organization, the organization that made my job possible—Toastmasters. With 37 counties to service, you can understand why.

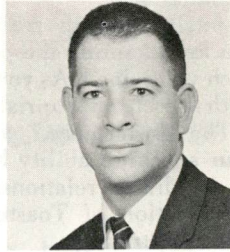
There is a great area for outside speaking in the March of Dimes and the Salk Institute for Biological Studies, as in all of the many voluntary crusades which are doing so much to advance civilization today. An informed public is necessary if we are to maintain our stronghold upon freedom. Although my work has forced me to leave Toastmasters, I am still working with them as volunteer speakers in our March of Dimes campaign.

If you are interested in putting your Toastmasters training to work in helping The National Foundation, contact your County Chapter chairman or a State Representative like myself. We'll give you all the information you need, and gladly put you to work. Every volunteer society can use men with Toastmasters training. And even though

I am no longer a Toastmaster, I still believe that Toastmasters is a great organization, and that the benefits you receive from its training are

numberless. It changed my life! It gave me new opportunities for service. And that's why I reluctantly left Toastmasters. ❖

William J. Fuller is Iowa State Representative for The National Foundation, and a past president of Royal Arcanum Club 320-6, Minneapolis, Minn.



MR. EVALUATOR, I NEED YOU!

I need you in front of me. I need the nod of your head or your approving smile. I know there are times that I deserve the disconsolate raising of an eyebrow.

When you evaluate my talk, don't slap whitewash on the same old fence. Please listen to see if perhaps I have built another one! But whatever you find, let me know the truth. Don't send me home feeling big but hollow.

But before you conclude your evening's task, I want to ask two favors:

Please, Mr. Evaluator, when you tear me bit from bit, please tell me each bad point only once tonight. If I don't listen and change—well, you can tell me again another time.

And now my second, and bigger, favor. Even though my faults and failures are legion, please love me enough as a fellow member and as a man, to pick those pieces from the floor. Please try to put me together again in a way which is an improvement over my former self. Point the direction in which I should go. Help me tie a string to a star so that, although I may never reach it, I can carry on with the light in my eyes.

Please, Mr. Evaluator, reassemble me once more. Make me whole and living.

Don't make me big and hollow by ignoring my shortcomings. Please put me together again, Mr. Evaluator, small, perhaps, but solid, as every man wants to be.

*Lynn Frazier, Lt. Governor, Dist. 51
District 51 News, Jan. 1962*

You Are What You Think

By DAVID L. WARD

EVERY DAY OF YOUR LIFE you use your mind, brain, thoughts and ideas to insure a bright future. The minute you stop using your mind, you start living in the past.

You are what you think. And when you think and speak creatively, you grow in spirit; you observe with application and speak with meaning.

Anyone can be taught to give a speech. But too few ever use their knowledge to speak creatively. There is no reason why you cannot become a better, more efficient, fresh, vibrant and thought-provoking speaker. Here are six steps which, when combined with hard work, will result in a creative speech.

1. *Compass determination:* Before you set out to present a speech, you have to determine why you want to give it. What is your objective, your purpose? What kind of speech do you want to give?

Most speech courses teach that there are five purposes in public speaking: to convince, to stimulate, to persuade, to inform and to entertain. But all of these have as their long-range goal the persuasion of the audience. More often than not

when you speak, whether at a meeting, social affair, work or at home, your purpose is to persuade. Even while entertaining or informing people you are persuading them that you are the best and most qualified person to speak on that topic.

Once you have established your purpose, you must see how it fits into the audience's realm of belief. A student of mine once commented, "I gave the best speech of my life today. Yet nobody seemed to understand me. They sure must have been dense."

Unfortunately, as I explained to him, the audience was not in error, but he was. Your job as a speaker is to communicate your ideas to your audience so as to make them understand or act.

To create an effective bridge of understanding, *analyze your audience.* Adjust the purpose of your speech to make it readily understandable, intelligent and interesting. Ask yourself such questions about the audience as: "What is their educational background, their age, sex, primary interests, knowledge about my purpose? What is their feeling toward me?"

Then summarize your answers.

Determine your specific reason for speaking; tear that reason apart and re-analyze your purpose. Take your final objective and state it as imaginatively as you can. Now your compass is set; you have a direction in which to travel.

2. *Mind Tickling: Ideation.* Did anyone ever tickle your nose with a feather? The sneeze that followed was automatic. A good idea for a speech can happen in the same automatic way.

Your goal at this stage is to "create" a number of speech topics and ideas which will fulfill your purpose. So find a place where you can think—away from interruptions. Pick out a comfortable chair. Get a black pen, a red pencil and a scratch pad. *Start thinking.*

The hardest part of idea-seeking is starting your mental wheels rolling. Once you've started, however, the ideas roll out like cars on an assembly line. Recently when I was trying to think of imaginative and unusual speech subjects, I managed to jot down 25 topics in slightly more than ten minutes.

To stimulate thought, jot down everything that pops into your mind, no matter how silly it may seem. Often good ideas come from seemingly meaningless thoughts. Then gradually shift your concentration to the problem at hand: a creative subject.

By this time you should have at least three or four main areas with several speech subjects in each one. Underline those that are particularly noteworthy. Then pick out the

best subject, and evaluate it in terms of your purpose. Then list all the advantages of the idea and all the disadvantages. Sometimes ideas lose their value upon close analysis. If necessary, call in outside help; try it out on your wife or your children.

After you have chosen the best idea, see if it makes the best speech topic. It may be a good idea and still lack potential as a speech. Decide carefully.

3. *Head for the Hills: Preparation.* With your compass oriented and your subject determined, you need the material to give your speech scope, authority and interest. You need to gather all available pertinent material.

A rich and fertile starting place is your public library. Glance over the books, magazines, journals or other publications relating to your topic. Study them, talk with informed people about your topic. Glean their knowledge. Keep an open and inquiring mind. Personal experiences, thoughts, concepts, will help trigger new relationships and ideas in your own speechmaking.

4. *Small Drops of Water Make Big Oceans: Organization.* As you've been reading the facts on your chosen subject, you've also been keeping a set of note cards. After you have acquired several dozen of these, divide them into various piles as they relate to the main points you wish to make.

Now go through each card-idea bank. Discard those facts which are irrelevant. Then number each pile



in the order you wish to use it in making your points.

When you've finished organizing the cards, write out the pertinent material. Use a fairly complete sentence outline. Read over this outline, and for every main point, insert a story, joke or anecdote which proves, complements or illustrates the idea.

5. *Tear Down to Build Up: Revise.* Say the speech twice; once to get the feel of the words, the second time to check idea content and timing. A speech for your Toastmasters club should be between five and seven minutes. Other organizations usually allow you 20 to 30 minutes. Leave time for discussion.

Assuming the speech is for your Toastmasters club, you'll probably find that it is three or four times longer than you wish. This is perfectly all right; it's far easier to cut than to pad.

Take a sheet of paper and print in large block letters your *central purpose*—what you're trying to get your audience to believe and understand. Then check each point of your speech to make sure that it helps the main idea without adding extra useless baggage. After most

of your jokes and stories have been eliminated by this method, you'll probably have twice the amount of material required for your time.

So, edit again. Rewrite your speech a third time. Yes, it's a lot of work. But remember, you're up on the platform giving a speech only about once every two months.

Practice your speech from the written outline. A day or so before the meeting, type your main ideas on some three by five note cards. Use these cards for your practice guide and for notes if you need them.

6. *The Finale: Speak!* When the time arrives for your speech, you can walk to the platform with the confidence and poise which befits a well-trained and knowledgeable speaker. And while I won't guarantee you the keys to the city, I can predict a satisfied audience and speaker, for they're both getting and giving their best—and they know it! ♦

David L. Ward is public relations representative of Western Electric's Hawthorne Works, Chicago, Ill. He is a member of Hawthorne Toastmasters 2574-30.

Reading is one of the first skills we learn. It is the fundamental tool used in our educational system and in our learning process. We do not lose our ability to read when we leave school. The degree of our ability may change but the basic ability to read remains with us for the rest of our life. Reading is one method that can be used in acquiring information and stimulating our thinking. It can be an effective tool in developing ourselves.

Joseph J. Wnuk, Jr., "Developing Yourself,"
Adult Leadership magazine.

Toastmaster Town of the Month



ST. PAUL, ONE OF THE TWIN CITIES playing host to Toastmasters at the 31st Annual Convention, August 9-11, 1962, is the capital city of Minnesota and the center of a metropolitan community with a population in excess of a half million. Named for a tiny Roman Catholic Mission established in 1841, it was chartered as a city in 1854. St. Paul rises in three terraces above the banks of the Mississippi, the first terrace occupied by railroad yards and facilities of the nine first-class railroads serving the city, the second the business section and center of commerce for the vast upper midwest market, and the third a beautiful residential area.

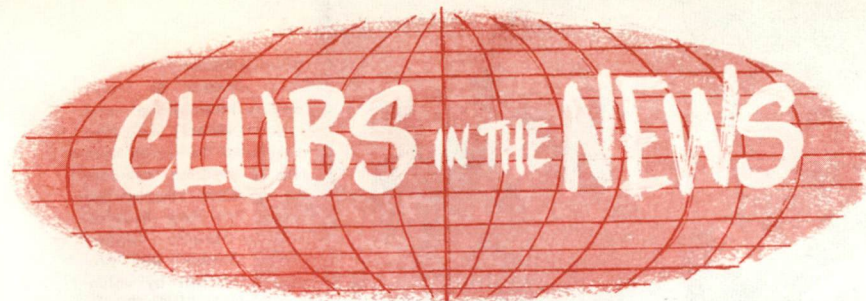
As a major transportation hub, St. Paul handles an enormous volume of goods from Minnesota's vast agricultural regions and is the home of many manufacturing companies including Remington Rand, Minnesota Mining and Manufacturing, Ford Motor Company, Toni, and Armour and Co.

St. Paul has earned its title of "America's Friendliest City." Its great Municipal Auditorium, where Toastmasters will gather for International Night on August 9, is one of the largest and best equipped of its kind in the country. St. Paul is world-renowned for its lavish and spectacular Winter Carnival, now in its 76th year. For nine days in the dead of winter, King Boreas reigns over a colorful spectacle of gala parades and winter sports, attracting thousands of visitors yearly.

Among the many sights Toastmasters will want to see on their visit to the Twin Cities are the Capitol Building, Sibley House (sometimes referred to as the Mount Vernon of Minnesota), the Science Museum and Minnesota Historical Society Building, Como Park Conservatory, St. Paul Cathedral, Hamline University and the famous Indian God of Peace statue, a towering figure of white Mexican onyx which occupies a prominent position in the Memorial Concourse of the City Hall and Court House.

Toastmasters clubs have long been an integral part of the life of St. Paul. The earliest club, First St. Paul 167-6, was chartered in 1940 and has since been joined by 14 others, with two more in immediate prospect. St. Paul has produced one International President, Emil H. Nelson (1959-60) and many other Toastmasters prominent in International, district and area affairs.

Toastmasters of St. Paul, in company with their fellow Toastmasters in Minnesota, have been working hard to provide a lavish welcome to all delegates and visitors attending the convention in August. They're out to prove that St. Paul is truly "America's Friendliest City."



Clubs Join in Summer Schedule

Toastmasters in clubs in the Philadelphia area believe they have found the solution to the problem of attendance at meetings during the uncomfortable summer months. The clubs are combining for joint meetings in Pennypot Club's air-conditioned meeting room at the Franklin Institute.

Members of ten clubs participate, creating a climate of differing points of view that more than compensates for the climate of summer heat.

**Pennypot Club 1202-38
Philadelphia, Pa.**

* * *

Toastmasters Book Shelf

The library at Selfridge Air Force Base, Mt. Clemens, Michigan, now boasts an addition—a Toastmasters book shelf. The shelf contains books pertaining to public speaking, conference leadership and other aspects of oral communication.

The book shelf was brought to the library through the combined efforts of Selfridge Officers Club 2669 and Cosomos 2963, both of District 28, and of Miss Jean Werderitsch, base librarian.

An extra dividend is the publicity given to the two clubs through the prominent display of the books.

**Selfridge Officers Club 2669-28
Cosomos Club 2963-28
Selfridge AFB, Mich.**



Incoming President Clyde Wilcox (left), Int. Director Charles S. Swan and retiring President Bob Nelson exchange congratulations at Dogwood Club installation meeting.

International Director Honored

Charles S. Swan, member of the Board of Directors of Toastmasters International, was guest of honor at the recent officer installation ceremony of Dogwood Club 1901-14, Atlanta, Ga. As a token of the club's appreciation for his services, the club presented Director Swan with a gavel and an honorary membership—the first time in the club's history this honor has ever been extended.

One of the highlights of the program came as Bob Nelson, retiring president, was traded a full-grown dogwood tree for his president's pin.

**Dogwood Club 1901-14
Atlanta, Ga.**



Maurice Forley (left), executive director of Toastmasters International, and John M. Holmes, executive director of the Braille Institute of America, compare the standard Toastmasters Basic Training Manual with a Braille edition. Braille edition was produced for TMI by volunteer workers of the Braille Institute of America at Los Angeles; will be available to blind members of Toastmasters.



E. B. Hale (left) of Bavarian Toastmasters 2270-U, Munich, Germany, receives traveling "Hippopotamus Award" for best speaker of meeting from Col. Albert N. Ward Jr., club president. Competition is always keen for unique statuette.



Pres. Bob Baker of Blue Mountain Club 618-33, uses oversized key in locking up Grand Hotel of Walla Walla, Wash., where club meetings of town's two clubs have been held since their chartering. Looking on are, left, H. Walton Lloid, District 33 governor, and Jerry Frick, president of Walla Walla Club 81-33. Hotel is being razed to make way for new office building.



Unique induction ceremony of El Monte (Calif.) Club 352-F brings a father and son into club simultaneously. Adm. V.P. Herbert Miller (left) presents "Greetings from the Toastmasters Club" to William Dwyer and son Charles.

Three political candidates, all members of Sunrise Club 1492-7, Portland, Ore., spoke to 35 members and guests at breakfast meeting on their candidacies. Howard Steinbach (left), Democrat, and Stan Hartman (right), Republican, are running for party nomination for congressman. Both are partners in two drug stores. Democrat Tom Baggs seeks nomination as state representative.



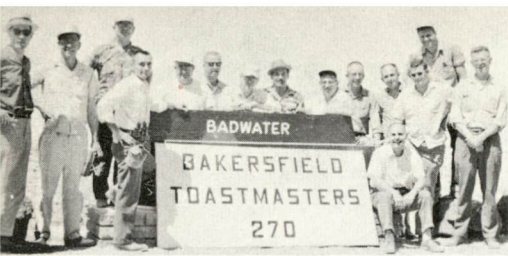
George Gleason (left), newly elected president of Toastmasters of Napoli Club 2703-U, Naples, Italy, chats with club's two newest members, Capt. Ralph Chapman, U. S. Marines, and Commander Husret Belirdi, Turkish Navy. Maj. Quinn Smith, U.S. Army (right), is a founding member and past president of club.



Minneapolis Engineers Club 185-6 holds "Becoming of Age" night commemorating 21st anniversary with large and enthusiastic attendance. Left to right: Club President Robert L. Pearson, TMI President Herman E. Hoche, First President of Club Clarence A. Day and Past International Director Helge G. Olson, toastmaster of the evening.

Toastmaster Manohar Singh (left) chats with guests at buffet dinner preceding dinner dance of Air India Club 3043-U, Bombay, India. See story on page 22.





Bakersfield Toastmasters hold club meeting "in depth." See story in Toastscripts, page 32.



Beaver Valley Club plays "What's My Line?" Left to right: Art Cook, Jr.; Tommy Bomar, Jr.; Lamar Bingenheimer; Mrs. Evelyn Faye Javens; Bea and Jim Muns.

What's My Line?

A regular monthly meeting of the Beaver Valley Club 752-13 was designated as "Fun Night" when members played "What's My Line?" following the format of the well-known TV program. The club even had a special mystery guest, Mrs. Evelyn Faye Javens, mayor of Beaver Falls and the first woman mayor of a city in Pennsylvania. The masked panel had a difficult time but finally came up with the correct occupation just as they were about to lose the game.

All club members took part in the program, which was voted one of the most enjoyable the club had ever held.

**Beaver Valley Club 752-13
Beaver, Pa.**

Air-India Holds Dinner Dance

The first annual dinner-dance of Air-India Club 3043 of Bombay, India, was a great success and has been termed one of the outstanding social events of the community. About 500 people attended.

Under the leadership of Mr. K. Y. Nadkarni, chairman, and Capt. A. R. Verma, co-chairman of the special committee, members worked hard at publicizing the event, transforming the premises of Air-India Technical Headquarters into a glittering wonderland, and preparing an interesting display of Toastmasters materials which attracted much attention during the evening.

Special guests for the event were Mr. and Mrs. Donald T. Shea and Mr. and Mrs. George F. Killmer, Director and Chief Information Officer, USIA, Bombay, respectively. Mr. Shea presented the club with 17 volumes of late American publications, including Prof. J. C. Galbraith's "The Affluent Society," and President Kennedy's "Profiles in Courage."

Of special interest was the prize offered to the "lucky program" holder—two free tickets on the Air-India Bombay-Delhi flight.

**Air-India Club 3043-U
Bombay, India**

Michigan Proclaims TM Week

"Toastmasters Week in Michigan" was recently proclaimed by Governor John B. Swainson, designating the week of April 9-14 for the honor.

The designation came about through the efforts of two members of Mt. Pleasant Club 2357: William Gover, the Constitutional Convention delegate from the Montcalm-Mecosta district, and Russell Strange, state representative from Isabella-Clare district.

**Mt. Pleasant Club 2357-62
Mt. Pleasant, Mich.**

Club Honors Member

Chopawamsic Toastmasters Club 2635 at Quantico, Va., celebrated its first anniversary on March 29, 1962. The club honored one of its outstanding members, James A. Bishop, by designating the meeting as "Jim Bishop Night." During the entire year, Toastmaster Bishop has not missed a single meeting. The club's representative at the annual speech contest held this year at Patuxent, Md., Bishop has made more speeches than any other member. In addition to serving as sergeant-at-arms, he has given his time, talents and cooperation in making the new club a successful venture.

A Toastmasters tie holder was presented to Bishop by Club President Robert G. Bridwell in appreciation for his contributions.

**Chopawamsic Club 2635-36
Quantico, Va.**

* * *

District Celebrates Anniversaries

The first two-day conference in the history of District 35, Wisconsin, also marked the celebration of two anniversaries—the 20th of the founding of the first club in Wisconsin, and the 10th of the founding of the district. The conference, which was held at Eau Claire, had as special guests the Rev. Clarence Guthrie, who established the first TM club in Wisconsin at Eau Claire in 1942, and TMI 1st Vice President Frank I. Spangler and Int. Director Ralph G. Iverson. Dale Smith, second place winner in the International Speech Contest at Seattle, was keynote speaker for the affair, and Warren Barberg, past president of Eau Claire club, was chairman.

The conference was the climax to Toastmasters Week in Wisconsin, as officially proclaimed by Governor Gaylord Nelson.

New District officers as pictured above



New Officers of District 35 hold informal discussion following election at District Conference at Eau Claire.

are, left to right, seated: Deo Kingsley, education; Gene Haluschak, governor; William Schilling, administrative. Standing: John McPhail, Gene Aumann, George Grade and Everett Watson.

**Eau Claire Club 228-35
Eau Claire, Wisc.**

* * *

Past Int. President Honored

A gala 25th anniversary celebration of Minneapolis Toastmasters 75-6 was designated "Harry W. Mattison Appreciation Night" in honor of their distinguished member.

Mattison served Toastmasters as International president during 1943-44. A longtime member of Club 75, he was presented with a beautiful plaque in appreciation of his many contributions to the club.

Among the guests present for the anniversary celebration were International President Herman E. Hoche and District 6 Governor Edward M. Thielen.

**Minneapolis Club 75-6
Minneapolis, Minn.**

Of Jokes and Joke Books

By ADRIAN D. SMITH

I RECENTLY HAD A conversation with a girl in her late teens. We were talking about humor. She had, she felt, a problem in connection with it. She is a freshman in college and was entering a speech class.

"I have no more than the normal fear of standing before a class and giving a speech," she explained. "But sooner or later, I'll be required to give a humorous talk—and I simply can't do it."

"What's the problem?" I asked.

"I simply cannot tell a joke," she said. "I hear lots of them but I don't remember them. And if I did remember one, it wouldn't be funny when I told it."

Now, I know this girl rather well. She is charged with high spirits, vibrant with curiosity, and quick to laugh. Yet she told the truth when she said she couldn't tell a joke.

A week previously, however, she had entertained me with an account of some conversations she had had with boys on the dance floor. She had started by explaining that in the boy-girl relationship what to talk about can be a problem of overwhelming proportions. The problem can be even more acute on the dance floor when the talk must be an adjunct to an already absorbing activity.

She had given me in detail some of the conversations she had had

under these trying conditions. All in all, I found her account very amusing.

I reminded my teenage acquaintance of our conversation and suggested that here, possibly, was material for a humorous talk. She agreed, and when I left her she was plunking away at her portable typewriter, gathering her thoughts and getting them on paper while they were still fresh.

The dilemma of the girl is not unusual; it plagues many a Toastmaster. More than one I have seen quail at the suggestion that he try a humorous talk. Generally, like the girl, he thinks of the humorous talk as the telling of jokes. Like the girl, he is frequently overlooking profitable areas of humor.

Now, I don't know what humor is. I can't define it. In my reading on the subject, I have found much that was cogent and much that was instructive. Nowhere have I found an all-embracing definition.

This I do know: the joke is only one type of humor. And this follows: if you are skeptical of your prowess with jokes, look to your own experience for humorous speech material. The chances are that what you find will have more freshness and greater vitality than anything you find in the joke book.

The joke book, of course, is not

to be scorned. It can be a helpful tool. However, it has been my observation that very few know how to use it.

I once attended a Toastmasters meeting at which a proposal was made to purchase a well-known book of jokes for the club's library. A veteran member objected.

"I have been looking at joke books recently," he explained, "and I have never found anything drearier. I found nothing to smile at, let alone anything to laugh at. They're all terrible!"

In one sense, I suppose, the veteran member was on firm ground. Viewed strictly as reading material the joke book is a dud. Compared with it, the World Almanac is a marvel of sprightliness.

The point is, however, that neither the Almanac nor the joke book is to be regarded as entertaining. I have spent an occasional pleasurable half-hour rummaging through the facts and statistics in the Almanac. To read it as one would read a novel is unthinkable.

Similarly, one does not read a joke book. One goes to it for help—or, in some cases, for inspiration.

The joke book must be approached with imagination. Its gems are not bright and shining and ready for mounting. It contains only the raw material of humor; the humorous speaker must do the cutting, the polishing, and the mounting. And this calls for imagination.

Here, for example, is an item typical of those found in joke books:

*Wife: It's an hour past midnight!
You're late.*

Husband: I know. I'd have been here sooner but someone stepped on my hand as I came around the corner.

Funny? Laughable? Hardly, you'll say. Yet out of this innocent item, George Gobel, the TV comic, conjured a segment of monologue that was as hilarious as anything I have ever heard.

He did it with imagination, by changing the material and fitting a framework about it. He put it into context. It emerged not as a byplay between husband and wife but as a ludicrous adventure of a lonely inebriate.

When approached with imagination, the joke book can serve another function. In my own experience, while reshaping a story to a particular theme or pattern, I have on occasion been led completely away from the story at hand into something completely—for me—original. It required the item in the joke book to get me started, but my own imagination provided the material I finally used. The joke book functioned as a thought starter.

The joke book, then, can be a useful tool to the Toastmaster essaying a humorous talk. He should, I believe, look first to his own experience for his material. If, however, this source fails to supply him all he needs or if the well of his inspiration runs dry, a joke may serve him as a worthy ally. ♦

Adrian D. Smith is assistant standards engineer, Oldsmobile Division, General Motors, at Lansing, Michigan, and past president of Capitol Toastmasters (Lansing) 639-62.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Grammar Is Not Easy

Ten years ago I presented, in *The Toastmaster*, a series of articles on the subject, "Grammar Is Easy." This series started in the issue of April, 1952, and ended in the December, 1953 issue. The material thus presented might have made a pretty fair textbook on grammar, in an abbreviated and condensed form. It covered a great deal of material on good usage, and it led to a definite conclusion, in the 21st and final article, which was that "grammar is *not* easy."

That conclusion is still with me as I observe the changing customs in speech and the problems created by the ever-present "exceptions" to all the rules of grammar. It really is difficult for the student of speech to be certain as to the correctness of some forms which have come into common use. Even some of the fundamental, supposedly everlasting rules have their exceptions, and by analogy, these exceptions work themselves in until the original rule loses its authority.

One of the troubles with the English language is that it is a living, growing language. Because of this, the usages are always changing. Latin and Greek, or any of the ancient, "dead" languages, are fixed and unchangeable. You can count on the Latin of Vergil or of Caesar,

or the Greek of Socrates or Plato, to be always the same. But a living language, such as English, French, German and Italian, is always subject to change.

Consider changes which have taken place in English in recent years.

Old, familiar words have been given odd meanings by being changed from nouns into verbs. It is not at all unusual nowadays to read in the newspaper that Mrs. Vanduff "hostessed" a party in honor of her daughter's coming out, or that Professor Fabius "chaired" a meeting of his society. Sometimes he is made to "chairman" the occasion. Even Toastmasters sometimes talk about "Toastmastering," but we have not yet heard of "chairmaning" a meeting.

The trouble comes from trying to turn nouns into verbs, in the effort to be more lively or forcible. The radio and television programs have done much to promote such usages and make them popular, and the newspapers do their full share.

For my part, I have just about given up my effort to correct the errors in speech. Why should I worry about the way people talk? Perhaps they are entitled to freedom of speech, even if it involves violations of what I consider the rules of good usage. I do not like for people to turn "hostess" or

"host" into a verb, but if they like it, I must consider their right to their own opinions.

When I hear someone telling how he "dove" into deep water, I may shudder because I would prefer for him to have "dived," but what right have I to limit him? Even when someone tells what "Toastmastering" has done for him, I try to grin and bear it.

The best suggestion I can offer for you on this matter of good grammar is that each of us should follow the best usage in our respective localities or sections of society, following what seems to be the best practice, and keeping an open and tolerant mind toward those whose speech habits do not always agree with us. Different people will talk differently, in spite of all the rules. The important point is to make ourselves understood.

You may have heard the story of the man, traveling in a region where he was a stranger. In a restaurant, he asked the waitress to bring him a glass of tomato juice, pronouncing it "to-mayto." Then he added, "Or should I say 'to-mahto' juice?" She replied, "Whichever you wish, Mister. We have both kinds."

Driving to the Convention?

In 1952, we were preparing for the convention at Chicago. In the July, 1952, issue of *The Toastmaster*, I had a brief comment for those who were planning to drive to the big city. That comment is just as fitting today as it was then, and I repeat it, for your warning and edification. It was headed: "Be a Wreckless Driver."

It read:

Are you planning to drive to the convention? Are you planning some other motorized vacation trip? Are you just driving around town, attending to business?

In any case, be careful. Try to be a *wreckless driver*.

Don't take chances. Don't drive when sleepy, overtired, or physically unfit.

It is better to be an hour late—a day late—getting to your destination than to arrive prematurely at the hospital. Excessive speed is a major cause of traffic accidents. Don't throw your life away.

It doesn't matter how fast you drive.

The question is: Will you get there alive? ♦

Education requires a discipline of the mind, intense mental application, and a slow and consistent application of energy on the part of the student. Above all he must learn to read and to read consistently over a long period of time. There are no short cuts to an education.

—Dr. Frank C. Baxter

Where do we go

By PHILIP L. PAYSON

NOT TOO LONG AGO, "Unaccustomed as I am to public speaking" was a phrase many speakers—in fact, most of them—used as an introduction to their orations. It became first a cliché, then a joke, and today we as Toastmasters would never dream of opening a speech with such a shopworn, outworn, passé remark. However, for too many of us, it would be close to the truth.

Why? Because so few of us are making any formal *public* speeches on any occasions. We have become "accustomed," yes, but accustomed to speaking before the same friendly faces at our Toastmasters club meetings every week.

Yes, the speaking situation has become, for many of us, a fairly comfortable one. We've improved. We've gained the knowledge to enable us to put together a good five-minute speech. We're relaxed, confident. We maintain good eye contact. We use vocal variety, emphasis. We are masters of the effective pause.

The trouble is, we're still doing it all inside the family. Our problem is: *Where do we go from here?*

Many of us have reached a plateau, a leveling off place in our Toastmasters training, and real progress has slowed down. It's a good time to remember the adage, "If you're not getting better, you won't stay good." Where's the challenge?

Our club, Prescott Toastmasters 104 of Prescott, Arizona, like many others, has never organized a speakers' bureau. In fact, there are few of our members who have had occasion to use their training or show their abilities to other than their immediate Toastmasters "family." Many feel they are not accomplished enough to participate as a featured speaker before a local group or community club. However, we have found this is not the only way to get your group out before new faces to gain valuable speaking experience.

Last spring, our club was asked to assist Prescott's spring cleanup campaign. Almost every American city has one each year. It's the time when all residents are asked to help beautify their city by eliminating trash and fire hazards, to paint dingy buildings and spruce up the community in various ways.

A number of worthwhile projects were listed. Each project was outlined as a package proposition and each package required about the same amount of man power for its accomplishment. The projects consisted of such things as picking up papers, beer cans and other refuse along a two mile area of one of the several approaches to our city, cleaning up some of the many fine picnic areas around the community, clearing papers and debris from a creek which flows near the downtown area and other special beauti-

from here?

fication projects to eliminate some of the community eyesores.

The campaign was scheduled to run for two weeks. We appointed a special committee within the club to assemble all the particulars of the campaign and to prepare an outline for each member to use as a guide. With this guide, each member prepared a short "speech to convince" on the particular project he had selected. A number of members took the opportunity of making a trial run speech before the club for suggestions and evaluation.

In the meantime, social and civic clubs had been contacted and arrangements made for club members to speak for five to ten minutes on behalf of the campaign. Each club was asked to accept the responsibility for a special project. If the club did not wish to take on the actual work assignment, they were offered the opportunity to sponsor a youth group which would undertake the work for any donation the sponsoring club wished to make.

The cleanup campaign was one of the most successful the city had ever known. Club members were enthusiastic; all agreed that the assignment had been very beneficial. We even reaped an extra dividend:



after the campaign was over, we held a table topic session during a regular meeting at which each participant evaluated the club's performance in the campaign and offered suggestions for improvement.

What did the experience do for us? Well, a number of things. It provided assistance in a very worthwhile community project. It gave our club a great deal of publicity, in newspapers and over the air; in fact, you might say that Prescott became well acquainted with Prescott Toastmasters. But best of all, it gave every member a chance to become accustomed to *public* speaking.

If your club has been timid about getting into outside speaking, here is a good way to do it. Look for a community project, one you can really get your teeth into, and join up. See that every member has a chance to participate. You'll find that it needs only one small push to open the door.

Prescott Toastmasters have made this an annual project. We're all ready to go again next year! ♦



Philip L. Payson is president of Prescott Toastmasters 104-3, and has been a Toastmaster for more than three years. He manages the Prescott office, U.C. Division, of the Employment Security Commission of Arizona, and is a major in the active Air Force Reserve.

MEMO

TO: ALL TOASTMASTERS

FROM: HELGE OLSON, CHAIRMAN HOST COMMITTEE,
INTERNATIONAL CONVENTION

SUBJECT: 1962 CONVENTION

WE'RE READY FOR YOU in the Twin Cities of Minneapolis and St. Paul. The staff of the Radisson Hotel, Minneapolis, has been briefed and they're ready to swing into action the minute you enter the lobby. State and city officials have been rehearsing their welcoming remarks and the Convention Bureau has a bevy of attractive girls ready to greet you at the convention registration desk. The Betty Crocker Kitchens at General Mills are spotless (not that they aren't always) in anticipation of the first 150 lucky ladies who sign up for a tour of the premises. In St. Paul, the cast of the Pop Concert and Ice Show are rehearsing the special numbers they will perform in honor of Toastmasters attending the International Night program. Chefs at the St. Paul Hotel have been ordered to prepare Korean chicken, a specialty of the house, for the banquet the hotel will cater before the Pop Concert and Ice Show. Up on the North Shore of Lake Superior, the welcome mat is out for the lucky couple at the convention who will win a week's free vacation at Lutsen's Resort, one of the finest in Minnesota.

For nearly a year now, Toastmasters in all parts of Minnesota have been working to make your visit to the Gopher State a never-to-be-forgotten experience. But your visit to the 1962 International Convention will be more than just one of the finest vacations you've ever spent—it will also be one of the most satisfying educational experiences of your life. For three days, you'll share the best thinking in Toastmasters on such subjects as "Dynamic Chairmanship," "Conference Techniques," "Leadership," "Speech Techniques," "Audio-Visual Techniques," "Thinking for Personal Development," "Effective Listening," and "Opportunities for Personal Growth."

In addition to the Educational workshops, you'll have an opportunity to hear Reed Harris, assistant to Edward R. Murrow of the U. S. Information Agency, as the featured speaker at the President's Banquet, Friday, August 10. All delegates are invited to the Pre-Convention Party Wednesday evening, August 8. Then there will be the Ladies' Luncheon Thursday noon, the Fellowship Luncheon Friday noon, the Breakfast with the Founder Saturday morning, and the Old Timer's Luncheon Saturday noon. There'll be the Regional and International Speech contests, a hospitality center, teen-age center, and exhibits.

The International Convention is the only occasion where Toastmasters have an opportunity to meet the founder, International officers and directors, executive director and other leaders of the organization all at the same time and place.

Mark your calendar now for the 31st Annual Convention of Toastmasters International, August 9-11, 1962, in Minneapolis and St. Paul.

We're ready and waiting in the Twin Cities. ❖



SPECIAL NOMINATING COMMITTEE REPORT



Charles C. Mohr



Leo Anderson

Thomas R. McDonald, nominated for the office of vice president for organization (see *The Toastmaster* for June, 1962), has regretfully withdrawn his candidacy. Increased business responsibilities, McDonald said, make it impossible for him to accept the nomination at this time.

The nominating committee therefore presents the name of **Charles C. Mohr** as candidate for the office of vice president for organization.

Mr. Mohr lives in Toledo, Ohio, and is a member of Club 1380-28, Anthony Wayne Toastmasters. He is senior chemist and manager, customer service, for Sun Oil Company of Toledo. He was elected to the Board of Directors of Toastmasters International in 1960 and this year completes his two-year term of service. He was governor of District 28 during 1958-59.

Mr. Mohr is opposing Dr. Leo Anderson, physician and surgeon of York, Nebraska, in the election to be held at the 31st annual convention at the Hotel Radisson, Minneapolis, Minn., on August 9, 1962. The office of vice president for organization will be open only if the proposed bylaw change which creates the office is approved by the membership at the annual business meeting. (See story in *The Toastmaster*, June, 1962, page 14.)

For the office of Vice President for Organization:

**Leo Anderson
Charles C. Mohr**

TOASTscripts



Cooperation and competition are keenly evident among the two Toastmasters clubs and the Toastmistress Club at Nouasseur, Morocco. When Earl E. Looker, past president of Nouasseur Air Depot Club 1904-U, created an organization of past presidents of his club, of El Maroc Club 3334-U and of Toastmistress Club 915, the first project of the past presidents was a speech contest. Any member of the two Toastmasters clubs or the Toastmistress Club was eligible. The past presidents contributed \$5 each for a first prize of a \$50 bond, second prize of a \$25 bond and a third prize of \$10 in merchandise. Each club was given the same list of speech titles and each club ran its own elimination contest. The contest was so successful that the three clubs have agreed to continue it as an annual event.

That's the competition part of the story. The cooperation part followed the unfortunate accidental death of the wife of one of the members of the El Maroc Club. Club President Alfred E. Sanborn called an emergency meeting at which it was decided to donate \$25 to the Air Force Aid Society to establish a memorial fund to assist the child of a deceased Air Force member with his or her education. Sanborn presented the idea to the other two clubs. A past president who heard the presentation said that if each

club would contribute \$25, he would donate another \$25 to create the memorial fund in the name of the member's deceased wife. Since three children were left motherless by the accidental death, club members felt the educational fund would be more appreciated than flowers.

"I am telling you this," writes President Sanborn, "not as a boast about what our clubs did, but as a suggestion to other clubs who may find themselves in a similar situation. There is an Air Force Aid Society unit at every Air Force base."

* * *

"The Original Toastmaster" is the title of an article about Dr. Ralph C. Smedley in the May issue of *The Rotarian*. Describing Toastmasters, author Victor Tipton writes, "Toastmasters is unique. It is not a professional society like the medical or bar associations, a service club like Rotary, or a fraternal group like the Elks. It is nonprofit but self-serving. Its purpose is to educate and improve its members in speech and leadership. Members learn: by doing; through mutual criticism; and with enjoyment. And it's inexpensive."

Dr. Smedley, who started the first Toastmasters club in 1905 as an activity of the Bloomington, Ill., YMCA, has been an active member of Rotary for 44 years. For the past 38 years he has maintained a perfect attendance record.

A new member card received at World Headquarters was signed by Charles Whisenant, secretary-treasurer of Saguaro Toastmasters Club 16-3 (Tucson, Ariz.). The new member he was reporting was himself. An explanation was subsequently received from the club's past secretary-treasurer, Ralph R. Guthrie.

Illness had forced Guthrie to resign his office. During his absence, Whisenant joined the club. Later he was elected to fill the vacancy left by Guthrie's resignation. No one in the club knew how to fill out the semiannual report and finally, when Guthrie was well enough, Whisenant visited him. Guthrie showed him how to complete the form and also how to report himself as a new member.

Perhaps the reason no one else in the club knew how to make reports to World Headquarters was because Ralph Guthrie had been the club's secretary-treasurer for 19 years!

* * *

Three years ago, Bakersfield (Calif.) Toastmasters Club 270-12 held a meeting on top of Mount Whitney, which was then the highest point in the United States. Club members spent 13 hours on horseback going to and from the meeting. At the mountain meeting, two new members were inducted (who probably had some doubts about the organization after hours in the saddle), and a 10-lb. rock fragment was carried down the mountain and later polished and made into a desk set.

Well, the Bakersfield Toastmasters have done it again. Earlier this

year, they held a regularly scheduled meeting at the lowest point in the Western Hemisphere. The meeting site was Badwater, Death Valley, Calif., 282 feet below sea level. This time they drove to their meeting and were joined by other District 12 Toastmasters from Las Vegas, Nev., and Ventura, Calif. District 12, incidentally, includes both Mount Whitney and Death Valley within its boundaries.

* * *

P.S. Toastmaster Lyman Ennis of Pasadena (Calif.) Club 6-F describes table topics as "A tear and a laugh in a minute and a half" . . . Not the first, but one of the few. That's the distinction of the Jack Haynes family, which boasts three generations of Toastmasters. Jack's late father-in-law was a charter member of Glendale (Calif.) Club 8-52. Jack joined Jewel City Club 29-52 (Glendale) in 1943 and served as International president in 1955-'56. His son, Tony, joined the Jewel City Club in August, 1961 . . . Congratulations to R. J. "Jack" Harris of Deondo Toastmasters Club 2659-60 (Toronto, Ont.) on his recent election to the Ontario Legislature. Handling much of the campaign for the newly elected Premier of Ontario gave Toastmaster Harris good experience for his own campaign . . . On behalf of Stillwater (Okla.) Club 576-16, Toastmaster Alexander N. Wilson challenges other clubs to produce more Able Toastmasters than his club by July 1, 1964. Wilson reports that his club now has three members who have completed the Beyond Basic Training program. The club's battle cry is, "Twelve more by '64."



How's Your TM Filing System?

By JOHN J. BROUSCH, JR.

"HOW'S YOUR FILING system?"
"What filing system?"

"Why, your Toastmasters file, of course, what else?"

"What's the matter with you, you crazy or something? I'm not the club secretary!"

So all right, I was just asking. I'd noticed he was at the meeting without manual, notebook, or folder. So were a number of the others. It occurred to me that a man who had enough initiative to be a member of a Toastmasters club should also have the initiative required to keep his Toastmasters literature, speeches, bulletins, reports and other material in some sort of order, and to have it with him at every meeting.

In fact, I believe that all Toastmasters should have a filing system for their TM materials. If you don't happen to have one, I suggest you start one, now, today, this minute. It's not difficult.

I suppose the most common filing system is just an ordinary loose-leaf notebook. It's easy, available and simple. You just punch holes in your material and insert it, in some kind of order.

But if you're interested in de-

veloping a better system, a more workable, efficient personal filing method for your Toastmasters materials, here are a few suggestions:

1. Get yourself a large envelope-type folder, a leather folder, or, best of all, a brief case.

2. Then buy, borrow or purloin a few plain manila folders. Label these:

A. *Business.* Keep your club bylaws, amendments, constitution, program schedules and notices of coming meetings or special events here.

B. *Education and Training.* Here is the place for your Basic Training Manual, your copy of "Speech Evaluation," and other material from TMI World Headquarters. Any other educational material may be kept here.

C. *Speeches.* Keep your speech material, notes, ideas for speeches and table topics, invocations, and similar material in this folder. You'll be surprised at how much help it will be when you get to work on one of those assigned talks.

D. *Dead Speeches.* This is the place for all your used speech material. Don't throw away those old speeches. Keep them, and be sure

your evaluations are kept with them. The evaluations will provide a useful review. And you never know when you'll need to refer to some idea or other you used once, and may be able to use again in a slightly different form.

E. *Committee.* If you're a member of a committee, be sure to keep a file on it. Keep the reports, copies of the minutes of the last committee meetings, and notes. You'll find this is one of the best helps you can have for efficient service.

Here you have a real filing system, simple, easy to maintain, readily accessible, and, best of all, portable. There's only one more thing, which brings us to:

3. *Bring your file with you to every Toastmasters meeting.* Remember, a file is only useful when you can use it. You'll find that your TM file is the handiest accompaniment you can have at a meeting. If a question arises, the answer is right at your finger tips.

Our club, Top of the World 2324-67P of Elmendorf Air Base, Anchorage, Alaska, recently became interested in this matter of personal Toastmasters files. In fact, we became so interested that we

held a "personal file contest" as part of our regular club program. Each member presented his file for inspection by a committee composed of Capt. Maxwell J. Richards, governor of the new Alaskan District 67P, Club President Ernest P. Krafft, and myself. Prior to the contest, our club bulletin had given considerable publicity to the competition and to the matter of files in general.

The contest was a great success, and revealed both interest and initiative in our members. The prize was won by Toastmaster Juan A. N. Lopez, a member of the club's public relations committee. He received a "best files" certificate and a comical little trophy, a common iron file painted gold and mounted in an inscribed box, appropriately named "the golden file."

Toastmasters International describes a Toastmasters club as "an organized group of men providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities." About those executive abilities, start now to improve them by carrying around your Toastmasters briefcase or folio. Every executive does! ♦



AIC John J. Brousch Jr., is secretary of the newly-formed Alaskan Toastmasters District 67P and educational vice president of Top of the World Club 2324, Elmendorf Air Base. He is Air Defense Operations Administrative Specialist, Headquarters Alaskan Air Command.

RECORD REVIEW

DR. KENNETH MCFARLAND, who appeared as a featured speaker at the 1957 Toastmasters International Convention at Dallas, can now be heard and studied by Toastmasters through an album of records produced by Edward M. Miller and Associates of Grand Rapids, Michigan.

Dr. McFarland is a dynamic speaker much in demand throughout the country and has been awarded a special plaque as the "Nation's Number One Air Passenger." As educational consultant and lecturer for General Motors, he makes hundreds of speeches yearly.

The speech techniques utilized by Dr. McFarland are worthy of recommendation for study by Toastmasters. He is a master at gaining audience attention, particularly through humor and human interest stories. His timing and change of pace would be admired by any speaker. His success as an educator brought him national recognition before he branched out to become equally famous as a businessman, farmer and stockman, and sales expert. His varied background provides a broad base from which he can speak eloquently on many subjects and to many kinds of audiences.

Four of Mr. McFarland's speeches are now available: "The Lamp-lighter," "The Man in Salesman," "Who Will Succeed in the 60s," and "Ropes of Gold." Each of the four recordings was made under actual speech conditions. Taken separately, or all together, the Dr. McFarland records glorify the American system and the magnificent opportunities that exist within its framework for all who understand it, appreciate it, and are willing to "play by the rules."

Toastmasters may obtain the records for \$6 each. The four-record album is available for \$23. Order from Toastmasters International, Santa Ana, California.

If a speech is to be of any importance at all, the speaker should live with the theme or message, turning it over and over in his mind. He will be surprised at how many useful illustrations or ways of putting his case will come to him as he walks the street, or reads a newspaper, or gets ready for bed, or wakes up in the morning. Mediocre speaking . . . is merely the inevitable . . . reflection of mediocre thinking, and the consequence of imperfect acquaintance with the subject in hand.

—Norman Thomas



JUST IN JEST

A successful man is one who makes more money than his wife can spend. A successful woman is one who can find such a man.

They were at the movies and during an intense love scene she nudged her husband and said, "Why is it you never make love to me like that?"

"Listen," he snapped, "do you know how much they have to pay that fellow for doing it?"

—Quote

Parents are people who bear infants, bore teenagers, and board newly-weds.

—Office Economist

If all the practical jokers were laid end to end, this would be a much better world.

"I've found the perfect home for you," said the realtor to his social-climbing customer. "The house is spacious, has three fireplaces, separate servant quarters and is in excellent condition."

"Is it in an exclusive neighborhood?" the haughty prospect asked.

"The neighborhood is so exclusive," the weary realtor replied, "it even has an unlisted postal zone number."

After looking at the thermometers for a few minutes, a woman finally picked one out. "I'll take this Fahrenheit one," she said to the clerk. "I know it's a good brand."

—Arkansas Baptist

It takes more than hot air to keep breezing along.

Many a woman could add years to her life simply by telling the truth.

A patient in the doctor's office was listing his complaints to the nurse. "I've got a bad case of arthritis," he enumerated, "there's a buzzing in my ear, my ankle is sprained, I see spots in front of my eyes, and I've thrown my thumb out of joint."

"You must be awfully healthy," replied the nurse, "to stand all the pain."

—Steve Allen

Sleep is something that always assumes much more importance the morning after than it did the night before.

A lot of people are working a four-day week already. It just takes them five or six days to do it.

The landlady brought in a plate of extremely thin slices of bread, which dismayed her hungry boarders.

"Did you cut these, Mrs. Brown?" asked one.

"Certainly I did," she replied.

"All right," he said wearily. "I'll deal."

Adult education will continue as long as kids have homework to do.

Nothing ruins friendships quicker than one woman infringing on another's symptoms.

A middle-aged lady was standing by the elevator in a large New York department store, carrying on what, judging by her lip movements, must have been an animated conversation with herself. Noticing that another woman was staring at her, the lady hastened to explain: "My husband is late again. I know what he will say when he finally arrives. But now I am practicing my rebuttal."

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 have a very active club, and we were somewhat disappointed that no mention was given of our activities in the recent *Toastmaster* magazine article (*East Meets West*, March, 1962). At any rate, we plan to hold an installation of new officers at the Sanno Hotel, Saturday, and hope to have a story for the magazine after that. At the present time, over 100 guests are expected.

Please do not feel that we are such miserable wretches that the disappointment will dampen our ardor for Toastmastering. We are all confirmed Toastmasters and will carry on with the conviction that our activities will sooner or later warrant inclusion in the *Toastmaster* magazine.

Maurice J. Cregan
Club 2160-U
Johnson Air Station, Japan

(We regret the inadvertent omission of Johnson AFB Toastmasters 2160, a club which is actively carrying on the finest traditions of Toastmasters.—Ed.)

The last two of our area contests which I attended have been marred by loud and boisterous interference of other festivities next to the rooms in which our events were being held.

At one of our contests we had a wedding party separated from us by only a thin sliding cloth partition in the same room. To say the least, the hilarious occasion was not appreciated by either the participants of our contest nor by the guests. One of our speakers told a joke. None of us

laughed, but by a coincidence the people in the next room let out a roar of laughter just at the exact moment as if they had heard the joke in their room, which was not the case. Incidentally, that was the funniest part of the speaker's joke and was our cue to laugh also.

In our last area contest we had a similar experience except that all of the people in the next room must have taken hog-calling lessons because their voices were exceptionally strong, loud, and bursting with vigor and energetic enthusiasm. I like old-time songs but three times around with Sweet Adeline is about my limit of endurance in one evening.

May I make this one important suggestion to those in charge of arrangements for contests: Be sure that there are no outside attractions to interfere with the event. The life of any Toastmasters party is in the speaking. The occasion can be much more enjoyable and satisfying to both the speakers and the audience if the atmosphere is dignified with quietude, efficiency and, of course, proper acoustics.

Don J. Rodgers
Sec., Club 630-13
Butler, Penna.

I have just read your April, 1962 *Toastmaster* magazine and note that you have a cave man as a member from Springfield, Missouri. Well, there is another cave man in Toastmasters—and a well-known member too. He's Rev. Dale Smith of Eau Claire, Wisconsin.

I had the opportunity to hear Dale give a talk on some of his cave adventures at a Junior Chamber of Commerce dinner in

Janesville, Wisconsin and I'll long remember his talk as it was one of the most interesting talks I've ever heard. It's easy to understand how such a good speaker achieved the championship rating he did this past year.

Paul W. Meicher
Club 1983-35
Janesville, Wisc.

Since we cannot contact Fair visitors personally, we would like the following letter published in *The Toastmaster*.

OPEN LETTER TO TOASTMASTERS WORLDWIDE

By now, everyone should have been saturated with the well-rounded publicity given our World's Fair. With that, Seattle will number among its visitors many Toastmasters who, like most of us, enjoy visiting "away from home" clubs. If you're in that number, you're our kind of people.

This summer will again find the Bellevue 438 and Overlake 2889 clubs joined with the newly-chartered Eastgate club in a combined summer meeting, every other Wednesday evening. If you're one of the Fair visitors, forget the hustle and bustle of the crowded city, drive across the Floating Bridge and join us in Bellevue . . . test our hospitality, and we'll compare notes. In a free moment, call VA 2-8346, SH 6-4717, or SH 6-4441 for further information.

If you can't make it, enjoy yourself, the town's all yours.

Mel Shedivy
Club 438-2
Bellevue, Wash.

Congratulations to your staff for an outstandingly fine example of journalism. Much pleasure and profit have been gleaned by our members.

H. R. McKenny
Pres., Club 752-13
Beaver, Pa.



"MR. TOASTMASTER"—on their completion of eight weeks training these new members of the Capitol Toastmasters Club are presented with the title of "Mr. Toastmaster." From left, C. H. Heaberlin, Norval D. Wills, Zack Braswell, J. W. Butler, R. L. Livingston (club president), W. W. Kelly, Jr., G. M. Walker and F. N. Pickett, Jr. Not pictured are William Hamilton, Alton Worthy and H. A. Morrison.

Our club extends thanks and appreciation to Toastmasters International for the material and direction which served so well to make our Speechcraft presentation a success.

We started with 14 members, some of whom were inactive, and concluded with 24 and a boosted spirit which has since pyramided the membership to almost 30 after dropping the drones. The guest speakers who assisted in the instruction contributed so much in fundamentals, inspiration and enthusiasm that we are continuing to feature at least one such speaker each month at our regular meetings.

The photograph shows the induction of some of our new members as they were presented with "Greetings Mr. Toastmaster."

Capitol Toastmasters club would like to insist that all clubs make full use of the resources and experience of Toastmasters International. It will be difficult not to succeed if they do.

R. L. Livingston
Pres., Club 1684-43
Jackson, Miss.

New Clubs

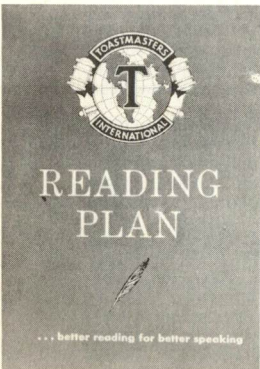
As of June 15, 1962

- 112-F LUCERNE VALLEY, California, *Lucerne Valley*, 2nd & 4th Fri., 7:30 p.m., Desert Hills Guest Ranch.
- 557-24 OMAHA, Nebraska, *IRS*, Wed., 11:30 a.m., Central Branch YMCA.
- 1040-46 BROOKLYN, New York, *Naval Air Station, New York*, 2nd & 4th Wed., 11:45 a.m., Officers' Club.
- 1107-38 ATLANTIC CITY, New Jersey, *NAFEC*, Thurs., 12 noon, NAFEC Club National Aviation Facilities Experimental Center.
- 1147-19 IOWA CITY, Iowa, *Johnson County*, 2nd & 4th Mon., 8 p.m., Farm Bureau Bldg.
- 1458-54 AURORA, Illinois, *P.A.G.*, Sat., wkly. (Nov.-Apr.) & biwkly. (May-Oct.), 8:15 a.m., Pfister Associated Growers, Inc.
- 1459-25 SHREVEPORT, Louisiana, *Rio Rouge*, Thurs., 6 p.m., Caddo Hotel.
- 1478-41 WALL, South Dakota, *Badlands*, 2nd & 4th Tues., 8 p.m., West River Electric Association Building.
- 1769-30 SKOKIE, Illinois, *IMC*, 1st & 3rd Mon., 4:45 p.m., International Minerals & Chemical Corp.
- 1880-44 LUBBOCK, Texas, *Western*, Thurs., 6:30 a.m., Eldorado Motor Hotel.
- 1881-4 DALY CITY, California, *Daly City*, Thurs., 7 a.m., Westlake Library.
- 1942-49 HONOLULU, Hawaii, *Hawaiian Telephone*, 1st & 3rd Wed., 12 noon, Armed Forces YMCA.
- 2206-61 GRANBY, Quebec, Canada, *Granby*, Tues., 7 p.m., The Granby Social Club, Inc.
- 2476-48 SYLACAUGA, Alabama, *Sylacauga*, Mon., 7 p.m., Sylacauga Recreation Center.
- 2508-51 GARDENA, California, *Pepper-Uppers*, alt. Thurs., 6 p.m., National Drinks, Inc.
- 2814-50 HOLLYWOOD, California, *Brotherhood*, Sun., 9:30 a.m., Bagel Restaurant.
- 2919-47 COCOA, Florida, *Daybreakers*, 1st & 3rd Sat., 7:30 a.m., Chastain's Restaurant.
- 2922-47 CLEARWATER, Florida, *Suncoast*, Thurs., 12:10 p.m., Sherwood Restaurant.
- 3027-24 OGALLALA, Nebraska, *Trails End*, Mon., 6:30 a.m., Smyth's Deluxe Cafe.
- 3158-U SONDRESTROM AFB, Greenland, *Arctic Lite*, Thurs., 12 noon, Sondrestrom Air Base.
- 3171-31 BOSTON, Massachusetts, *Bell Ringers*, Thurs., 6 p.m., 185 Franklin Street, 8th Floor.
- 3303-51 LOS ANGELES, California, *Hoffman*, Tues., 6 p.m., Hoffman, 3717 South Grand Avenue.
- 3309-26 DENVER, Lowry AFB, Colorado, *Lowry*, Tues., 11:30 a.m., Officers Club.
- 3384-14 TOCCOA, Georgia, *Toccoa*, 2nd & 4th Mon., 7 p.m., Lone Oak Cafe.
- 3454-15 HAZELTON, Idaho, *Hazelton*, Mon., 7 p.m., Ray's Cafe.
- 3469-20 FORMAN, North Dakota, *Sargent County*, 1st & 3rd Tues., 7:30 p.m., Windsor's Country Kitchen.
- 3470-12 DELANO, California, *Delano*, Thurs. 6:30 a.m., Walt's Cafe.
- 3471-U PAMPANGA, Philippines, *Pampanga*, Tues., 7:30 p.m., Hotel Spic & Span, Angeles.
- 3473-60 BELLEVILLE, Ontario, Canada, *Belleville*, 2nd & 4th Tues., 6 p.m., Belmont Restaurant.
- 3475-47 TAMPA, Florida, *High Noon*, Thurs., 11:30 a.m., Tampa Terrace Hotel.
- 3476-U OLONGAPO, Zambales, Philippines, *Ramon Magsaysay Memorial*, 1st & 3rd Tues., 7 p.m., The American Legion Post No. 4, Conference Hall.
- 3477-39 FAIRFIELD, California, *Fairfield*, Mon., 6:15 p.m., Apache Kitchens, Fairfield Bowl.
- 3478-61 PERTH, Ontario, Canada, *Perth-on-Tay*, 2nd & 4th Mon., 6:45 p.m., Perth Hotel, Gore Street.
- 3483-20 GRAND FORKS AFB, North Dakota, *Glacier*, Mon., 6 p.m., Officers Club.
- 3484-19 OELWEIN, Iowa, *Oelwein*, Wed., 5:30 p.m., Hotel Mealey.
- 3487-46 NEW YORK, New York, *Regional Postal*, alt. Mon., 12 noon, Railroad Y.M.C.A., Penn Station.
- 3488-14 ATLANTA, Georgia, *Georgia Power Company*, 1st & 3rd Tues., 6 p.m., Downtown Y.M.C.A., Luckie Street.
- 3491-2 BELLEVUE, Washington, *Eastgate*, Tues., 6:30 p.m., Pantley's Pagan Hut, Bellevue Airport.
- 3494-TCBI MANCHESTER, Lancashire, England, *Manchester*, Thurs., 8 p.m., Liberal Club.
- 3496-58 CHARLESTON, North Carolina, *Keynoters*, 3rd Wed., 5:15 p.m., Howard Johnson's Restaurant, Pinehaven Shopping Center.
- 3497-15 MERIDIAN, Idaho, *Meridian*, Mon., 6:30 p.m., Occident Club.
- 3499-U MIDWAY ISLANDS, *Date Line*, Biwkly., Thurs., 6 p.m., Officers Club.
- 3500-40 COLUMBUS, Ohio, *AGOISSI*, Biwkly., Mon., 6:30 p.m., "Pub" Restaurant.

DISTRICT GOVERNORS

1962-1963

- F. John Leo Martin
2. Paul Barlow
3. E. C. (Sid) Friar
4. Mark Rodman
5. Cy C. Campbell
6. Bjarne Buan
7. John A. Mathews
8. Jerome R. Marrin
9. James Sonstelle
10. Paul W. Glass
11. Loring D. Dalton
12. Paul Rush
13. LeGrand W. Perce
14. H. G. Chandler
15. Allen J. Manning
16. W. Don Buckner
17. Clifton O. Monson
19. Melvin Thompson
20. Gib Bromenschenkel
21. A. R. D. Robertson
22. H. J. Ellenberger
23. Russell Bert
24. Richard F. Martin
25. Truman Thomas
26. J. Donald Wagner
27. O. R. Rooker
28. William Langdon
29. A. C. Tricou
30. James E. Knowles
31. Forrest O. Rathbun
32. Everett R. Wolford
33. Walton H. Lloid
34. Robert L. Jones, Jr.
35. Gene Haluschak
36. Quentin R. Verdier
37. Max Samfield
38. Louis Rubenstein
39. Albert Burlingame
40. D. Jack Lang
41. James E. Kirk
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47. Larry A. Webb
48. Sidney R. Donaldson
49. George W. Pali
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52. Richard E. Lucas
53. Richard A. Smith
54. (Not Reported)
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56. T. N. (Tommy) Belew
57. Phil Horton
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60. Frank Hurst
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65. Guy Beach
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