




JUNE, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



MACKAY, QUEENSLAND
TOASTMASTER TOWN OF THE MONTH

SPECIAL CONVENTION 1963

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TOASTMASTERS INTERNATIONAL IS:

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

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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INDEX

PROPOSALS FOR PROGRESS—BY FRANK I. SPANGLER.....	2
FOUNDED UPON A ROCK—BY RICHARD C. OGLESBY.....	6
CAN YOU SPEAK ENGLISH?—BY EARL NIGHTINGALE.....	9
BRING YOUR SPEECH TO LIFE—BY DOUGLAS W. STEPHENS.....	11
TOASTMASTERS IS FOR CLERGYMEN, TOO—BY FRANCIS L. SNARE....	16
SPECIAL CONVENTION SECTION.....	19
RED RIBBONS—BY HARRY C. SMITH.....	33
HOW TO WRITE A SPEECH—BY ISADORE STERN.....	36
PERSONALLY SPEAKING, 14—TOWN OF THE MONTH, 18—CLUBS IN THE NEWS, 29—TOASTSCRIPTS, 35—JUST IN JEST, 38—LETTERS TO THE EDITOR, 39—NEW CLUBS, 40.	

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The International Board submits . . .

Proposals For Progress

By **FRANK I. SPANGLER**
President, Toastmasters International

THE FIRST SUBSTANTIAL revision of Toastmasters International financial policies and procedures in 20 years was approved by unanimous vote of the Board of Directors at its March meeting. The recommendations, which call for a \$3 increase in dues, will be presented to the delegates at the Annual Business Meeting during the 32nd annual convention at St. Louis, August 22-24.

In making its recommendations, the Board was faced with problems stemming from three sources: (1), the effect of the Internal Revenue Service's ruling that we are an educational organization, (2), a dues structure which has not kept pace with the increase in the cost of goods and services, and (3), payments

and interest charges on the new World Headquarters building.

Elimination of Voluntary Contributions

Last year, after a four-year effort by World Headquarters, the Internal Revenue Service ruled that Toastmasters International and its member clubs are educational in nature and qualify on that basis for Federal income tax exemption and exemption from certain excise taxes. This puts Toastmasters International on a par with other educational organizations. As such, we can now be assured of the same treatment and can receive tax deductible contributions.

As you probably know, \$1.25 of your annual dues is used for district operations. Some dis-

tricts have found this to be insufficient to provide essential services to their clubs and have asked their clubs voluntarily to contribute additional funds. In rendering its decision, the IRS considered districts as arms of the International organization, which they actually are, and not independent legal entities. Our legal and tax counsellors have advised us that to comply with this ruling, *all* district funds must come from Toastmasters International and all receipts and expenditures of districts must be reported as a part of the financial report of the organization.

This IRS ruling and subsequent advice from our legal and tax counsellors preclude the district officers from soliciting or receiving donations from clubs for district operations.

Since this would create a hardship on districts now receiving additional funds from their clubs, and because of the need of other districts for additional funds, the Board has proposed an additional 75c per year be provided, making a total of \$2 per member for district and area services.

To conform to the Internal Revenue Service ruling, the proposed bylaws revisions also provide some changes in wording to clarify the position of the districts and areas in the International organization and the

authority of the Board to provide funds for district operations.

Present District Funds Protected

Funds credited to district reserve accounts as of October 1, 1963, will be protected by a new policy bulletin adopted by the Board which will take effect upon passage of the bylaws amendments. The new policy bulletin will also establish a total sum of \$2 annually per member for district operations.

Increase Proposed for International Operations

To assure Toastmasters International of adequate funds for the benefit of all Toastmasters, the Board has proposed a \$1.25 annual increase per member for this purpose.

Since 1955, the number of clubs has increased from 1,871 to 3,610, or 92%. In the same period, the number of districts has increased from 44 to 67 (plus two territorial councils). This means that 1,486 additional groups of district and area officers have to be serviced.

It has been 20 years since the last major per capita increase was authorized. Since then the dollar has shrunk a great deal, as we all well know. The cost of living index has risen 74% since 1943. There was a \$1 dues increase in 1960, but most of this was earmarked for district purposes. Very little remained for

World Headquarters operations.

Twenty years ago—in 1943—Toastmasters International had fewer than 5,000 members in 13 districts. Now it serves 80,000 members in 67 districts, two overseas territorial councils and several hundred other clubs throughout the world.

In the past 20 years, we have seen expenses mount in business, in industry, and in the home. We have seen college and university tuition rise. We have seen a great increase in local, state and Federal taxes. Can we honestly believe that Toastmasters International can furnish the same services at the same prices as we enjoyed 20 years ago? Our reason tells us not.

In conversations with people in all walks of life, as well as a great number of Toastmasters, I am struck by the constantly recurring theme that perhaps we are underselling ourselves. Compared with other men's organizations, our dues are extremely modest. Commercial speech training organizations charge from \$150 to \$300 for short term courses. Many executives tell me they are inclined to shy away from an organization which costs as little as Toastmasters because they are afraid it must have little to offer. Toastmasters does not de-

serve and cannot afford such a public image, nor can we do our job without sufficient funds.

Our World Headquarters staff has done a magnificent job in providing materials and service to our growing organization. Through increased efficiency and by adding certain machine equipment, the World Headquarters has been able to absorb in recent years a large portion of the increased costs. But the limit has been reached. We need additional printing, sort-



ing, collating and binding equipment. We need many other things if we are to continue to serve our members adequately. We need additional personnel to help revise, improve and update our educational materials. To accomplish these things, we must have adequate funds.

Four Year Building Fund

For many years, our Headquarters operations were housed in the Santa Ana Community Center, a group of temporary World War II buildings. We were heavily subsidized by the City of Santa Ana. Our quarters were inadequate, but we were paying only a nominal rent.

When the city served notice several years ago that we would have to move, the Board looked

into the availability and desirability of rented space. The conclusion was reached that an organization as large and important as Toastmasters International should have its own building. In the long run, it would also be the most economical. We undertook a building program and the new World Headquarters was dedicated last October.

The new Headquarters is a fine, but not luxurious building which provides space for efficient operation and room for growth. Including maintenance, utilities, cleaning, payments and interest, the cost is substantially greater than our previous rent.

Some of the increased expenses will always be with us and that is understandable. But the major part of these costs, the interest on the mortgage and the payment on the principal, could be disposed of by early retirement of the debt. By accelerating the payment for the building from 15 years to four years, we will eliminate nearly \$150,000 in total interest charges.

The Board gave this matter very serious consideration and came to the conclusion that it would be to the advantage of all members to have a debt-free building as soon as possible, but without undue hardship on anyone. To accomplish this, we have proposed an addition to the dues of one dollar per year per member for the next four years. This

will expire automatically at the end of four years and the dollar charge will be eliminated.

In Summary

The Board has proposed, and the members will be asked to approve at the St. Louis convention, a total increase in dues of \$3 per member per year. This includes an additional 75c for district operations, \$1.25 for the operation of World Headquarters, and \$1 for the special building fund. This total increase will drop to \$2 in four years. It will amount to \$10 per year dues for four years and then drop to \$9. It means that your participation in Toastmasters will cost you approximately 3c per day. Where else could you get so much for your money?

We could say, "Let's live on what we have." It could be done, but we would find ourselves with a dormant and slowly dying organization. Some services would have to be curtailed. This would result in a slackening of interest, fewer members and fewer clubs.

I cannot believe that this is what we want. If you are like me and hundreds of Toastmasters I know, you want the best. We want our great organization to continue to grow and prosper as it has in the past; to become one of the truly great and dynamic movements of our time and for the future. This is what we want and I know we will be willing to pay for it. ♦

Founded Upon A Rock

By RICHARD C. OGLESBY

WEAK EVALUATIONS are the hallmark of weak Toastmasters clubs. These are the clubs which fall by the wayside in times of crisis.

It is written that a man shall build his house upon a foundation of rock. Those who attempt to construct a foundation on loose or shifting soil have a structure not able to withstand the tides of trial and tribulation. Therefore we must resist the temptation to let our club evaluations be built on loose and unfirm foundations.

What's wrong with the evaluation in our Toastmasters clubs?

Well, that's something like asking, "What's wrong with your wife?" Your immediate response would be an emphatic, "Nothing!"—or maybe a remark or two even stronger.

This is the way I would have reacted, a short time ago, to the suggestion that anything was

wrong with the evaluation in my own Toastmasters club. I simply jogged along, believing that we were using the correct methods of evaluation and doing a fairly good job of it. I felt that way until I started research for material on the subject of good evaluations and constructive criticism. I have reached the conclusion that we miss the mark in evaluating by so many miles that we're like an astronaut who starts out on a shot to Venus — and lands on the moon.

Sometimes older members of a club can be heard to murmur that members—especially the newer ones—are not doing just what they are supposed to be doing: that is, carrying out the aims and purposes of Toastmasters. If this is true, then let me say (and only partly in self-defense as a moderately new member myself), that a large



portion of the blame rests on their own shoulders. It is easy to play the old childhood game of follow-the-leader without realizing it. We learn by example as well as by experience. And if the blind follow the blind, the result is a complacent group of new or moderately new Toastmasters uninterested in seeking a higher educational experience, and looking for only a social club.

How many times have you seen the general evaluator come to a meeting unprepared? He walks into the meeting room, chats, laughs, shakes a few hands and then sits down to dinner. Suddenly he remembers that tonight he is the man in charge of the evaluations. He realizes that he must get on the ball, organize his team, select the type of evaluation to be used and then instruct his men how to incorporate it in their individual critiques. The chances are that you have seen more than one of these gentlemen hastily organizing his part of the program while the others are trying to eat their dinner.

How often have you heard individual evaluators begin their talks with an opening statement such as, "I feel like an amateur evaluating a pro," or "I feel like a beginner telling his teacher how to instruct the class." Why the false modesty? Is it to escape any onus for doing an incom-

plete, uninterested job?

How long since you heard an evaluator read the riot act to a new or sensitive member—and completely fail to give him one single morsel of encouragement or suggestion of how to do better on his next attempt?

All of us have had the experience of listening to an excellent speech, of sitting spellbound while the speaker delivers something close to a masterpiece. But when the time comes to evaluate the talk, the speaker is not complimented in any way, but some small things are picked up like "Your eye contact was poor," or "Your gestures didn't tie in with your speech," or "You kept your hands in your pockets." Let's face it! The speaker accomplished his purpose! He had us all in his hands, you included, yet you couldn't find it possible to mention this in your evaluation. Why?

Then there are the times we hear evaluators who speak with buttered lips, whose words drip honey. Their comments are nothing but complimentary, do nothing but glorify the speaker. Why? What are you trying to prove? Because the speaker is not dumb enough to swallow your flattering remarks. He knows he is not *that* good, and can in consequence become more discouraged than ever. He feels that what he said wasn't im-

portant enough for you to bother with, so you glossed the whole thing over. Whom did you cheat?

And how many times have you heard an evaluator consume five to seven minutes in evaluating a speech that took only five minutes to deliver?

We must recognize and remember always that good evaluations are the backbone of good Toastmasters clubs. And so, having considered the many shortcomings of club evaluations, let us take a more positive outlook. What can we do to improve club evaluations?

First, we can expect and insist that the educational vice president and his committee lay out plans, progressive and varied plans, for six weeks to two months in advance. The general evaluators should be selected at that time and informed of their assignments. Evaluation techniques should be varied to promote program interest. TMI World Headquarters has available, for the very nominal price of ten cents, a pamphlet which describes no less than 34 evaluation techniques ("Vary Your Evaluation Techniques," Code No. 1533).

Second, every member should read and study Dr. Smedley's invaluable "Speech Evaluation," a copy of which is sent to every member when he joins Toastmasters. This is the rock upon which good evaluations are

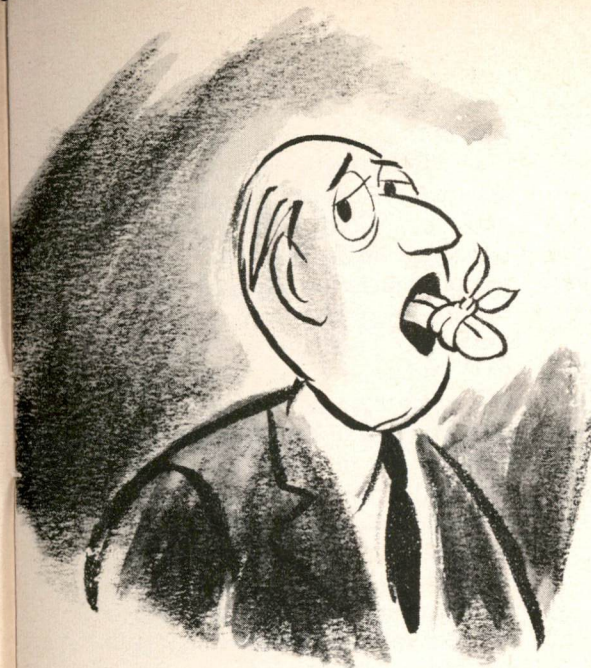
founded. Older members should review the book periodically, and it should form the basis for a number of educational talks.

Third, each individual evaluator should hold his talk to two minutes or less. He should furnish the speaker with a written critique sheet covering all details before the close of the meeting. And most important—he should always offer a suggestion as to how to improve whenever an adverse criticism is made.

Fourth, the general evaluator should always cover the meeting after the individual evaluators have finished. He should never repeat material already covered by the individual evaluators. His comments should dwell on the tone of the meeting, on officer performance and general details. Like the individual evaluators, he should be held strictly to time limits.

Finally, the successful evaluation session should leave a feeling with everyone in attendance that it was not a mere formality, but a definite contribution to the program. In short, it is the duty of the evaluators to advise the members presenting the program whether they achieved their purpose, or not. If they didn't, then tell them why they failed and how they can succeed next time. ♦

Richard C. Oglesby of Springfield, Illinois, is past president of Lincoln-Douglas Club 51-8, and treasurer of District 8.



Can You Speak English?

By EARL NIGHTINGALE

DO YOU KNOW what your most valuable tool is when it comes to getting along with other people and getting what you want from life? Well, it's the most obvious thing in the world—and I suppose the most overlooked! It's your ability to use your language.

It's a strange and unfortunate thing, but the great majority of people have just about the same vocabulary as adults that they had in the eighth or ninth grade. They unnecessarily cripple themselves in this most vital aspect of successful living.

Words are the tools with which we express our thoughts and desires to others. The more tools we have in the tool box,

the more jobs we can handle. And it's no news to anyone, I suppose, but the way you use the English language is an immediate tip-off to just about anyone as to how well you're educated.

In the old days—and not so old at that—people used to go around pooh-poohing what they called "book learning." I guess this is a hangover from the dark ages when people were suspicious of anything they didn't understand. I can remember as a kid hearing older folks complain about the younger generation spending too much time in book learning, instead of going out and getting a job—any job—the way they had to do.

All knowledge is stored in books. The more you read, the more knowledge you acquire, and knowledge still is, and always has been, power to the person who has it. And the use of the language, more than any other single thing, is a barometer of a person's knowledge.

One time, at a leading Eastern University, they gave a vocabulary examination to the graduating class. Then they kept track of that class, and after five, ten, fifteen years and so on, checked to see how these grads were doing.

Without a single exception those who scored highest in vocabulary were doing best out in the world. That is, they had better jobs and were making more money. And here again is a subject anyone can learn, but very few do. There are lots of wonderful books on English and vocabulary in every book store and library, but, again, it smacks of work, so most folks just slip along using a horse and buggy vocabulary... and wondering why they're traveling at a horse and buggy pace.

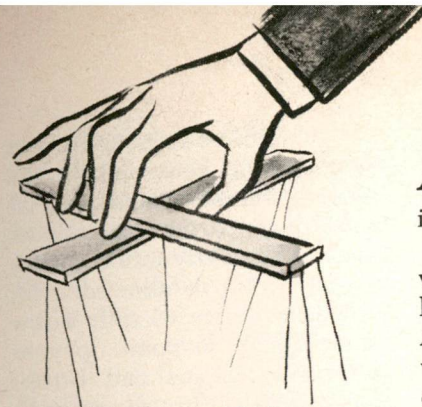
One of the really funny aspects of our society is the number of people who poke fun at those who speak with a foreign accent. Whenever you hear a foreign accent, it means the person can speak at least two languages. The ones who laugh as a rule can't even speak their own —

and have a vocabulary you could toss into the ear of a gnat.

If you'd like to improve your vocabulary, simply get a good book on English... a good dictionary... make sure you know the pronunciation key and what the little symbols mean, and then study the language an hour a day, and read a lot. Whenever you come to a word you're not sure of, look it up — and then write it down, along with its meaning. Usually this will help you remember it. And then start working your new words into your vocabulary, but only when you're sure they fit. For an American not to know his language is just like a plumber who doesn't know what his tools are for — he's not going to be trusted with important jobs.

If a person would just set aside one hour a day for study, six days a week, it would come to 312 hours a year. It wouldn't take long to become an expert at just about anything with that kind of a program, would it? And the time will pass anyway, whether we use it or not. ♦

Earl Nightingale, of Nightingale-Conant Corporation, Chicago, Illinois, is considered one of the nation's leading authorities in the field of human motivation. His syndicated radio commentary is heard on more than 120 radio stations from coast to coast. Mr. Nightingale will be a featured speaker at the Toastmasters International Convention at St. Louis.



Bring Your Speech To Life



By DOUGLAS W. STEPHENS

A GREAT SALESMAN once said, "Make your point, then illustrate it."

This is a good rule to follow, whether you are speaking to a large audience or to one person. A story, anecdote or illustration will keep your audience interested in what you are saying.

I remember the long-ago time when my mother insisted I take dancing lessons. At the class, all the young males fought with each other to dance with a certain young lady. This bewildered the instructor, since the girl was neither the prettiest nor the best dancer in the group. The answer was simple, though — the girl was telling each boy a mystery story and he had to keep coming back to find out how it all came out.

Maybe you do not have that little girl's ability to create a suspenseful story. Maybe you are not naturally a good spinner of yarns. This need not deter you from illustrating your speech, as in the case of a friend of mine, an arctic traveller who brought his Indian guide down to the big city.

It was the Indian's first trip, and he was very excited by all the bright lights. "What makes him go?" he asked, pointing to each new marvel. Each time my friend answered patiently, "Electricity." But the guide only shook his head.

When they reached the hotel room, the bell boy turned on a desk lamp. "What makes him go?" asked the Indian again. My friend stepped over to the lamp and unscrewed the bulb. "Put your finger in here," he said.

The ensuing yell echoed through the hotel corridors. As he ruefully sucked the blister on his finger the Indian murmured, "Electricity? Me know now."

A story is a lubricant for logic. Successful businessmen, salesmen, and executives generally understand the trick of story telling. They do not tell them haphazardly, however, but make sure that each story illustrates what they are talking about. They have learned that even though it may be all right to tell a joke just to get a laugh and soften up the audience for what is coming later, in the long run, their talk will be more powerful if the story also accomplishes a purpose.

Word illustrations do not have to be humorous. In fact, there are occasions when a joke is not appropriate. A serious story with a deep meaning may illustrate your point much better.

You may ask, "Where can I find these stories? My life hasn't provided many such experiences."

If you believe this, you haven't been opening your eyes to the things going on around you. Of course your own experiences may not fit exactly into the story you need. You're allowed a bit of artistic liberty to shift a few minor details to point up your story. Newspapers and books can sometimes furnish you with tales or anecdotes you can use.

The librarian at your public library will be glad to help you. If you consistently train yourself to observe the things that happen in your daily life, you will find many things that can be used to illustrate your talks.

For instance, I have often used an experience that happened to me when I was about ten years old.

My friend Sam and I heard the organ grinder coming down the street. I rushed into the house to get a nickel.

"He won't play long for that," said Sam. "Bet you I can get a lot longer show for nothing."

I didn't believe him, but as soon as I had placed the nickel in the monkey's tiny black paw, the organ grinder stopped, moving on to Sam's house next door.

Sam was sitting on the step. Displayed casually in his pudgy hand was a silver dollar.

I knew the dollar was Sam's entire weekly allowance; he



would never part with it for any old music. I was right, for after the organ grinder had played his entire repertoire several times, Sam got up, yawned, and turned to go into the house.

But the monkey had been trained for such evasions. He leaped to the boy's shoulder. Startled, Sam dropped the coin, the monkey picked it up, presented it to his master who tipped his hat and went smiling down the street.

As you can see, this tale can be used to illustrate many concepts, from the value of surprise tactics to the failure of best laid plans.

When you run across something which sounds as if it would make a good illustration, jot it down. Put it away in a special file. Then when the time comes for you to use it, take it out and work it over. Work until it comes out the way you want it. Or tuck it away in your mind, if your memory is good enough, and drag it up at the right time.

But—a few words of warning:

First: Don't fall into the boring habit of telling the same story more than once to the same people. A story heard once may be funny or interesting. Heard the second time, it is politely tolerated. The third time, it loses whatever of good or interest it once had.

Second: Be sure you tell the story properly and at the right

time. The trick of telling a story correctly is something most people have to learn. If a tale is strung out too long it often loses its sense and pungency; on the other hand, if shortened too much it may lose its punch. Be sure to keep up the suspense.

Sometimes a story does not go over because the teller does not put the proper emphasis where it belongs. To be told well, a story must be memorized so there are no hesitations or mistakes to distract from the thread of the yarn. A single wrong word may lose the entire point.

Build up a good scrap book of stories and practice using them, not only on the occasions when you make a speech, but in daily conversations. Soon you will find yourself with a reputation as an excellent raconteur. Be constantly on the alert for new illustrations to replace the old. Revise the old ones to fit the time and occasion.

Remember—there is only one way you can convey your thoughts and ideas to others, and that is by speech. Cultivate your speech and new vistas of the world will be opened to you. ♦

Dr. Douglas W. Stephens is a dentist at Long Beach, Calif., and a member of Club 518-51. A free lance writer by avocation, he has had many articles in national publications.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

The Convention

Are you coming to the convention in August? Many Toastmasters and their families will be there, at St. Louis, where plans are under way for a great gathering.

Why do people come to conventions?

That is a fair question. Let us try to answer it.

Some come because it fits nicely into vacation plans. It gives an objective—somewhere to go. Some come to meet old friends and to find new ones. This is a laudable purpose and fits well into Toastmasters work, since ours is a friendly organization, promoting mutual helpfulness. Some come for politics, to seek election to office.

But the great majority come because they want to learn more about how to operate their own Toastmasters clubs, and how to get the most and the best for themselves from the training. These are the ones for whom the program is planned, and by whose gains the entire event must be judged.

Whatever your purpose, assuming it is a good one, come on and "Meet me in St. Looey, Looey," and let us help and be helped.

From Our Correspondence

My mail brings me some excellent ideas, and I wish to share at least one of them with you this month.

This comes from a member who has been thinking, and looking ahead. He is impressed by the war of words which goes on in the world today. He thinks that in the future, and perhaps not very distant future, the world will be ruled by the best talkers. By "best" talkers, we need not imply the noisiest, loudest, most vehement screechers, but rather, those who talk most intelligently and reasonably.

If that is the case, he envisages the advantages of multiplying the number of men with Toastmasters training, and he proposes that we increase our number of clubs in distant lands, so that our training in listening and thinking may be made available to greater numbers.

We are widely scattered, but there is room for a vastly larger number of clubs in a great many more countries, and there is a very present opportunity for us in using the "people to people" idea as a means of promoting international friendships. Your club might join in this enterprise.

It would be a fine thing if

many of our clubs in the U. S. and Canada would select clubs in other lands with whom they may correspond and exchange ideas. Some clubs have found pleasure and profit in exchanging tape recordings, in addition to letters. They can learn much from each other, if they will plan carefully.

Your club might like to select a club in another country with which such relations can be established. Then you may write to our office at Santa Ana for names and addresses of officers of that club and for other information which we can give you.

Here is one instance which may be helpful. Recently I received a tape of a speech on chairmanship, which had been delivered by Alex Zographos, of Addis-Ababa. Alex has been president of the Addis-Ababa Toastmasters Club, and of the Rotary Club of that city. His speech was a Beyond Basic Training project, and it was a good one. I am hoping to make it available to clubs interested in hearing a speech on this important subject, as delivered by a fellow Toastmaster in Africa. It is a simple and inexpensive method for promoting acquaintance and understanding between our clubs.

We Are International

I found an intriguing situation in the list of new clubs chartered in March. Here is the list of a

score of such clubs, starting with Charter Number 3591 and continuing through Number 3609. To save space, I give you the names and locations of these clubs in the order in which they were chartered.

We start with Bradley Field, Windsor Locks, Connecticut, and carry on with Camp Schwab, Okinawa; Auckland, New Zealand; Washington, D.C.; Elkhart, Indiana; Los Angeles, California; Chanute, Kansas; Dundee, Angus, Scotland; Dublin, Ireland; Leicester, England, which received Charter 3600; Indianapolis, Indiana; Washington, D.C.; Buchanan, Michigan; Newark, Ohio; Fairfield, Ohio; Los Angeles, California; Danang, South Vietnam; Leeds, Yorkshire, England; Berkeley, California.

Now isn't that a cosmopolitan conglomeration of clubs! And it is typical of what goes on continually. During the month of March, we processed 38 new charter applications. Every month brings in new recruits.

It would be wonderful if we could have representation from all these countries at our August Convention, but that is clearly impossible.

We can, however, do our best to act wisely, listen carefully, gain and give helpful ideas, and carry home with us inspiration which will help our own clubs and all those within our reach. ♦

Toastmasters Is For Clergymen, Too



By FRANCIS L. SNARE

"WHAT ARE YOU doing here?" came a brusque greeting just a few minutes after I had enjoyed my second meeting as a member of the local Toastmasters club. "Oh," said my friend hastily, "I don't mean it that way. But how in the world can Toastmasters help *you*? You're a clergyman!"

Yes, I am a Toastmaster, and I am a clergyman too. And I am in Toastmasters for the very same reason that you are—to gain the background skills and the training necessary in persuading, informing, entertaining and instructing people.

A little over a year ago, two wide awake Toastmasters, Jack Stower, vice president of Andrus Drug Store, Inc., and W. Allan Gemar, news director of radio station WTTF, pressed urgently for my affirmative reply to their invitation to that week's dinner meeting of Fort Ball Toastmasters 1854-28. I accepted. And I enjoyed as stimulating an evening as I have had during my 20 years in the pastorate.

I did not join Toastmasters to

be entertained, however, nor to be entertaining. I joined for some very definite reasons.

I became a Toastmaster because I wanted to re-learn—and learn—how to think on my feet. After completing my college training, I discovered that in this respect, I had mentally atrophied. In the midst of a multitude of responsibilities—preaching, studying, counselling, administering, and fulfilling other pastoral duties—I found myself rather dying on the mental vine. My first session at Toastmasters, and especially my introduction to the table topics session, fanned the smouldering embers of a nearly-dead fire. The challenge of that initial half-hour has only whetted my appetite to a degree of voraciousness that cannot be satisfied in several lifetimes.

I became a Toastmaster because I experienced there a complete post-graduate course on the one subject no clergyman would dare ignore—the art of communication. Any pastor worthy of his call and concerned

about spiritual truth as it is made vital to human beings must of sheer necessity transmit by very human symbols—by language and gesture—the eternal truth. Never in any college I ever attended have I received the close attention and personal guidance for public and personal communication which I have received in my Toastmasters club.

I also joined because of a very personal reason. For many years I have had the strong conviction that the ministry must call forth the very best effort and training from the man upon whom God has laid His hand to special service. There is no excuse for me to stand behind the sacred desk and then deliberately ignore the best techniques in public speaking. No jeweler would ever display his most exquisite diamond in a dull setting, against a background of scrap paper and rubbish. No more can a clergyman, who deals in investments beyond price.

So I joined Toastmasters, with some very solid and logical reasons for joining. And I found

there more than the fulfillment of my needs. I discovered evenings of fellowship and good talk, sparkling repartee beyond my greatest expectations. I experienced mental and spiritual challenges for which I had heretofore looked in vain.

Is it strange or illogical that my congregation has noticed a new vitality in my preaching, a new freshness in my delivery, and a new smoothness in my personal conversation? Why, even my wife has suggested, somewhat slyly, that nowadays I communicate more favorably with her.

When we scan the community in our efforts to enlist more and more men in the training and fellowship and challenge of Toastmasters, let's not overlook the clergyman.

Toastmasters is for clergymen, too!

The Reverend Francis L. Snare is pastor of the First Baptist Church of Tiffin, Ohio, and a member of Tiffin's Fort Ball Toastmasters 1854-28. In 1953 he received the Baptist Award as Town and Country Pastor of the Year.



MACKAY, QUEENSLAND Toastmaster Town of the Month

ON THE RICH COASTAL PLAIN of the Pioneer River, in Australia's "Sunshine State" of Queensland, is Mackay, a city of approximately 22,000 people. Mackay is backed by high ranges clothed in dense rain forest; beyond lies a vast hinterland ideal for grazing and agriculture, with potential mineral wealth as yet unexplored. To seaward, the Whitsunday Passage, strewn with hundreds of islands sheltered by the Great Barrier Reef, is a tourist Mecca, with Mackay its gateway, on Queensland's deepest harbor.

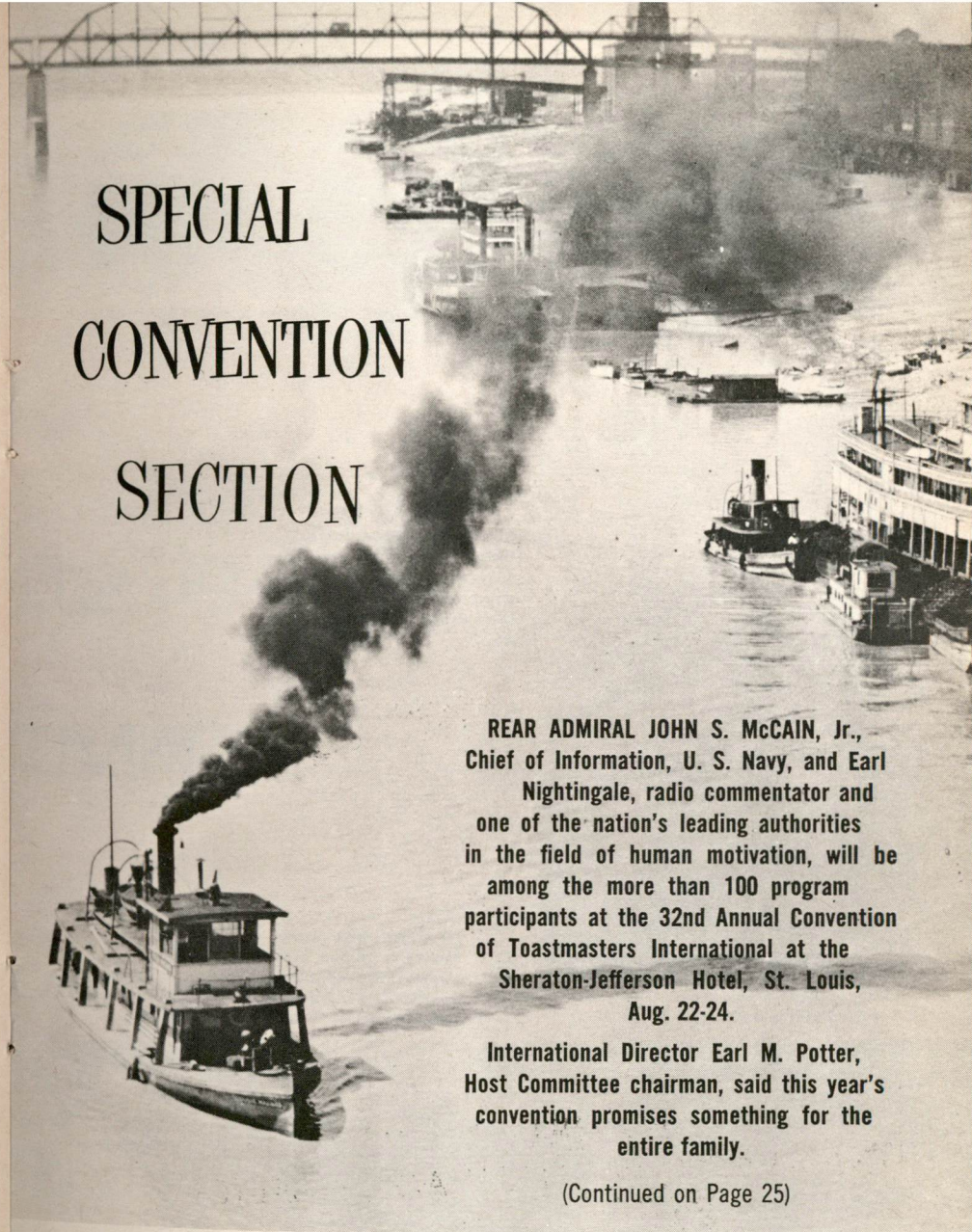
Sugar, from cane fields to refinery, is Mackay's dominant industry, and the bulk sugar export terminal at the harbor is the largest in the world. Cattle raising, timber and agriculture are expanding fast. Also growing fast is the tourist industry, as each year brings over 30,000 visitors to the city and the colorful islands of the Great Barrier Reef.

Mackay is a pleasant place to live, with its wide, clean streets and beautiful parks, with its excellent schools and hospitals. On the cultural side, the Mackay branch of the Arts Council of Australia arranges visits of many leading artists, while the community supports the Mackay Eisteddfod, Community Theater, several choral societies, the city band and Mackay Pipe Band. Of special interest to music lovers is the cottage where Dame Nellie Melba lived with her husband in the 1880's.

Nor are sports neglected. The city supports an excellent golf course, while swimming, fishing and boating are all available. An inland weir provides a weekend rendezvous for water skiers and power boat racing enthusiasts.

Mackay's Toastmasters Club 3358, Territorial Council of Australia, was chartered in September of 1961. The club chose as its name a word with a flavor peculiarly Australian — *Coolibah*. Coolibah is the name of a tree which grows beside water courses.

The Coolibah Club is an active group with high membership and attendance. A majority of the members are also affiliated with the local Rotary, Jaycee and Junior Farmers clubs, and well acquainted with the meaning of "service." The service they are rendering to their community contributes measurably to Mackay's progressive spirit and to its reputation as the "Queen City of the Sunshine State." ♦



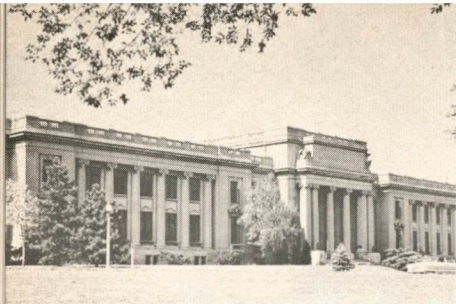
SPECIAL CONVENTION SECTION

REAR ADMIRAL JOHN S. McCAIN, Jr., Chief of Information, U. S. Navy, and Earl Nightingale, radio commentator and one of the nation's leading authorities in the field of human motivation, will be among the more than 100 program participants at the 32nd Annual Convention of Toastmasters International at the Sheraton-Jefferson Hotel, St. Louis, Aug. 22-24.

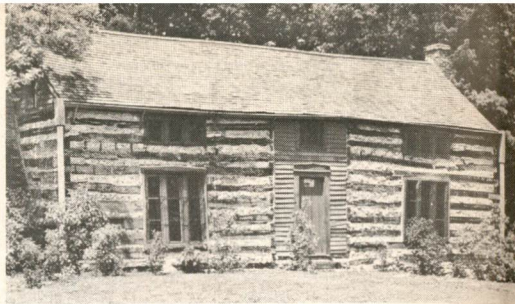
International Director Earl M. Potter, Host Committee chairman, said this year's convention promises something for the entire family.

(Continued on Page 25)

ST. LOUIS, MISSOURI • Aug. 22 - Aug. 24



... to visit the historic Jefferson Memorial



... and the Ulysses S. Grant Log Cabin

... with a special trip to the world-famous St. Louis Zoo, with its outstanding collection of mammals, birds, reptiles and amphibians, and its twice-daily animal shows featuring chimpanzees, lions and elephants...



to the Sheraton-Jefferson Hotel, where Toastmasters will meet for three days of education, inspiration and fellowship, August 22 to 24...

ST. LOUIS

INVITES YOU...

... to view the statue of St. Louis, patron saint of the city named in his honor...

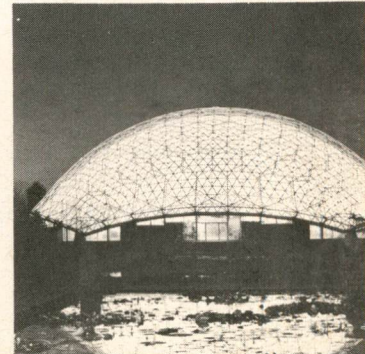
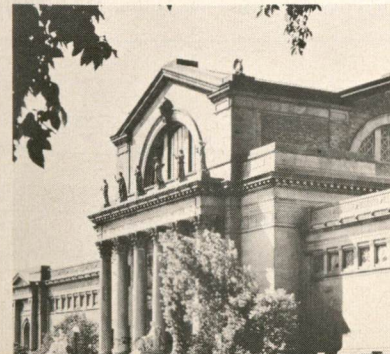
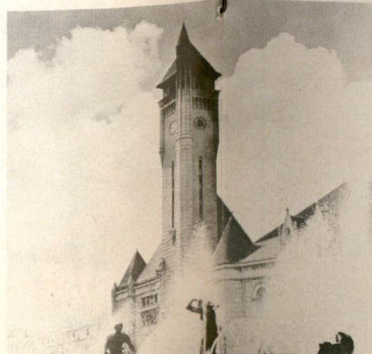


to cruise with Toastmasters down the Mighty Mississippi beneath a Southern moon...

... to the St. Louis Union Station, fronted by the beautiful Milles fountain...

... to the Art Museum, repository of art treasures and mementoes of the historic West...

... to the Climatron, world's only Geodesic dome, fully climate-controlled greenhouse.



CONVENTION PRE-REGISTRATION FORM

THIS PRE-REGISTRATION FORM must be mailed to World Headquarters no later than July 1, 1963. Tickets for meal events will be sold at the convention, but no tickets will be sold at the door for the various meal events. Many convention meal events are sold out in advance. AVOID DISAPPOINTMENT — PRE-REGISTER.

To: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA

Please have my Convention registration ready when I arrive and also my tickets for the following events as indicated:

_____ Membership Registration @ \$6.....	_____ \$_____
_____ Ladies Registration @ \$2.....	_____ \$_____
_____ Ticket(s) Ozark Jamboree (pre-convention party) Wednesday evening @ \$4.75.....	_____ \$_____
_____ Ticket(s) Ladies Luncheon, Thursday @ \$3.75.....	_____ \$_____
_____ Adult Ticket(s) Mississippi Moonlight Cruise Thursday evening @ \$1.25.....	_____ \$_____
_____ Children's Ticket(s) Mississippi Moonlight Cruise Thursday evening @ \$.50.....	_____ \$_____
_____ Bus transportation (round trip) Mississippi Moonlight Cruise @ \$.50 (children must have tickets).....	_____ \$_____
_____ Ticket(s) Fellowship Luncheon, Friday @ \$3.75.....	_____ \$_____
_____ Ticket(s) President's Banquet, Friday evening @ \$6.50.....	_____ \$_____
_____ Ticket(s) Breakfast with the Founder Saturday @ \$2.50.....	_____ \$_____
Total Remittance.....	
_____ \$_____	

I enclose my check for \$_____ (make checks payable to Toastmasters International). It is understood that my badge and tickets will be waiting for me at the PRE-REGISTRATION DESK at the Sheraton-Jefferson Hotel, St. Louis.

(Signed) _____

PLEASE PRINT

Name _____ Club No. _____ District _____

Wife's First Name _____

Mailing Address _____

City _____ Zone _____ State _____

MAKE YOUR HOTEL RESERVATIONS NOW

Room reservations for the 1963 International Convention at St. Louis should be made directly with the hotel of your choice. Room rates are listed below. Use the Reservation Blank on the reverse side of this page.

All requests for reservations should give: (1) anticipated date and hour of arrival; (2) date and approximate hour of departure; (3) names of all persons who will occupy the accommodations, and (4) deposit of \$10.

All reservations will be confirmed.

HOTEL	Single	Double	Twin Beds
SHERATON-JEFFERSON (Convention Headquarters) 415 N. 12th Street	\$7.85	\$12.85	
CLARIDGE HOTEL 1800 Locust Street	\$5.50- 8.50	\$ 8.50-11.50	\$10.00-14.00
LENNOX HOTEL 825 Washington Street	\$8.50-14.00	\$10.00-12.50	\$14.00-16.00
MAYFAIR Hotel 806 Charles Street	\$8.50-15.00	\$10.00-16.00	\$14.00-15.00
PICK-MARK TWAIN 116 N. 8th Street	\$7.50- 9.50	\$ 9.50-12.50	\$12.00-13.50
STATLER-HILTON HOTEL 822 Washington Street	\$8.00-11.50	\$11.00-14.50	\$13.00-15.00

JUNE, 1963

FILL IN

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

32nd Annual Convention
Toastmasters International
St. Louis, Missouri
August 22-24, 1963

TO: Reservation Clerk

_____ Hotel

_____ Address
St. Louis, Missouri

Please make the following reservations:

() Single: \$____ () Double: \$____ () Twin Beds: \$____

I will arrive at approximately _____ a. m. _____ p. m.,
on _____ (date)

I plan to leave at approximately _____ a.m. _____ p.m.
on _____ (date)

Room will be occupied by:

_____ Name _____ Address

_____ Name _____ Address

I am enclosing my check for \$10 as a deposit on these reservations. It is understood that in the event of cancellation, this deposit will be refunded to me within 10 days.

Signed: _____

Address: _____

IMPORTANT: This application must be sent directly to the hotel (Reservation Clerk) of your choice in St. Louis. Fill in the hotel name on the indicated line, clip, and mail. Don't forget to include check for deposit. Reservations should reach the hotel at least 10 days before the convention.

Enclose a stamped, self-addressed envelope for confirmation of reservation.



Rear Admiral John S. McCain, Jr.



Earl Nightingale



Earl M. Potter

(Continued from Page 19)

"For Toastmasters there will be the Annual Meeting and Election, educational sessions and workshops and exhibits," Potter said. "The entire family will enjoy the Ozark Jamboree, a pre-convention party to be held the night before the convention opens, the Fellowship Luncheon, Mississippi Moonlight Cruise, President's Banquet, Breakfast with the Founder, tour of Grant's Farm, and the International Speech Contest."

Hotel Offers Special Rate

Potter said the Sheraton-Jefferson Hotel is offering the most attractive convention rates. Toastmasters have received in years. All singles will be \$7.85 and all doubles will be \$12.85. All rooms are equipped with television and are air conditioned. There will be no charge for children. Garage parking is free.

The Host Committee has been working since January to plan activities for the convention delegates. The Ozark Jamboree will be one of the most colorful events with square dancers on

hand to enliven the proceedings. Potter said this pre-convention party will also have its serious moments as officer and board candidates are introduced and Aubrey B. Hamilton, past International president, speaks on the responsibilities of officers and directors.

The convention will officially open at 9:45 a.m., Thursday, Aug. 22. Included in the impressive opening ceremonies will be a color guard from Scott Air Force Base, greetings from local officials, and reports from the International President Frank I. Spangler, Executive Director Maurice Forley and the founder, Dr. Ralph C. Smedley.

A luncheon for the ladies will be held Thursday noon. Mrs. Frank I. Spangler, wife of the International president, will serve as the hostess.

Thursday afternoon, delegates will vote on bylaws amendments and elect International directors and officers.

Mississippi Moonlight Cruise

Thursday night, Toastmasters and their families are invited to take a Mississippi Moonlight Cruise aboard the S.S. Admiral.



Aubrey B. Hamilton



Frank I. Spangler



Maurice Forley



Dr. Ralph C. Smedley



Paris Jackson



Stanley Ditchfield

During the three-hour trip, Toastmasters will have a choice of activities on the five-block-long decks, including dancing in the two-deck air-conditioned ballroom, games and fun in the gay Midway Carnival and Kid-dieland and quiet relaxation on the Lido deck and Al Fresco promenade.

Admiral to Open Educational Sessions

Paris Jackson, educational vice president for Toastmasters International, will be general chairman of the educational sessions and will introduce Rear Admiral John S. McCain, Jr. as the keynote speaker at the first session on Friday morning. His subject will be "How To Persuade."

Admiral McCain, Chief of Information for the Navy Department, was graduated from the U. S. Naval Academy at Annapolis in 1931. During World War II, he commanded submarines in both the Atlantic and the Pacific. For his services in combat, he was awarded the Silver Star, Bronze Star with

Combat "V," two letters of commendation, with authorization to wear the Commendation Ribbon and Bronze Star, also with Combat "V."

Following the war, he served in various executive capacities at sea and in the Navy Department in Washington, D. C. He was named Chief of Information for the Navy Department in August, 1962. Admiral McCain is recognized as one of the most persuasive speakers in Washington.

Two educational workshops will follow the General Educational Session on Friday morning. One will be a Leadership and Management Session for district and club officers. It will be conducted by International Director Stanley Ditchfield. The other will be a Speech and Self-Improvement Session for Toastmasters and visitors conducted by International Director Ivan J. Shields.

Fellowship Luncheon

Earl Nightingale will be the featured speaker at the Friday

Fellowship Luncheon. Mr. Nightingale, whose syndicated radio program, "Our Changing World," is heard on more than 120 radio stations from coast to coast, has had a remarkable career in such diverse businesses as radio, television, advertising, life insurance, direct selling, writing and public speaking. Mr. Nightingale's encyclopedic research into the nature of human achievement and his long and close association with business and educational leaders have earned him an enviable reputation as an authority in the field of human motivation.

Donald V. Duncan, president of the Territorial Council of Australia, will also appear on the luncheon program to report on the progress of Toastmasters clubs "down under." His report will mark the first time a representative of the Australian Council has appeared on an International Convention program.

TV Demonstration

The Friday afternoon General

Educational Session will be presented by KMOX-TV, St. Louis. Personnel from the CBS station will show Toastmasters how to make the most effective use of television in selling Toastmasters.

Workshops will follow the TV demonstration. One workshop, conducted by International Director Howard E. Flanigan, will be devoted to explaining new educational programs for district and club officers. The other workshop will be under the leadership of International Director L. Kenneth Wright and will feature various phases of the Toastmasters learning program.

The President's Banquet, with the installation of new officers and directors, will climax Friday's convention activities.

Breakfast with the Founder

The traditional Breakfast with the Founder will be held at 7:30 a.m., Saturday, August 24. Dr. Ralph C. Smedley, founder of Toastmasters International, will conduct the program and present certificates to Toastmasters



Dr. Ivan J. Shields



Howard E. Flanigan



L. Kenneth Wright



William B. Gobel

who have completed Beyond Basic Training during the past year.

Grant's Farm Tour

Delegates will be free from 9:30 a.m. until 2 p.m. on Saturday. A tour of General Ulysses S. Grant's farm has been arranged for the morning. Located on the outskirts of St. Louis, the farm is now owned by the Busch family. A miniature railroad will carry visitors past herds of buffalo, deer and other wild animals.

International Speech Contest

The International Speech Contest at 2 p.m., Saturday will be

the final convention event. Eight Regional Speech Contest winners will compete for the International title. The contest will be under the supervision of International Director William B. Gobel, chairman of the International Board's Conference, Convention and Meetings Committee.

In addition to the regularly scheduled convention events, Toastmasters and their families will find the Hospitality Center a favorite spot for relaxation and visiting. Teen-agers will have their own center for playing games and records. As always, the educational and public relations exhibits will prove popular as Toastmasters study the displays to get ideas for their own clubs and districts.

The hundreds of Toastmasters in District 8 have been working for months to make the 1963 convention the biggest and best in the history of Toastmasters International. They'll be looking for you in August on the banks of the Mississippi. ♦

CLUBS IN THE NEWS

Club Adopts Mascot

The Tri-State Toastmasters Club of El Paso, Texas, now in its second full year of operation, has a unique method of stimulating attendance and club spirit. Each month it "adopts" a "Teddy Girl" as a mascot. A lovely young lady from the local Showcase Modeling Agency attends a club meeting and lends a touch of glamour to the proceedings.

The club, one of three chartered in the El Paso area during the last 12 months, is composed of personnel from member firms of the Tri-State Credit Association. President is Bill Persman of Mine and Smelter Supply Co., Jim McRimmon of Darbyshire Steel is educational vice president, Ed Burns of Tri-State Wholesale Associated Grocers is administrative vice president, Charles Stapleton of Tri-State Association is secretary-treasurer, while Bud Trumbull of Dixon Paper Company completes the list as sergeant-at-arms.

Tri-State Club 3466-23
El Paso, Texas

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Toastmasters Forum

Toastmasters of Greater Dayton Area 11 are developing an inter-club activity which is proving highly stimulating. The Toastmasters Forum, organized by Dave Francis of Club 2838, debates current issues of the Montgomery County area.



Dan Graves (left), Club 2838-40, Dayton, Ohio, presents trophy for debate forum to Area 11 Governor Frank Palazzo.

Debates are held bi-monthly, and the topic is chosen by Frank L. Palazzo, area governor, just prior to debate time. The challenging club may select the side it wishes, either affirmative or negative, and judging is performed by a third club. The area governor or his assistant is the presiding officer at all debates.

Governor Palazzo has received a number of expressions of interest from civic associations asking that an abbreviated Toastmasters meeting featuring the debate forum be presented as a part of their meeting programs.

A special rotating trophy will be presented to the winning club at each debate.

Area 11, District 40
Dayton, Ohio



Licking trading stamps given as door prize at Area 7, District 3 Speech Contest are, left to right, Assistant Area Governor Garry Harrison (Club 2694), Mrs. Hidy, winner of prize, TMI Director Ivan "Tiny" Shields, and District 3 Lieutenant Governor C. T. Dickson (Club 1839).

Door Prize Appeals

A much appreciated feature of the recent Serious Speech Contest of Area 7, District 3 (Arizona) was a door prize of 5000 trading stamps. Prize was won by Mrs. John Hidy, wife of the president-elect of Tele-Talk Club 3016.

Contest winner John E. "Mike" Murray, was also from Tele-Talk Club. Each of the six clubs of the area was represented by a speaker and well represented in attendance. District 3 Governor E. C. "Sid" Friar prepared charcoal broiled steaks for 202 members and guests.

Area 7, District 3
Phoenix, Arizona

First Breakfast Club Chartered

The Breakfast Toastmasters Club of Muskegon, Michigan, which recently received Charter No. 3581-62, is proud of its position as the first breakfast club to be chartered in the State of Michigan. Club 3581 meets weekly at 7 a.m. on Thursday mornings, and adjourns at 8:20.

Charter was presented by District 62 Governor Harvey Van Kampen to Club President Jim Bell. Special guests at the charter presentation were Muskegon's Mayor Victor Yurick, District 62 Club Extension Director Ahti Mackela, and Area Governor Warren Stults. Officers and members of Port City, Greater Muskegon and Tri-cities Toastmasters also participated in the charter party activities.

Breakfast Toastmasters 3581-62
Muskegon, Michigan

Historical Survey

When Northrop Toastmasters 212-50 celebrated its 10th anniversary recently, the club prepared a special edition of its bulletin, the Northrop Gasser. The 10-page issue gave the complete history of the club from its founding to the present time.

Starting with a salute to all past presidents, who were listed with dates of office, the report gave interesting and amusing anecdotes of the club founding, its achievements and outstanding events.

Northrop Club 212-50
Hawthorne, Calif.

Guests Contribute to Stimulating Meeting

Albany (Calif.) Toastmasters recently enjoyed one of their most stimulating meetings through the presence of two young ladies active in the American Field Service, Thrity Dadachanji from Karachi, Pakistan, and Judy Stocking, recently returned from six months study in Chile. Both girls participated in table topics, and Judy competed in the weekly club speech contest, which she won. Thrity gave a five minute talk on Pakistan and

some of its political problems, and both girls participated in a question and answer period.

All members of the club agreed that this was one of the most interesting and educational meetings the club had ever had, and Club 3310 urges other clubs to contact A.F.S. chapters in their area for a meeting that will be long remembered.

Albany Club 3310-57
Albany, Calif.

Bus Meeting

St. Clair Toastmasters 496-8 of Belleville, Illinois, recently boarded a chartered bus and journeyed across the Mississippi River to visit with Plus Factor Club 1229-8 of St. Louis, Mo. Thirty-three members attended, and on the 45 minute trip the club held its regular meeting, complete with speakers and evaluators.

According to Club Secretary J. W. Cook, hand expression was a little difficult, and the swaying of the bus did not contribute to perfect posture at the lectern, but the Toastmasters managed to surmount the inconveniences.

At St. Louis, Club 496 furnished two speakers and two evaluators, and also walked off (though not literally) with trophies for best speaker and best evaluator.

St. Clair Club 496-8
Belleville, Illinois

Certificates Presented

At a dance held by the Georgetown (British Guiana) Club 2687-U Certificates of Merit for completion of Basic Training were presented to Toastmasters Rufus Pillai and Cyril Goddett.



St. Clair Toastmasters embark for bus meeting. Left to right, TMI Director Earl Potter, TM Horace Aitken and guest, Area Governor Junior Edwards and Sergeant-at-arms P. J. Hill.



Sir Donald Jackson (2nd from right), presents Certificates of Merit at Georgetown Club meeting.

Certificates were presented by the club's patron, Sir Donald Jackson, Justice of the British Caribbean Court of Appeal.

Photograph shows, left to right, Club President John Da Silva, Administrative Vice President Cyril Goddett, Sir Donald Jackson and TM Rufus Pillai.

Georgetown Club 2687-U
Georgetown, British Guinea



Teachers and Toastmasters chat at meeting of West Suburban Club, La Grange, Ill.

Toastmasters Hosts to Teachers

Members of West Suburban Club 930-30 of La Grange, Illinois, went back to their school days in spirit when they invited teachers from Lyons Township High School and Junior College as guests at a dinner meeting of the club. The occasion was also Father-Son and Daughter Night, with teen-age children of members in attendance.

Photograph shows, left to right, Educational Vice President Clarence Robertson, Club President Fred Allen, Frank Stacey, La Grange, high school teacher; Sally Thurnau, Westchester, high school teacher, and John Akerly, teacher in the college evening school.

**West Suburban Club 930-30
La Grange, Illinois**

* * *

Club Float Wins Honors

Community Club 39-40 of Lawrenceburg-Aurora, Indiana, entered a float in the recent Aurora Farmers' Fair parade.

Theme of the parade was "River City, U.S.A." The Toastmasters float, depicting Mark Twain as the river's first Toastmaster, won third place honors.

Toastmasters from Lawrenceburg and Aurora worked for a week preceding the parade to build and assemble the float. The cut-out figure of Mark Twain was the work of Toastmaster Tom Ward.

Justifiably pleased at attaining third honors in their first attempt, the club plans to enter a float next year in an all-out try for first place.

**Community Club 39-40
Lawrenceburg-Aurora, Ind.**

* * *

Toastmasters Sampler

A Toastmasters Sampler was the theme of the installation of officers night program of the Bremerhaven Chapter Club 1981-U, when more than 40 Toastmasters and guests gathered at the Naval Officers Open Mess at Bremerhaven, Germany.

The program was highlighted by Dave Herman, who gave the formal speech for the evening, describing how Toastmasters functions from meeting to meeting. Toastmaster of the evening was J. T. Hayes and table topics was under the direction of Dale Falk.

Outgoing President Lt. Richard Millham conducted his final meeting and ceded the gavel to incoming President Capt. Howard Myrick. Other officers installed were: Capt. Gary Sorensen, 1st vice president; Capt. George Kirk, 2nd vice president; Capt. John T. Hayes, secretary-treasurer and Lt. T. Merritt, sergeant-at-arms. Honored guests of the evening included Col. and Mrs. Henry C. Hatchell, Capt. and Mrs. S. T. Howard, Cmdr. and Mrs. F. Hitz, Jr., and Mr. Neil Harrington.

**Bremerhaven Chapter 1981-U
Bremerhaven, Germany**

*I've completed my solo speech flight, but
I still need . . .*

Red Ribbons

By **HARRY C. SMITH**

WHEN I FINISHED my 12th and last speech in the Basic Training Manual, my friends told me that now I am qualified to speak to any group, large or small. I am qualified to speak on all subjects from A to Z, at any time — at breakfast, luncheon, dinner, after dinner or on the spur of the moment.

These are wonderful things to hear, but I don't believe them. I have the same feelings of insecurity and lack of confidence I had 19 years ago when my Navy flight instructor leaped from the front seat of the trainer and said, "Harry, I think you're safe to solo." This remark, cunningly phrased to instill a mixture of confidence and apprehension, was the culmination of eight hours of dual flight instruction.

The airplane used by the Navy in its primary flight training program was a biplane, fabric covered, with two open cockpits and a fixed landing gear. Because of its buttercup color it was affectionately and accurately referred to as "The Yellow Peril."

The feeling of insecurity I

experienced before my solo flight was apparently shared by the Navy, because on each wingtip of my plane they affixed a red ribbon, 30 feet long and three inches wide. As I falteringly taxied out to the runway with my ribbons flapping in the slipstream, other planes on the taxiway gave me wide berth. The ground crewmen watched me go by with the same intent interest they would have shown a funeral procession. I managed a relatively successful take-off and flew out to the training area with ribbons trailing stiff behind. Occasionally another pilot would get close enough to spot my ribbons; he would turn abruptly about, anxious to avoid the air in which I flew.

I returned to the field somewhat short of the assigned hour, which to me had seemed more like four hours. My decorations alerted fire, ambulance and crash crews who stood poised like harbingers of doom, dispersing reluctantly when I had finished bouncing to an ungraceful stop at the end of the runway.

When I stood again on firm

ground with my ability to think restored, I evaluated my experience. Then I saw the red ribbons in the light of two sets of values; one as a device to warn any interested parties that here was a precariously balanced situation that could suddenly worsen but was nevertheless tinged with promise; the second a reminder that I had taken only a faltering first step. I had qualified only to the degree that I had demonstrated possible aptitude for further training. I had had a successful beginning; nothing more could be assumed.

My absence of confidence as I prepared my 12th speech caused me to remember my red ribbons. There is a parallel here. Perhaps it would be of value if after completion of my final speech in the Basic Training Manual I were to be presented with a small red ribbon to wear under my Toastmasters pin. It would serve many useful purposes, not the least of which would be the constant reminder that in my 12 speeches I could not point to any of the basic elements and say, "I have mastered that." Gestures, vocal variety — any technique you might mention — with these I

have merely a nodding acquaintance. My red ribbon would remind me that I must make this acquaintance ripen into warm friendship.

The ribbon would remind me to avoid the seas of apathy and complacency in which many Toastmasters who have completed the Manual find themselves becalmed. Too many of them treat their subsequent speech assignments as mere delightful extemporaneous adventures, substituting previous performance for adequate preparation.

The greatest value the ribbon would have for me is the constant reminder that being a Toastmaster constitutes a continuous challenge. Completing Basic Training is only the qualifying round. I want to continue to look with enthusiasm upon the wide fields of opportunity now open to me: the Toastmasters Reading Plan, Beyond Basic Training, study of parliamentary procedure, participation with a speakers bureau. These are glorious opportunities; at last I have in my hand the key of the door which opens to them. ♦



A graduate of the United States Naval Academy, Harry C. Smith is past president of Arrowhead Toastmasters 788-F, San Bernardino, Calif. He is engaged in the furniture business in San Bernardino.

TOASTscripts



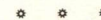
Making the rounds of his state to get better acquainted with the citizens, newly elected Governor Bellmon of Oklahoma stopped for coffee at a Stillwater cafe. In progress in the back of the cafe was a meeting of Stillwater Toastmasters Club 576-16. When Club President Truett Shelby learned the Governor was up front, he excused himself from the meeting and went to meet the Governor.

Governor Bellmon graciously accepted Toastmaster Shelby's invitation to join the meeting. He spoke briefly, explaining that during his campaign he had given as many as 12 speeches a day. The club voted him an honorary membership and followed up by mailing him an evaluation of his speech.

The Stillwater Toastmasters believe that it was largely Governor Bellmon's speaking ability which made him the first Republican governor in the history of Oklahoma. Of course, articulate governors are not new in the Sooner State. Former Governor J. H. Edmondson (now a senator) and former Lieutenant Governor George Nigh were both Toastmasters.

And speaking of politicians, Toastmasters are doing all right in the political arena. Ellis Arnold, member of Commodore Club 654-8 of Decatur, Ill., has been elected mayor of Decatur. His campaign manager was Guy Thompson, past governor of District 8. A. J. Cook, president of Business and Professional Toastmasters Club 2207-56, San Antonio, Texas, has been elected mayor of Castle Hills, Texas. Harry Harvey, manager of the Membership Services Department and executive assistant for administration at World Headquarters, has been elected to the Santa Ana City Council.

And of course there's the senior vice president of Toastmasters International, Alex P. Smekta, the perennial mayor of Rochester, Minn. Vice President Smekta won his third victory at the polls in March.



Toastmasters International joins the many friends of former Executive Director Ted Blanding in expressing sincere sympathy to him on the death of his wife, Evelyn, who died April 7.

How To Write a Speech

By ISADORE STERN

THE ADVANTAGES of writing out a speech are apparent. Ideas that may be hazy or scrambled come into sharper focus once they are jotted down on paper. An idea which is vague and formless becomes definite and positive once it becomes clothed with the written word. And conversely, if you cannot put it into words, that's a sign you had better let the idea go.

Writing requires arrangement, amplification, correction, and evaluation of ideas. It is the strongest aid to orderly thinking. It sparks thinking. It anchors ideas. Failure to resort to writing as an aid to thinking is like trying to play chess by memory.

Of course there are people who are able to organize their thoughts sufficiently well so that they are able to speak without notes. But when the subject matter is complex and requires careful deliberation of what is to be said, even those rare individuals who are adept in speaking "off the cuff" often find

it necessary to write out speeches in advance.

Just to jot down ideas on paper is not enough, however. It is important that the ideas be well organized and well developed—and aimed to achieve certain effects. Loose, disjointed, scattered ideas have the effectiveness of buckshot; a well developed, well projected idea will find its mark like a rifle bullet.

This does not mean that your speech should sound like an article. On the contrary, there are points of difference between a speech and an article which it is well to keep in mind.

The style of communication needed for written language is seldom appropriate for oral presentation. Imagine what it means, for example, to read aloud an article studded with phrases like "the above item," or "in the latter case." Obviously, an audience that must listen to such references is certain to become confused. And confusion is one of



the best and quickest ways by which an audience loses interest.

Speeches and articles differ also in that a person reading an article can turn back pages to reread passages that were missed or forgotten. An audience listening to a speech, on the other hand, can't very well interrupt a speaker's remarks to ask for a repetition or to check on facts not clearly presented. Consequently, to insure that listeners are able to follow them, speakers must rely upon certain techniques for achieving clarity. Here are a few:

1. *Use short sentences.* Long sentences are seldom appropriate for oral communications. Those who are on the listening end of a talk find short sentences easier to follow. Moreover, the difficulty of enunciating long sentences and the natural rhythm of speech make it advisable for speeches to be written in sentences considerably shorter than those customarily used in written speech. In short, make your writing sound like talking. Listen to it as you write.

2. *Signal important transitions.* It is disconcerting to try to listen to a speaker who jumps abruptly from one topic to another. Speeches should therefore indicate when a new line of thought is about to begin. An explicit announcement is sometimes appropriate for this purpose. You may use such phrases as: "Now

I am going to discuss..." "This brings us to a consideration of..." "With these points in mind, we come logically to..." and others.

A word of warning. Be sure that before you move on to the next point, you have completely covered the one you are leaving. Don't interrupt your second point by remembering something you should have said while discussing your first one. Even if you happen to remember something you failed to say, let it go.

3. *Select apt illustrations.* The effectiveness of a speech depends to a considerable degree on the way a speech can evoke an emotional response. It helps, therefore, to rely on metaphors, anecdotes and examples which can dramatize the points of the speech.

4. *Repeat key ideas.* Some speeches gain by repetitions which stress major points. When skillfully used, this technique imparts a rhythmic quality to a speech, thereby making it more lucid and forceful.

Writing a speech demands industry, application and self-discipline. It is not easy. But I guarantee you will find it the most useful road to an effective speech. ♦

Isidore Stern of North Kingstown, Rhode Island, is employed at Davisville by the Navy Department as a technical editor. He is a member of the Davisville Yard-arm Toastmasters 1749-31.



JUST IN JEST

A special course of treatment was recommended for an old man. "A few weeks of that," said the doctor, "and you'll think you're ten years younger."

"Swell," said the elderly patient, and then added, "It won't affect my pension, will it?"

If you can't think of a snappy retort, a carelessly concealed yawn is often just as good and much less dangerous.

One of the best things to have up your sleeve is a funny bone.

Sir Winston Churchill rehearsed his speeches at every opportunity.

One morning, when Sir Winston was in his tub, his valet heard his voice above the splashing. Opening the door, he asked:

"Were you speaking to me, sir?"

"No," replied Churchill, annoyed at the interruption, "I was addressing the House of Commons."

—Quote

The zoologist who says camels are the most contrary animals knows very little about people.

Whenever I brag about my past — The bigshot this or that I've been — It always turns out there's some pest about

Who actually "knew me when."

—S. Omar Barker, "Quote"

The really productive ups and downs are getting up in the morning and down to work.

One day on the main street of our small town, a hard-working gentleman was stopped by the pastor of the church he attended. In the course of their conversation, the pastor asked the man if he smoked, drank or cursed. The reply was a hesitant, "Well, every once in awhile . . ."

The pastor, his voice full of compassion, said, "Now, Brother Smith, I don't smoke and I don't drink and I don't cuss."

To this the man seriously replied, "Yes, Pastor, *but you don't farm!*"

If you feel neglected, think of Whistler's father.

There's nothing wrong with teenagers that trying to reason with them won't aggravate.

Wife: "Why don't you play golf with George any more?"

Husband: "Would you play with a fellow who puts down the wrong score and moves the ball when you aren't watching?"

Wife: "No."

Husband: "Neither will George."

The man who's waiting for something to turn up might start with his shirt sleeves.

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)

Have noted in Dr. Smedley's "Program Suggestions" (*The Toastmaster*, March, 1963) that he says this is a year of notable anniversaries. "It was just 100 years ago," he writes, "that West Virginia was separated from the Old Dominion to become an independent state."

I hope none of these mountaineers will start shooting over that "was separated" approach. This could be interpreted to mean that the Old Dominion (i.e. East Virginia) kicked them out. They wouldn't like that at all, at all. In their version, they seceded from Virginia.

This year the descendants of the "wool caps" of 1863 are kicking up quite a fuss over the centennial, as who can blame them, for it will drum up a pa'cel of tourist trade for their excellent scenic and vacation spots. One promotional piece you can get with the "Compliments of the West Virginia Centennial Commission, State Chamber of Commerce, Charleston, West Virginia," is a most interesting booklet called "A Story of the Formation of West Virginia."

It's a fascinating story — and Mr. Toastmaster, if you sometimes get tired of using the same old gavel, consider this bit from the above mentioned booklet: "When the secession convention was called in Virginia in April of 1861, it was called to order by former Governor Henry A. Wise, reportedly using a pistol for a gavel . . ."

It was my pleasure to be after-dinner speaker at the annual meeting of the West Virginia Poultry Association last summer (my company sells chicken feed) and I felt impelled to assure them that I was on my own and did not represent Virginia. "I am not a member of the slave-owning aristocracy," I told them, "I'm one of the

slaves." (Actually, I'm an Arkansas razor-back and not aiming to get mixed up in anybody's family squabbles.)

Anyhow, I found the mountaineers to be wonderful folks — if you just make a reasonable stab at trying to speak their language . . . Go to West Virginia this summer . . . they're havin' a ball.

Walter Holland

Club 3167-66

Richmond, Virginia

Two or three years ago . . . you included a small item in *The Toastmaster* about our club (Victoria 2787-U, Hong Kong) not having any TM visitors from the States. I am glad to say that since that time we have had at least six American visitors, including Mr. Emil Nelson and very recently, Samuel Yim Chinn of the San Francisco Chinatown Club . . .

We had an enjoyable time at our installation dinner dance held jointly with the Hong Kong Toastmasters Club at Maxim's here on 1st April.

In our new Committee we have a miniature United Nations: Jan van Essen, president, from Holland; Mohamed Tyebkhan, educational vice president, a Hong Kong boy, whose parents originally came from Surat in India; C. M. Cheng, administrative vice president, from North China; Peter Bussinger, secretary, from Switzerland; Doulat Mahbubani, treasurer, from India; Keith Spence, sergeant-at-arms, from Australia, with myself as immediate past president, ex-officio member, from the Philippines.

Arturo G. de Jesus

Past President, Club 2787-U

Hong Kong

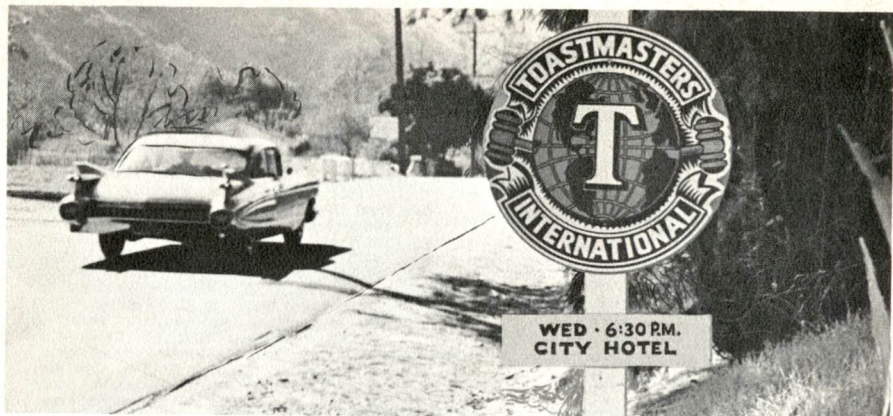
New Clubs

(As of April 15, 1963)

- 35-51 LOS ANGELES, California, *Optomasters*, Thurs., 5:30 p.m., 1015 West 32nd Street.
- 867-21 VICTORIA, B.C., Canada, *Dockyard Recreation Association*, Thurs., 8 p.m., Dockyard Recreation Hall, Esquimalt.
- 1869-56 AUSTIN, Texas, *Get Up and Go*, Tues., 7 a.m., The Plantation.
- 2050-31 COHASSET, Massachusetts, *South Shore*, Thurs., 6:30 p.m., Country Fair Restaurant, Jct. Rt. 3 & 128, Hingham.
- 2861-43 COLUMBUS AFB, Mississippi, *Tactical Talkers*, Wed., 11:30 a.m., Officers Open Mess.
- 2949-13 PHILIPSBURG, Pennsylvania, *Philipsburg*, 1st & 3rd Wed., 6:30 p.m., Holiday Inn, Tyrone Pike.
- 3033-U SIDI YAHIA, Morocco, *Sidi Yahia CPO*, Thurs., 7:30 p.m., CPO Club, NavCommSta.
- 3559-30 CHICAGO, Illinois, *Silvertones*, 2nd & 4th Tues., 11:30 a.m., Harmony House Dining Room, 925 S. Homan Ave.
- 3576-30 CHICAGO, Illinois, *Windjammer*, 1st & 3rd Mon., 11:30 a.m., Harmony House Dining Room, Sears Roebuck and Co.
- 3582-19 CHARITON, Iowa, *Chariton*, 2nd & 4th Tues., 6 p.m., Chariton Hotel.
- 3583-36 WASHINGTON, D.C., *Model Basin*, Mon., 11:15 a.m., David Taylor Model Basin Cafeteria.
- 3588-49 HONOLULU, Hawaii, *Hui O Kulane Kane*, Mon., 4:15 p.m., Alexander-Baldwin Bldg., 141 Merchant Street.
- 3589-36 PATUXENT RIVER, Maryland, *Cedar Point*, Mon., 7 p.m., Chief Petty Officer's Club Naval Air Station.
- 3590-24 OMAHA, Nebraska, *Conservative*, Tues., 6 p.m., Kewitt Plaza, 36th & Farnam Streets.
- 3591-53 WINDSOR LOCKS, Connecticut, *Bradley Field*, alt. Thurs., 7 p.m., Bradley Field Terminal Building.
- 3592-U CAMP SCHWAB, Okinawa, *Camp Schwab*, Tues., 6 p.m., Officers Club (C.O.M. Open)
- 3594-36 WASHINGTON, D.C., *CISECO*, Thurs., 12 noon, Elks Club, 919 H Street, N.W.
- 3595-11 ELKHART, Indiana, *Elkhart*, Tues., 6:30 p.m., Y.W.C.A.
- 3597-22 CHANUTE, Kansas, *Chanute*, 2nd & 4th Wed., 7 p.m., City Memorial Bldg.
- 3600-TCBI LEICESTER, England, *Leicester*, Mon. & Wed., 7:30 p.m.
- 3601-11 INDIANAPOLIS, Indiana, *Fatima K. of C.*, 2nd & 4th Thurs., 6:30 p.m., 1313 South Post Road.
- 3602-36 WASHINGTON, D.C., *Army Audit*, Mon., 12 noon, Tempo A Room 1214.
- 3603-11 BUCHANAN, Michigan, *Buchanan*, Wed., 6 p.m., Nichols Restaurant.
- 3604-40 NEWARK, Ohio, *Newark Air Force Station*, Thurs., 4:30 p.m., Newark Air Force Station.
- 3605-40 FAIRFIELD, Ohio, *Fisher Body*, alt. Mon., 6:15 p.m., Fisher Body Plant, Hamilton.
- 3606-52 LOS ANGELES, California, *Hispano-Americano*, 2nd & 4th Mon., 7:30 p.m., Aztec Dining Room, 939 S. Figueroa.
- 3608-TCBI LEEDS, Yorkshire, England, *Leeds*, Tues., 7:30 p.m., Great Northern Hotel.
- 3610-53 HARTFORD, Connecticut, *AETna Life Affiliated*, alt. Tues., 4:30 p.m., AETna Life Affiliated Companies, 151 Farmington Avenue.

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