



APRIL, 1964

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

KITIMAT, B.C.
TOASTMASTER TOWN OF THE MONTH



In This Issue:
Spontaneity — The Priceless Ingredient

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A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop 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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For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Volume 30

Number 4

April, 1964

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PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of 3735 active clubs located in the United States, Canada and 50 other countries. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters—2200 N. Grand Ave. Santa Ana, Calif. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1964 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Spontaneity

THE PRICELESS INGREDIENT

By FRED DE ARMOND

THE SECRET FOE of all amateur speakers is self-consciousness. On the platform an inexperienced speaker is plagued by a hairshirt inner awareness that keeps whispering to him: "Here I am talking before an audience; what I'm doing is very difficult because my listeners are highly critical of all I'm saying to them. I must put forth everything I have."

A psychological point is involved here that it will pay a speaker in training to examine introspectively. He can start from this premise: *Conscious concentration is the wrong way to approach perfection.* First, let's look at how it affects some other skills with which most of us are familiar.

When I lived in Washington I played on a bowling team that could boast of one really supe-

rior bowler. His counsel to his teammates was, "Don't hope to roll a high score by gritting your teeth and trying harder. That will only give you more splits. Of course you want to win your game, but the best way to do it is simply to throw your ball as naturally and easily as you can, and accept what happens. When you see you're in the groove, just keep pitching and don't think about anything."

Memory is one of the human faculties that is actually hampered by self-conscious thought. In talking or writing I frequently have had the experience of trying to anticipate myself by racing ahead to recall a not too familiar name or word. Almost invariably when I do this a "block" is set up in my memory and when I come to the point of calling the word it is lost. If I had

not raised the doubt, but instead had gone ahead confidently, the word would have come to me automatically.

In spite of the accidents we have, automobile drivers by and large learn to be very efficient in driving. They come to operate an auto unconsciously and automatically. If one had to go through a conscious cerebration process every time he shifted gears, made a turn or applied his brakes, driving in traffic would indeed be a difficult and hazardous operation. In fact, it is in the very departure from this rule of automation—that is, in attempting to make too many deliberate conscious decisions at the wheel—that a great many accidents happen.

"The more of the details of our daily life we can hand over to the effortless custody of automation, the more our higher powers of mind will be set free for their own proper work," wrote the great American psychologist and philosopher, William James. "There is no more miserable human being," James continued, "than one in whom nothing is habitual but indecision, and for whom the lighting of every cigar, the drinking of every cup . . . the beginning of every bit of work, are subjects of express volitional delibera-

tion. Full half the time of such a man goes to the deciding, or regretting, of matters which ought to be so ingrained in him as practically not to exist for his consciousness at all."

Now, is public speaking essentially different from bowling or remembering or driving a car?

I asked a successful professional public speaker in our part of the country what goes into the making of a good speech. As

would be expected, he named enthusiasm, well-chosen and clearly-enunciated diction, out-of-the-ordinary facts, a bit of drama, arriving at a pointed conclusion.

"But none of these will take you far without a lot of practice," he said. "When I am to deliver a speech a number of times, I research the subject, outline it, write it, and rewrite it, then anchor the outline and much of the text language in mind. Finally, I rehearse the speech, 25, 50, maybe 100 times. After that, in my first delivery to an audience, I catch some bugs in the speech. I take them out, and only in its second and subsequent public presentations can I say, 'Now I've got it!' But don't print this over my name. It takes all the mystery out of my trade."

The eminent short story writer and novelist Ray Bradbury, in



his advice to aspiring writers summed up with these three lines:

Work
Relax
Don't think.

Bradbury said he was adapting an idea from Zen Buddhism, an Oriental philosophy quite unconventional and alien to Western thinking. His epitome of Zen for writers may, I believe, be applied to speaking. In doing so we probably should re-state his formula in this manner:

1. Practice
2. Relax
3. Do your thinking *before* you face your audience.

The second and third steps are the exotic part of it. The ideal would be the naturalness and freedom from self-consciousness of a child. Whatever one is doing, he can't perform at his maximum by thinking about thinking or by forcing his mind. "If one is to think, just think, don't think about thinking," is the way the point is made by Alan W. Watts in "The Way of Zen." And Watts continues:

"A man rings like a cracked bell when he thinks and acts with a split mind, one part standing aside to interfere with the other . . . the essential quality of naturalness is the sincerity of the individual mind which does not dither between alternatives."

A man can't always command

his faculties as he would order his dog to stand on its hind legs. There is a limitation in the use of training techniques and disciplines for humans. And so it often happens that when we try to rationalize fully some procedure we block the spontaneity that is so much to be desired.

*The centipede was happy quite
Until a toad in fun
Said, 'Pray, which leg goes after
which?'*

*This worked his mind to such
a pitch
He lay distracted in a ditch,
Considering how to run.*

The difficulty in consciously following all the precepts of the masters as one performs on a platform is illustrated by Buddy Parker, coach of the Pittsburgh Steelers in the National Football League. Parker said there is a hazard in cluttering up a player's mind with too much instruction. He prefers not to drill his team on more than six offensive plays. You can soon get a young player wool-gathered in trying to remember which follows which, and he grows confused, indecisive, and fumbling, the coach believes. And in trying to make himself over in someone else's image, the neophyte speaker may lose his so-valuable quality of naturalness.

Watching baseball games, I've wondered if those mound con-

ferences between manager and pitcher, when the latter is in a hole, don't result more often than not in the pitcher becoming overstrained and ineffectual. The managers might do better for their teams if they used less "inside baseball" and more human psychology. And I suspect that a young speaker is merely drawn more taut if his sponsor or coach throws at him some last-minute exhortation such as, "Now, this is your chance, boy; get in there and give them the works." More often, of course, the speaker prods *himself* in this fashion, and in so doing puts a damper on his spontaneity.

Naturally, thought must be put into a speech. But the time for conscious thinking is when you are preparing the speech, deciding what to say and how to say it. That goes even for extemporaneous efforts. Don't believe the fellow who says, "I thought it up as I went along." He has chosen to forget that at some preceding time or times he had formulated the essence of those thoughts under circumstances far more suited to reflection.

Now let's look more closely at the "practice" item in our speaker's formula. Again Zen affords a significant example. A European named Eugen Herrigel experienced this discipline as it applies to learning archery and put it into a book. He spent five years

in Japan under the tutorship of an instructor in archery who was a Buddhist priest. He was taught that the secret of attaining superlative skill was in practicing relentlessly "without ever trying." (Maybe after all there is something in those satirical books about "How to Be a Success in Business Without Half Trying," of which the authors are unaware.) Herrigel's priest tutor told him he must release the bowstring effortlessly, automatically. He stuck to his bows and arrows until he became a highly skilled archer.

Herrigel's testament provides the rationale for the Number 1 point in our formula. "Practice" is surely the key word for ambitious public speakers. Yes, it's the hard way, but the sure way. I believe we may assume that no high-I.Q. brain can blitz himself into a powerful speaker through by-passing practice. Thought is necessary too, but it should be relaxed and spontaneous—as it will be when the speaker has prepared himself to speak by doing his thinking in advance, then drilling himself as nearly effortlessly as possible. ♦

Fred De Armond, of Springfield, Mo., is a free lance writer and author of a number of books. He is a frequent contributor to "The Toastmaster."



Planned Evaluation

By L. A. THURSTON

DR. RALPH C. SMEDLEY, founder of Toastmasters, has indicated that one reason we are often weak in evaluation is that we do not plan it.

We do plan speeches, we follow a plan in our meetings. But evaluation, our key to improvement, we usually leave to chance.

Sometimes clubs seeking to improve evaluation bring in an outside "speech expert" to do the evaluating. This defeats the major principle of Toastmasters, which is learning by doing. We must learn this skill of evaluation by practice as we learn our skill in speaking by practice. Yet we need not fail our speakers while we are learning. The answer is to plan.

Your club might well appoint an evaluation coordinator whose

job is to keep alert to the club's need and suggest ways to improve. He can draw up a plan for improvement.

Here are some suggestions by which evaluation can be improved while still giving every member his experience in serving as a critic.

1. Know the manual "Speech Evaluation," put out by World Headquarters. Assign sections of this pamphlet to be covered by experienced members as educational talks. Conduct informal quizzes on its contents.

2. Draw up a form on which the general evaluator may make his notes and which will guide him in covering all parts of the meeting adequately. A new member will appreciate and learn from this while an old

timer will be reminded of things he may have forgotten.

3. Back up your assigned evaluators by one of these methods: Hidden critics who evaluate the critic's job but who are unknown until called on after the assigned critics have finished. A general evaluator to fill in where individual evaluations may have failed to help the speaker. Ask the audience to give impromptu evaluations after the regular evaluators have concluded. Appoint a secret committee to give a private evaluation after the meeting.

4. Vary your evaluation method. Occasionally use one of the following:

One point: Critics limit their remarks to one point.

Horizontal: Each critic is assigned to evaluate all speakers on one separate phase, such as opening, delivery, gestures.

Panel: A group of critics discusses each speech. (Time must be watched here.)

Forecast: Critic tells what errors the speaker will make before he speaks. This presents a challenge to the speaker to prove the critic wrong.

Self-evaluation: Speaker evaluates himself.

Hidden critic: An unknown crop of critics reports.

Table topics: All members are called on to evaluate one or more of the speakers.

Rebuttal: Speakers are given time to comment on or refute their evaluations.

Flash card: Tells speakers what they are doing wrong. Tells critics if they are violating art of good criticism.

Pro-con: Critics are paired so one tells the good; the other tells the weak points.

5. Use a "speaker's profile." World Headquarters has available a "Speaker's Profile Score Sheet." (You may use the speech contest score sheet instead.) Each member of a picked committee places a dot after each item as a man speaks. They then combine their ratings to agree on one series of dots connected by a line forming a profile of the speaker. Copies are kept on file until a few months later when the job is done again. The second profile is superimposed on the original but in a different color, thereby showing graphically the changes or improvement made by the speaker.

6. Use varied evaluation forms. Review the various evaluation forms available at World Headquarters; consult your TM Supply Catalog for a listing of these. Use a different one each week, choosing the one which will be most helpful for that particular program. Let all members grade each speaker so he gets a complete audience reaction.

7. Flash card evaluations of the evaluators inform the membership of the kind of critics which are undesirable. While the critics are performing their evaluation task, indicate the type they represent by putting the flash cards on an easel. This is drastic treatment, but will generally bring home to the critic and to his audience how he is actually performing.

Here are some unwanted types of critics who may be graphically presented on the flash cards:

The "I" Dotter and "T" Crosser, who spends all his time on some insignificant need of the speaker instead of helping him improve in some more necessary area.

Brutal Butch, who lacks tact and fails to recognize the good points of the speaker.

Quiz master, who first reads the question aloud, then answers it, thus using twice the time and giving half as much help.

Big I — the man who is obviously far more concerned with his own delivery and how he is impressing his audience than he is with helping the speaker. Sometimes this character takes up as much time as the speaker himself.

Alibi Pete — the timid evaluator who starts out with, "You have done so well I can't find a

thing wrong with your speech." Or he apologizes in other ways for not helping the speaker.

Debater Jim — the opinionated evaluator who insists on arguing the points of the speech rather than giving an appraisal of the speaker's performance.

Slow starter — the leisurely evaluator who uses half his time in unnecessary comments before starting his evaluation.

8. Recognize your best evaluator at each meeting.

9. See that new members receive coaching in evaluation as well as in speaking.

10. Conduct a Speechcraft course annually. This will give your membership a platform from which to make better evaluations.

Emphasize always that every critic must answer the question, How can the speaker improve? Telling a man his faults without suggestions for improvement is fruitless and frustrating.

There is plenty of help available for your club to help improve evaluation. Be informed; plan for its use. This is the secret of membership progress. ♦

L. A. Thurston is an executive with the Boy Scouts of America, with responsibility of recruiting, training and directing both lay and professional leaders. He is a member of Forest City Club 1185-10, Cleveland, Ohio, and was governor of District 10 during 1957-58.

LITTLE DID MEMBERS of the MCAFAN Toastmasters Club 737-49 of Honolulu suspect, as their guest speaker was introduced, that they were about to receive a challenge which would make theirs the most talked-of club in District 49.

The speaker was George Pali, immediate past governor of District 49. The occasion was MCAFAN's monthly special guest night. The theme for Toastmaster Pali's speech, "Toastmasters in the Community," was chosen to show the prospective members how they, as Toastmasters, could serve their communities.

Toastmasters and guests listened intently as the dynamic speaker related some things they could do to better their communities. He recounted many instances in which Toastmasters as individuals and as units had served schools, hospitals and

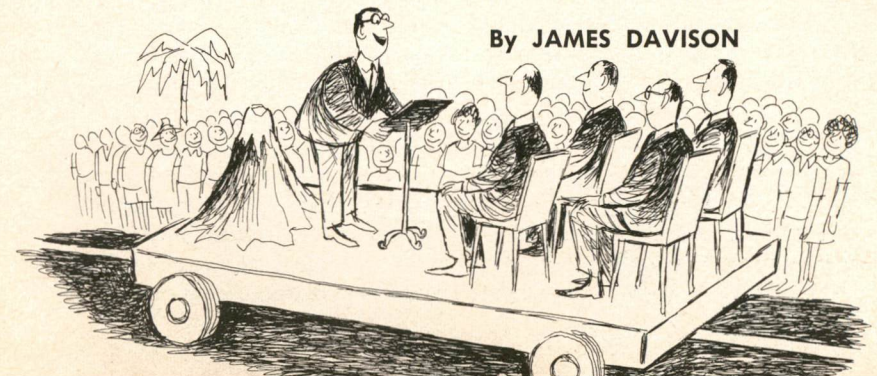
other charitable institutions. He presented a narration on the origin of Honolulu's Aloha Week (October 20 to 26). Then on behalf of the Aloha Week Committee, he challenged the MCAFAN Toastmasters Club to enter a float in the Aloha Week Parade.

Without exception the members of the club were intrigued with this idea. The question, "Why not?" rang in their minds. Ringing too, for the next few days, was the telephone of the president, Chuck McKinley, as member after member called to express his personal feelings on the challenge.

Days later the challenge was formally considered at the club's monthly executive meeting. Only one member, a soldier soon to be transferred back to the mainland, had ever been involved in constructing a float. No one could estimate the cost nor the time involved. Questionable, too,

Toastmasters On Wheels

By JAMES DAVISON



was the cooperation that could be obtained from the general membership. Finally, the discussion was resolved by referring four specific problems to a committee:

1. Did the club really want to enter this parade?

2. Provide a design for the float;

3. Calculate the cost based on the design and on costs of other floats from previous years;

4. Based on the above problems was it feasible for the club with a membership of 19 to attempt this undertaking?

The committee began working on these questions without delay. The Aloha Week Headquarters offered a standard subsidy of \$200 plus the use of a tractor and a trailer to all entrants. Donations of flowers were solicited from friends and neighbors. They checked and rechecked the enthusiasm of the club. And finally a design was produced—a plan calculated to publicize Toastmasters International to the thousands witnessing the Aloha Parade.

To ensure that the "Aloha Spirit" prevailed during the parade, the Aloha Week Headquarters required that all floats depict a Hawaiian legend. On the other hand, the Toastmasters felt that their participation should contribute to the aspect of Toastmasters as a community service. The resultant compromise was

that the forward section of the planned float was to be constructed to represent a volcano. The aft section was to be set up for an actual Toastmasters meeting. The Hawaiian legend chosen was that of "Madam Pele," the Hawaiian Goddess of Fire. The pretty teenage daughter of H. A. Smith was invited to play the role of Madam Pele in the mouth of the volcano.

At the next regular meeting of the MCAFAN Toastmasters the committee reported their findings to the club. The fervor that had been shown by the committee was contagious, and the proposal to enter a float in the parade was unanimously adopted.

At last the day of the parade arrived. Madam Pele, alias Cheryl Smith, took her place in the mouth of the volcano. At exactly 10 a.m., as scheduled, the first element of the parade moved onto the route. Simultaneously H. A. Smith, newly installed president, rapped the gavel with a resounding "whack." With district officers Lieutenant Governor Otus Albright and Treasurer Douglas Nakaguma as guests, the most unusual meeting ever held by a Toastmasters club came to order.

The minutes of the previous meeting were read and approved, then James Myton was called to the lectern. Past President Chuck McKinley read to him the president's personal let-

ter of greeting, presented him with the Basic Training Kit and formally welcomed him into the industrious organization. As he returned to his seat, a spontaneous ovation was offered to the first Toastmaster ever to be inducted into a club while riding in a parade.

Perhaps the significant fact to come from the meeting was that each member met the challenge of the trying conditions unflinchingly. The Toastmasters had been assured that the nearest band would be four units away, however, because of withdrawals, only the Fourteenth Naval District Drill Team marched between their float and the McKinley High School band. The table topics were unrehearsed, but the topic speakers responded as if they were completely isolated in their normal atmosphere. Those who had major parts on the program knew that the audience was catching only an occasional word or phrase during lulls in the voluminous music of the school band, yet each phrase and gesture was calculated to titillate the 85,000 curbside guests.

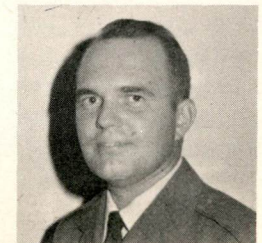
Sixty-six percent of the mem-

bers of the club attended the meeting. This is an impressive fact when it is considered that the majority of the club membership is drawn from enlisted personnel of the Armed Forces and Civil Service personnel.

Without exception the Toastmasters felt that their club had proved itself to be an organization devoted to the goals of Toastmasters International. In addition they had shown that a young, small club could be strong, active and energetic.

The response of the other Toastmasters of District 49 at this achievement was probably best expressed by Ray Boylan, president of Hui Olelo Kane Club 2516. A few days later at the District Fall Council Meeting Toastmaster Boylan said to one of the MCAFAN Toastmasters, "My kids were in the living room watching the Aloha Week Parade on TV, and I was in the kitchen using the phone. Then I heard Napua Stevens say, 'It means Marines, Civilians, Air Force, Army, Navy . . .' and I said to myself, 'They wouldn't!' I dropped the phone and ran into the living room . . . the dirty beggars had." ♦

Staff Sergeant James A. Davison has served in the United States Air Force for over 13 years. He calls Zanesville, Ohio, his home of record. He was inducted into the MCAFAN Toastmasters Club in July, 1963, and presently is serving as the club sergeant-at-arms.



PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

Let's Not "Salute" the Flag

Many chairmen, whether from inexperience, nervousness or just plain ignorance, call upon the assembly to "join me in the salute to the flag." Even in a Toastmasters meeting you will occasionally hear this.

Let's cut it out!

If you, as chairman, want the audience to join in the Pledge of Allegiance, please say so, for that is what you are going to lead them in saying.

And do not say, "Please repeat after me . . ." That may have been necessary many years ago, when the Pledge of Allegiance was not so well known. Today, you may be sure that every person in the room knows the words as well as you do, and there is no need for "repeating" it.

It is a small matter, but let us try to handle it correctly. The right form is to say, "Let us join in the Pledge of Allegiance," or "Please join in pledging allegiance to the flag," or you may make it in some graceful variation of the form. Just do not invite the people to "join in the salute to the flag." There is a vast difference between a pledge and a salute.

And do not reveal your inexperience by telling the audience to place their right hands over their hearts. As citizens, they are supposed to know the correct position for pledging. If you try to use that form, you may fall into the embarrassing experience encountered years ago by a dignified gentleman who told his audience, "Please place your hand over your right heart."

A Notable Anniversary

The month of April brings a rare opportunity for all of us who are interested in the course of human development. It must stir every Toastmasters club to a new interest, and inspire a great many speeches which will be both attractive to the audience and extremely profitable to those who make the speeches.

April brings the quadricentennial, the 400th anniversary, of the birth of Shakespeare. This great man will be the subject of many essays and lectures and popular speeches, recalling facts and legends and theories about the writer and his works. In the course of such studies, various items and ideas and bits of information will be discovered or invented, all of which will add

to our knowledge and appreciation of what was done by Shakespeare centuries ago, and of what has been done to his work in the years which have followed his working days.

Every educational committee should feel the challenge to plan programs of unusual interest and value for its Toastmasters club. Every Toastmaster should seek the opportunity to discuss one of the subjects to be studied. Every member should welcome the chance to add to his store of useful knowledge in the field of literature.

Consider the wide range of subject matter which confronts us.

First, there is the England of Shakespeare's time. In it we find the background of much that is modern and inspiring, in literature, the stage, and in many phases of life. Then there are the contemporaries of Shakespeare, in the field of literature and the arts. There are the works, the plays and the poems attributed to the great man. Did he really write all the plays credited to him? Where did he get his ideas, his themes, his plots? Where did he find actors capable of enacting the roles he provided for them?

Consider the values involved in reviewing and interpreting some of the plays. Study the two great classifications of his works: the tragedies, the comedies.

Keep in mind the key words, "What? Why? Who? How?"

Consider also the people who have interpreted Shakespeare's works through the years. You'll find that a multitude of men and women have struggled to understand and interpret his writings, and have won fame in theatrical circles by their use of his work. Many of them are forgotten, but a few still live in memory.

Ask some older citizens what they can tell you about Lawrence Barrett, or Edwin Booth, or Maude Adams, or Madame Modjeska, or the Barrymores, and you may be stimulated to do some biographical reading which will lead to some illuminating speaking.

There are vast fields for study opened before us by the emphasis on the great dramatist as we come to his birthday. Do not deprive yourself of this opportunity to explore new fields.

Let your Toastmasters club have a chance to do some play-reading. Select some of the more familiar scenes, such as the quarrel of Brutus and Cassius, or the funeral oration by Mark Antony, or some scene from *The Merchant of Venice*, or something from *Hamlet*, or from *Romeo and Juliet*, and appoint some of your members to read the several parts. It will give you a change of pace, at the least, and will lead you into new types of delivery. ♦

TM Comes To Junior High

By FRANK G. LEWIS

I AM A TEACHER of industrial arts in the J. W. Cannon Junior High School at Kannapolis, N. C. I am also a Toastmaster, and as Toastmaster-teacher I have carried the TM program into my classroom.

In common with most high school and junior high school teachers, I have found most of the students reluctant to approach the front of the room and give a report. To alleviate some of the fears and to permit better expression of thought, I started a token Toastmasters program in my homeroom.

In most schools, the homeroom is that period for special announcements, counselling, drives, and other special events. When there is nothing else to be done, the period is used for study. This time, then, lends itself admirably to a junior version of Toastmasters.

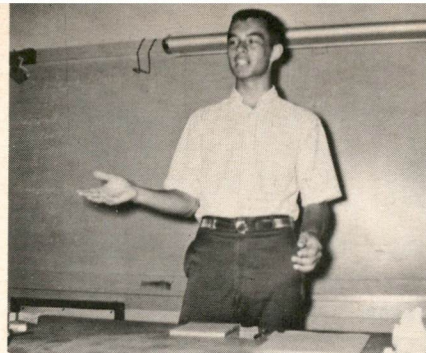
A few months after the school year began I announced to my homeroom that the homeroom period could sometimes be wasted or made really exciting and beneficial. I mentioned that some of the students were inter-

ested in model cars, in stamp collecting, in hunting, taxidermy, scouting—but mostly in girls and sports. (I have an all-boy homeroom and had found these interests when getting statistical information for the state register.)

When I asked how many would like to find out more about dating a girl, how to stuff animals, how to assemble model cars, etc., many of the students held up their hands. I then explained I was not qualified to speak on most of these subjects myself, but the students who specialized in them could do a much better job. I explained that each boy would have his name and hobby on a card and when his card came up he would be called on to tell about his hobby in five minutes.

On the first day scheduled for speeches I told the class what to look and listen for, and the meaning and purpose of evaluation. I asked each boy to evaluate me because I would give the first speech. Those who had watches would be timekeepers.

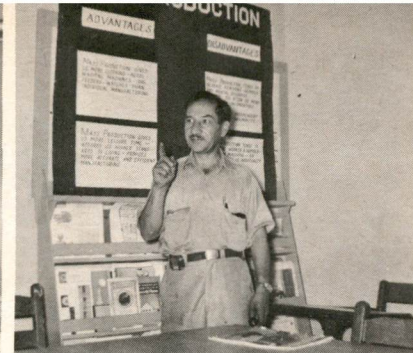
After my five minute speech



9th grader Danny Reese delivers "hands-up" speech before classmates at Cannon Junior High School, Kannapolis, N.C.

I called for volunteer evaluators. As might be expected, the students were at first reluctant to offer an evaluation, but with some gentle prodding, a few expressed their impressions. This was an opening wedge. I then evaluated myself, and told them we were doing this to learn about new things, and to help the person speaking to find out what he did incorrectly and how he could improve the next time.

The first few speeches by the students left much to be desired, but since that time, a great improvement has been evidenced. True, some students still are reluctant to speak, and some even refuse, but a great percentage of class members have shown marked improvement and the majority enjoyed the speech sessions. As Danny Reese, a ninth grader who became one of the best speakers in the class put it, "Public speaking in the class helps a person in his later life to express himself on the job and around the home."



Instructor Frank G. Lewis, author of this article, evaluates the evaluators after homeroom speaking session where students speak up.

It may be worthy of consideration for each Toastmasters club to consider approaching a teacher, principal or school superintendent to encourage starting such a program. And I am sure many Toastmasters will agree that they could have used such training had it been presented to them in their early school years. Such a program may even be the nucleus of a flourishing Gavel club, in which interested students may become proficient in public speaking. There are now over 150 Gavel clubs, 32 established in high schools, and the movement is spreading.

We cannot afford to pass up an opportunity to help our youth in such a practical training program. When successfully established the idea will spread, and more and more children will receive the confidence, poise and skill in expression of thought which is afforded by Toastmasters training. ♦

MEMO

TO: All Club Presidents

FROM: Alex P. Smekta, President,
Toastmasters International

SUBJECT: Membership

AS PRESIDENT OF TOASTMASTERS INTERNATIONAL and as a member of the executive board of the United States Conference of Mayors, I have been in a position to observe and appraise the very valuable contributions Toastmasters make to their communities through the exercise of their speaking talents on behalf of community and civic issues. My pride in Toastmasters increases daily as I see the results of speakers bureaus and club projects devoted to the betterment of their local communities.

It has occurred to me that more cities should take advantage of this tremendous communicative potential offered by Toastmasters. A letter has been prepared and sent to all mayors of America's principal cities, calling their attention to the advantages of a Toastmasters club or clubs in their area. The letter says, in part:

"...The success of our programs for each of our cities depends on public understanding and support. Every mayor has a major problem in communicating directly to the voters and taxpayers.

"One of the simplest, most effective ways to develop citizen understanding and support for your administration is to encourage city employees to join or to form a Toastmasters club.

"In cities where municipal employees have joined Toastmasters clubs they have elicited widespread interest, appreciation and support among friends and neighbors for city programs. When city employees form their own group they gain an appreciation of the work of other city departments, morale is improved, internal communications are made more effective and, through Toastmasters speakers bureaus, the city employees achieve direct contact

with local groups and voters who would not otherwise learn the city story... I speak with personal knowledge of the effectiveness of Toastmasters clubs because I have been a member for years... I sincerely believe that one of the greatest favors I can do for you is to suggest that you write to me for additional information about the organization."

The response to this letter has been gratifying—and challenging. A great many letters have come—and continue to come daily—asking for information about forming a Toastmasters club. The information is promptly forwarded by World Headquarters. It is encouraging to note that many mayors are already aware of the municipal value of active, forceful Toastmasters clubs within their cities. From San Antonio, Texas, comes this report:

"... In January 1957, the city manager, being aware of the value of Toastmasters training, instructed the personnel director to perform tasks necessary to organizing a new club. As a result, Downtown Toastmasters Club 2853 was chartered in June of 1957 with 26 members from the municipal staff. Since that date more than 100 city employees, from department heads to clerks have progressed through certain phases of the program, and the city continues to reap the reward."

From Nashville, Tenn.: "... We most assuredly would like to have additional information about the organization and what steps would be necessary toward organizing such a club among the city employees here with the Metropolitan Government of Nashville-Davidson County, Tennessee."

From Boston, Mass.: "I would appreciate your forwarding to me at the earliest possible date additional information concerning the organization's origin, its aims, its accomplishments, etc... and sincere thanks and appreciation."

The purpose of this memorandum is twofold: first, to commend you for the excellent work which you as Toastmasters have accomplished for your communities that makes possible such appreciation from your city officials. Second, to alert you to the possibilities for new clubs to be formed within your area, or new members interested in joining your clubs.

The blessings of freedom and good government cannot exist without the life-line of good communication. Good communication is the foundation of our Toastmasters training. Our theme for this year is "Growth"—growth in our individual progress, growth in service to our fellow men, growth in the number of Toastmasters clubs.

City officials and city employees are a great source of membership for Toastmasters. We have opened the door to the mayor's office in hundreds of cities. The rest is up to you. ♦



KITIMAT, B.C.

Toastmaster Town of the Month

KITIMAT, "TOMORROW'S CITY TODAY," did not exist in 1951. Yet today it is estimated that the city will eventually have a population of 50,000. In 1958, more than 500 children were born in Kitimat.

For untold centuries the area around the end of the northeast arm of the Douglas Channel, 400 miles north of Vancouver, was one of the fishing grounds of the Kitimaat Indians. Then the Aluminum Company of Canada, Ltd., (better known as Alcan) decided to build a smelter there and produce aluminum.

The site of Kitimat is one of incredible beauty. Along the fiord are high mountains, whose snow-capped peaks feed the mountain streams and turn the Kitimat River into a boisterous torrent in summer. The lower slopes are densely forested; in the valleys are trees dating back to the time of Columbus.

A planned city, green and well-manicured, with gracious houses, pleasant gardens and spacious play areas for children, Kitimat has first class schools, numerous churches, an excellent hospital and library and extensive shopping facilities. Although the 2,000 employes of Alcan account for a monthly payroll of more than \$1 million, the Kitimat Works casts only one vote in municipal elections. Kitimat citizens elect their own Reeve and Council to administer municipal business. In addition to Alcan, there are many other smaller industries.

The social life of Kitimat is concentrated in its many fraternal and club organizations, among which Nechako Toastmasters Club 2046-21 is prominent. There is also a flourishing Toastmistress Club. Once a month Nechako Toastmasters hold a Ladies Night dinner meeting. The club is fortunate in attracting excellent newspaper coverage for its various activities.

Although the distances make inter-club meetings somewhat difficult, Nechako Toastmasters often visit with Toastmasters in neighboring towns of Terrace and Prince Rupert. A recent Area Speech Contest held in Kitimat attracted some 200 Toastmasters and guests. The Sandspit Club of the Queen Charlotte Islands even chartered a seaplane to attend the event.

Kitimat Toastmasters are preparing themselves for leadership in "Tomorrow's World Today" as they live and work in their city of today and tomorrow. ♦



Celebrate Anniversaries

The birthday of Warren (Ohio) Toastmasters 1476-10 coincides with that of Toastmasters founder Dr. Ralph C. Smedley. To celebrate both birthdays — 10th for Warren Club, 86th for Dr. Smedley — the club held a special gala meeting, adding a club speech contest for good measure. In the spotlight was a huge cake, baked by Mrs. Alice Glass and Mrs. Barbara Tyrrell, wife and daughter of Club President Paul Glass. It stood on a 10 inch high base inscribed on one side "Happy Birthday Dr. Smedley" and on the other "10th Anniversary Warren Toastmasters."

In addition to area and district dignitaries, guests included members from the Trumbull and Warren Toastmistress clubs and from Toastmasters clubs of Youngstown, the Youngstown Municipal Airport, Portage County and New Castle, Pa.

**Warren Club 1476-10
Warren, Ohio**
* * *

Old Timers Night

Northwestern Toastmasters 766-28 of Detroit, Michigan, recently held its first annual Old Timers Night, which turned out to be a "talkative" success.

In addition to all past members invited, the club especially honored past presidents, now 15 in number. Ten

former presidents attended, six of whom are still active in the club.

**Northwestern Club 766-28
Detroit, Mich.**
* * *

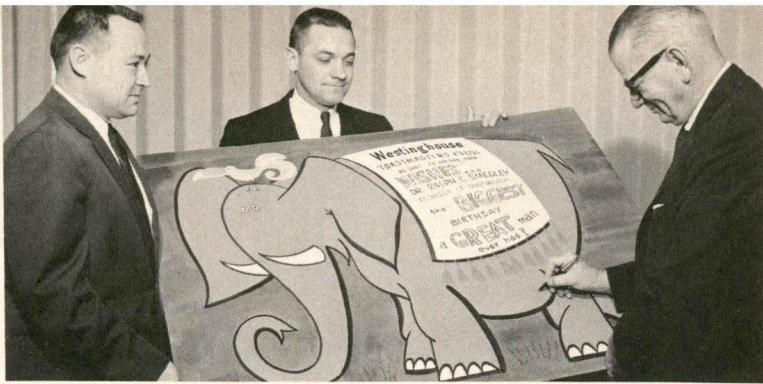
Enlist for Crusade

When Joe Thorne, General Crusade chairman for the Hennepin County Unit of the American Cancer Society (Minnesota), recently asked members of Realtors Club 2512-6 of Minneapolis how many would care to participate in the society's Speakers Bureau program, he anticipated a response from about three or four men. He was amazed and delighted when out of a total membership of 36, 27 men volunteered to take part in the annual crusade against this killing disease.

Says Thorne: "During the many years I've been privileged to be a Toastmaster, I've never seen such a heartwarming example of a group of men, from one club, giving themselves so willingly to a cause — this one dedicated to saving lives."

Thorne is past president of Santa Ana Toastmasters Club 15-F and of Lake Harriet (Minneapolis) Club 400-6. He adds that the American Cancer Society Speakers Bureau has as its chairman Keith Frost of the Dan Patch Club 1280-6, Richfield, Minn.

**Realtors Club 2512-6
Minneapolis, Minn.**



Westinghouse Toastmasters 2667-40 (Columbus, Ohio) prepare out-size greeting card for birthday of Dr. Smedley, signed by all members and company representatives. Card, the largest ever received in the Santa Ana Post Office, was delivered personally to Dr. Smedley by Postmaster Hector Godinez. Shown signing the card are, left to right, Club Pres. A. J. Swaneck, Educational V-P T. C. Lombardi and Mr. G. J. Wiese, Operations Manager, Westinghouse Major Appliance Div.



Six nations are now represented as Toastmasters di Napoli (Naples, Italy) 2703-U induct M. Jacques Gravere, left, a French interpreter at Hqs Linguistic Services Division. Center is Club Pres. Lt. Col. John A. Conway, USMC, with Sq. Leader John J. Brotherton, RAF, right.



Named honorary vice presidents of Lancaster (Pa.) Club 1723-38 are Janie and Joanie Burger, twin daughters of Adm. V-P Clair Burger. Award was made by Pres. John E. Mohler for services girls had made in phoning members about meeting times.

Joint meeting of Naval Supply Center Club 2541-66 (Norfolk, Va.) and Attica Toastmistress Club was enlivened by entertainment by Granby High School's Nonuette Choral Group and by presence of Rear Admiral T. A. Long, commanding officer and guest of honor. Over 125 members and guests participated.



TMI luminaries gather for dinner in honor of officers of District 46 (New York) at the Hotel Astor. Left to right, Past International Directors Charles Swan and L. Kenneth Wright, Past District Governor William Gerber, District 46 Governor Peter Sarthou, Past Governors Cleve Campbell and William Costello, International Director George Flannery.

First joint meeting of TM Clubs at Kennedy International Airport finds the three club presidents discussing plans. Left to right, club presidents Jim De Stefano (TWA 1370), Bob Bruce (United 3545) and Bill Norton (Pan Am 3333-46).



Deputy Postmaster General Sidney Bishop, left, accepts charter of the new Post Office Department Toastmasters 3711-36 (Washington, D.C.) from Charles M. Herrlein, governor of District 36. Club is made up of employees of the Post Office Department.



Host to Optimists

Over 56 people attended the meeting when the Stalwarts Club of Charleston Air Force Base, South Carolina, played host to the 1964 Optimist International Boys' Open Oratorical Contest, sponsored by the Optimist Club of Charleston. Toastmasters conducted and evaluated the meeting, and report that they expect to obtain several new members as a result of this function.

Stalwarts Club 3640-58
Charleston AFB, S.C.

• • •

Ambitious Program

Azores Toastmasters Club 1910-U located at Lajes Field, Azores, has embarked on an ambitious program of basic speech training for its 26 members.

The program, under the direction of Educational Vice President Sterling R. Funk, is designed to have each of the military members complete their Basic Training while serving their 18 month or two year tour at Lajes. (The same efforts are directed to the civilian members of the club.)

Interspersed with the training speeches are periods when the members engage in symposiums and debates, intended to broaden the Toastmasters' experience by speaking under different conditions.

On February 11, the club's weekly meeting was devoted to a symposium on "Lincoln the Man." Participating in the four-man panel, moderated by T. O. Tomton, were Club President Paul Papineau, Aaron Gutman, Robert Hansen and Lyle Earney.

Azores Club 1910-U
Lajes Field, Azores

Top Brass Attend Joint Installation

The two Toastmasters clubs of Naha Air Base, Okinawa, recently held a dual installation ceremony which was attended by high ranking officers of the base. Naha Toastmasters 3031 (officers) and Domei Club 3542 (enlisted men) had as guests Col. Clarence B. Slaughter, deputy commander for operations, Detachment 1, 315th Air Division; Lt. Col. Harold A. Wicklund, base executive officer; Maj. William J. Foster, base staff Judge Advocate; and Lt. Cdr. Lawrence D. Nelson, Naval Air Facility administrative officer.

Incoming president of Naha Club is William Sicklesteel, while Domi Club installed James Dugan.

Clubs 3031 and 3542-U
Naha AB, Okinawa

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Receive Taped Greetings

The 208th meeting of Air-India Club 3043-U, Bombay, India, was enlivened by a tape recording received from Bahrain Club 2875-U, Bahrain Island. The tape, played on a recorder loaned to the club by TM S. R. Shenai, proved most interesting to the members. Most of the five minute speeches concerned Bahrain Island.

Air India Club is using the Membership Building Kit obtained from World Headquarters to add to its roster of members. Future plans for the club include the formation of a speakers bureau, "Communications Night," a ladies night program and broadcasting over the All-India radio, according to Vasant A. Kombrabail, administrative vice president.

Air-India Club 3043-U
Bombay, India

GAVEL CLUB NEWS



By **MARY STANFORD**

Coordinator of Gavel Clubs

La Tuna Gavel Club 138, located at the Federal Correctional Institution, La Tuna, Texas, received its charter at an impressive meeting attended by over 50 guests. Among the guests were presidents of the six TM clubs of the area, Area Governor Douglas Spooner, Charles R. Hagen, warden of La Tuna, Director of Education Mr. Patterson, and Club Counselor Mr. McCleary. The meeting was also designated as "Appreciation Night" for Dr. Jack C. Postlewaite, founder of the club. Dr. Postlewaite was given a certificate from the club in appreciation of the many hours he has spent to insure the success of the group. Gavel Club 138 is sponsored by East El Paso Club 2461-23, El Paso, Texas.

U.S. Naval Hospital Gavel Club, Camp Pendleton, Calif., recently received its charter as **Gavel Club 146**. The club is composed of men and women, all of them under the age of 21. The charter was presented to Club President D. J. Drury, Jr., hospital corpsman first class, by Captain Thomas J. Canty, commanding officer, Naval Hospital, Camp Pendleton. Commander Ray Bohannon, administrative officer of the hospital and president of San Luis Rey Toastmasters 1150-5, is the sponsor of the club.

The second Gavel club to be established at the California Institution for Men, Chino, Calif., is **Oralites Club**

157. The club received its charter at a dinner meeting attended by many officials of the institution, Toastmasters from Terrier Club 1616-F, Pomona, Calif., the sponsoring club, and members of World Headquarters staff.

Honored guest and featured speaker of the evening at a recent meeting of **Seagoville Gavel Club 92**, Seagoville, Texas, was the Honorable Sarah T. Hughes, Judge of the Northern District of Texas. Judge Hughes occupied the national spotlight when she administered the Oath of Office to President Lyndon Johnson aboard the jet plane, Air Force #1, on the tragic day of November 22, 1963. She is the first woman jurist ever to have administered the presidential oath.

Club members and guests enthusiastically report that this was a most outstanding meeting—one of the most successful since the club was organized in 1961.

Washington State Reformatory Gavel Club 103, Monroe, Wash., recently received some excellent publicity when a full-page story on the club appeared in the magazine section of "The Seattle Sunday Times." Author Tom E. Clarke quotes L. F. King, staff advisor to the group, as saying: "The close association of Gavel Club members with visiting Toastmasters instills confidence, poise and accomplishment, which makes it one of the leading programs at the reformatory."

40/30-The Magic

By PAUL W. GLASS

MANY MEN JOIN a Toastmasters club, make great progress in their training, develop the ability to express themselves well, gain confidence—and soon are either promoted in their jobs, or given added responsibilities.

Practically all Toastmasters, after they develop confidence and the ability to express themselves well, find many opportunities to participate in religious, fraternal, educational, community or governmental affairs, as leaders. These opportunities create such demands on their time that they often feel forced to drop their active club status. They forget that other busy and faithful Toastmasters have often sacrificed, have given time and effort to keep together the club that made their progress possible. They forget the debt of appreciation they owe to Toastmasters, a debt which can only be paid by remaining faithful and active so that others in the community may also have the

opportunity for Toastmasters training.

As Toastmasters, we are happy that the great adult educational movement for better listening, thinking, speaking, does open up avenues of opportunity for men who avail themselves of the valuable training a progressive Toastmasters club has to offer. However, these very opportunities can create a membership problem, at some time or other, in almost every club.

All club, area and district officers should realize that because a Toastmasters club is a voluntary educational organization, membership turnover is normal and to be expected—to a certain degree. *But we must keep that percentage low.*

Men join a Toastmasters club for various reasons, many times for specific purposes. Often members drop their club affiliation when they feel they have achieved their purpose, mistakenly believing their club no

Formula



longer has anything constructive to offer them. Unfortunately, this is sometimes true—because of low quality programs presented by well meaning but misguided club officers and members.

Like most districts in our great International organization, District 10 had a number of clubs plagued with low membership and poor attendance. The rate of diminishing membership in some clubs was frightening—and frankly, club officers *were* very frightened. This, along with the normal problem of membership turnover was more than they were prepared to cope with.

Membership, if not slipping, was at a standstill in all clubs of the district. Club officers seemed to be frustrated. Nearly every time new members were inducted into a club, as many or more members were transferred, put on the inactive list, or dropped from the roster completely. If one club did show a gain, another showed a de-

cline. District and area officers were deeply concerned about membership and attendance, but most of all they were worried about the frustrated attitude of club members and officers.

At the outset of the 1962-63 term, the new district governor, along with other things, appointed a capable membership and attendance chairman, Carol McBride, with the suggestion that he emphasize to all clubs and officers a 40/30 program of membership and attendance. Each club was urged to set a goal of 40 paid members with an average attendance of 30 or more members and guests at each meeting. The minimum acceptable goal was to be a net gain of five or more members for each club, with 80 per cent or more of the membership in attendance at each meeting.

Several clubs were reluctant to accept the challenge. However, as time went on and favorable reports came in, more and

more club officers became inspired to do something about their problems. Week after week the 40/30 program gained momentum and effectiveness. The benefits of participation became more obvious as club after club joined the fight.

First of all, attendance of the enrolled membership increased greatly as emphasis was placed on the 80 per cent. Second, with better attendance, more Toastmasters were on hand to carry out important assignments. Enthusiasm increased, and greatly improved educational programs followed naturally, as a matter of course. Club spirit grew by leaps and bounds. Good fellowship became the rule rather than the exception. In short, a great many clubs experienced a new birth, and with this new life inactive members again became interested and active. Most important of all, passive members again began to tell and sell the benefits of Toastmasters to their friends and acquaintances — because now they had something to talk about. They had everything Toastmasters stands for: spirit, fellowship, constructive evaluation and a tremendous educational program. The cart and the horse — membership and education — were at last in their proper places.


The 40/30 formula worked miracles that District 10 was unable to achieve in any other way.

Most of the clubs managed a net gain in membership. A few clubs whose membership had reached an all-time low of six, achieved fantastic results, in some cases a net gain of 16 and 17 members.

One of the most gratifying results of the entire program is that every club in the district, whether weak or strong, is now membership conscious. Club officers have come to realize that they must maintain a continuous, enjoyable, lively and aggressive membership and attendance program, as well as an excellent educational program. They realize that these two go hand in hand; one cannot long endure without the other. Membership and education are equally important.

The dread disease of low membership and attendance will slowly but surely sap the life out of your educational programs, eventually leading to the sure death of the affected club. Don't wait until it is too late. Call a conference of district, area and club officers, diagnose the case and prescribe a cure. Perhaps the magic formula of 40/30 will work for you, as it did for us. ♦

Paul W. Glass is immediate past governor of District 10 and a member of Warren (Ohio) Toastmasters 1476-10. It was under his direction that the 40/30 program was inaugurated in District 10.



TM Urena prepares his "Be in Earnest" speech with the help of his Braille Basic Training Manual...

This member of a Des Moines Club is learning...

Basic Training By Touch

By R. R. HUFSTADER

OUR CLUB, CAPITAL Toastmasters 1412-19 of Des Moines, Iowa, boasts a new member. And we use that word "boasts" advisedly.

Ordinarily the induction of a new member is hardly newsworthy for our club. We are composed predominantly of men associated with stock fire-casualty insurance companies. The fact is, membership turnover is considerable because of frequent promotions and territory changes

peculiar to the industry; Toastmasters come and go with almost monotonous regularity.

But this new member, Manuel Urena, is noteworthy in one very marked respect: he is blind. He lost his sight when he was 13 years old, after being hit in the eye with a baseball. He is now 31 years old.

Does he expect special favors or attention, this new member of the Capital Toastmasters? Indeed he does not. As is his cus-



... Later, TM Urena leaves the lectern the proud possessor of the coveted "Best Speech" trophy.

tom every week day, Manuel is up at 5:30 a.m. to lead his blind students in physical fitness exercises. He is program supervisor, Iowa Adult Orientation Center for the Blind, a state-federal government program directed toward rehabilitating the blind and placing them in competitive employment. On Monday mornings, exercises and other early morning chores completed, Manuel proceeds to walk, unaccompanied, the six blocks to the cafeteria where at 7:30 a.m. the Capital Toastmasters convene for breakfast. The self-serve line is no obstacle for him, nor is the stairway to the basement meeting room. And he is well-prepared for whatever assignment he may have on the program; he has been studying his Toastmasters Basic Training Manual printed in Braille.

Among the members of the Capital Club, Manuel is recog-

nized as a salutary influence and an inspiration. With a modest home background, and despite his blindness, he sailed through elementary and high schools and on to attain his B.A. and M.A. degrees from the University of California. Following graduation he taught in California schools at the junior college level.

The Braille Basic Training Manual which Urena uses is one of only 14 in existence. These were prepared for distribution by the Braille Institute of America, Inc., located at Los Angeles, California, in cooperation with World Headquarters of Toastmasters International. The books are available on a loan basis to sightless members of all Toastmasters clubs all over the world, and at the present time every copy is in use.

Urena joined the Capital Toastmasters for the usual reasons — to gain social poise, prin-

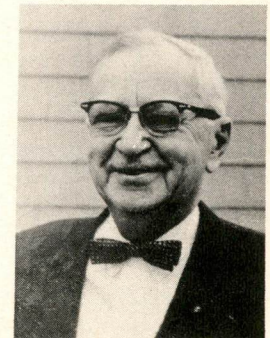
cipally through giving public speeches. He admits he has problems in public speaking, but says they are the same ones that sighted people have.

In a recent interview for the *Des Moines Tribune*, Urena stated that his only problem in public speaking connected with his blindness is a mechanical one — he can't be signalled visibly when his time is almost up. He gets around this by having someone sitting beside him touch him as the yellow timer light goes on. As for distractions, he admits that there may be some purely visual things that don't affect him, but thinks that sounds probably bother him more, as the rattling of dishes. He also feels that he has one advantage over sighted people in remembering his talks: "When I forget what I was going to say, I don't have to look down. I just

check my Braille notes with my fingers."

Capital Toastmasters urge other clubs not to overlook their sightless friends when recruiting members to Toastmasters training. They have found association with this remarkable young blind member a rewarding experience. As a past president of the club expressed it: "Manuel Urena has shown us that the real problem of blindness is not the physical loss of sight but rather the sociological attitude and misconceptions about blindness. He has made us aware that these social discriminations make it very difficult for blind people to live productive lives. What is needed is the creation of a new image of the blind, one in which the blind are seen to be capable and normal human beings who simply cannot see, but who have the talents and aspirations which are to be found in all of us." ♦

R. R. Hufstader is state agent for the Millers National Group of insurance companies in the states of Iowa and Nebraska. At present an assistant area governor, he is past president of Capital Toastmasters Club 1412-19,



TOASTscripts

★ ★ ★ ★ ★

Pictured on page 20 is the huge birthday card sent to Dr. Smedley by Westinghouse Toastmasters Club 2667-40 of Columbus, Ohio. This was only one of hundreds of cards, telegrams, letters and special gifts received by the founder on his 86th birthday.

The smallest greeting card was approximately two by three inches. It was from Northrop Club 212-50 of Hawthorne, Calif., and the Northrop Toastmasters stated, "It's bringing you the most birthday wishes per square inch of any card or greeting you may receive."

From Toastmasters Club 1723-38 in the Red Rose City of Lancaster, Pa., the founder received a dozen red roses.

One of the most unusual gifts was a portrait in wood, carved by professional wood carver Ruben Valls. Mounted on a framed background which also includes a carving of the Toastmasters emblem, the portrait was a gift from the more than 100 clubs in Founders District. It has been given a place of honor in the lobby of World Headquarters building.

Some clubs sent tape recorded

greetings which the founder listened to with keen interest and many club bulletins reported that special programs were held in his honor.

Thanks to the thousands of Toastmasters throughout the world, February 22 was a very happy birthday for the founder of Toastmasters.

We don't know what an "Educational Hootenanny" is, but that's what District 48 has planned for its Spring Conference. And in answer to the Beatles, the district will present a trio known as the B'Eagles (Bald Eagles). Advance reports indicate that the B'Eagles can carry a tune, but they can't unload it.

It would appear that Toastmasters training is a prerequisite for a political career in the Philippines. Recently, in city elections in Bacalod, Romeo Guanzon was elected mayor and Tiburcio Tumbagahan was elected to the city council. Both men are members of Barangay Club 3128-U. Elected in the race for city council in Baguio were Jaime Bugnosen, G. Bert Floresca and Ricardo Paraan. All three are members of Baguio

Toastmasters Club 2948-U. And elected to the council in the city of San Fernando was Agapito F. Espinoza of San Fernando Club 2180-U.

* * *

And speaking of politicians, a new Toastmasters club being chartered at Tustin, Calif., lists the mayor, city attorney and a city councilman as charter members.

* * *

Members of Harlingen Toastmasters Club 860-56, Harlingen, Texas, thought they were seeing double when two new members gave their icebreaker speeches. The new members were Ed and Fred Sheldon, and because they are twins, they gave their initial speech together, one taking up where the other left off. How do you vote on a speech like that?

CONGRATULATIONS: To Eli Lilly Club 311-11, Indianapolis, Ind., for providing more speakers than any other organization in the community for the Greater Indianapolis United Fund Drive. The Eli Lilly Toastmasters have been leaders in the United Fund Drive for the past five years.

To Lila Smith who operates the Newcomer Service at Grand Island, Neb. Thanks to her efforts, every new resident in the city receives an "Introducing the Toastmasters Club" brochure.

To Dale Ross, past president of Maryville-Alcoa Club 1186-63, on being named "Young Man of the Year" at Maryville, Tenn.

To Lieut. Gen. Walter K. Wilson, Jr., Chief of Army Engineers, on becoming an honorary member of Castle Toastmasters Club 3056-36, Washington, D.C.

Donald F. Foss, governor of Founder's District; Ruben Valls, internationally known artist in wood; Dr. Smedley and Hector Godinez, Santa Ana Postmaster, inspect birthday tributes in lobby of World Headquarters.



Put your Toastmasters training to use . . .

Be A Public Relations

By DOUGLAS R. WITT

EVERY PROGRESSIVE company management recognizes that being a good neighbor in the community is good business. The company owes a duty to the community that helps support it — and the payment of that duty in turn repays the company in prestige and reputation. Everyone has common interests in the community. It is important for the company to be known and respected for its interest in community activities.

You, as a Toastmaster, as a public speaker, are able to contribute to your company's community program by taking part in its activities. There are clubs, drives and other activities eager for your participation. Such affairs provide an opportunity for you to associate with other leaders in the community who will appreciate and respect you for your service. In turn, they will let others know of your services and abilities in community enterprises. You will benefit tremendously from such personal associations as an active worker

for community service, and people will recognize your company through what you do as a citizen.

As a member of a Toastmasters club, you may have contributed already to community activities, in a speaking capacity. You can go a step further. Make contact with company executives, with sales, advertising or public relations V.I.P.'s, and let them know you are available. Point out that you have already taken part in community affairs and have had speaking engagements; you are now ready to take on speaking assignments for company conventions and sales meetings, or talk before trade associations. You'll find you'll be welcomed with open arms.

Be prepared. Have a subject or two already worked up that you can talk on, and mention these when you make that first contact. Remember, public relations speaking has five goals: 1, building favorable relations with employees; 2, developing better distribution-dealer relations; 3, building good relations with the

Speaker For Your Company

general public and the community; 4, reducing sales resistance and increasing product acceptance through consumer goodwill, and 5, making public relations goals important to company employees.

When you approach one of your company executives with an idea and an outline for a talk which relates to one or more of these public relations goals, you offer tangible evidence that you are well prepared. Your battle is already half won. Soon you will find yourself with as many opportunities as you can handle.

There are other occasions which offer speech opportunity. There is, for instance, the company dinner. How about presenting a gift to an employee on his

retirement? Or making a graceful speech of congratulations to an employee who has just received a promotion? If a new building is going up in your town, you could dedicate it with some well-expressed thoughts.

Remember that every holiday occasion is an opportunity for a few words. Every gathering brings its own special topics for speeches. Don't forget the educational talks — pick an interesting subject, and be sure and *say something*.

Yes, you can put your Toastmasters training to work. Your company needs you and your community needs you; combine the two and you can be a public relations speaker for your company. ♦

Douglas R. Witt is a technical publications man, employed by the Minnesota Engineering Co., Minneapolis, Minn. He has been a free lance writer, an illustrator and an industrial designer. He is a member of Dan Patch Toastmasters 1280-6.



Introducing Your Convention Hosts

ON AUGUST 24, 1963—the day the 1963 convention of Toastmasters International closed at St. Louis—Toastmasters in Colorado started planning the August 27-29, 1964 convention at Denver.

“We learned a lot from watching the Host Committee in action at the St. Louis convention,” said Don Wagner, general chairman of the Denver Host Committee. “They did a great job and we’re profiting from their experience. Colorado is a great vacation state and we’re really going to roll out the welcome mat for Toastmasters and their families.”

Wagner said a tour has already been planned to Central City, fabulous turn of the century mining town. The Air Force Academy at Colorado Springs will be another major attraction for Toastmasters who plan to spend some extra time in the convention state. The outdoor theater at Red Rocks; Elitch’s Theater, the oldest summer stock theater in the United States, and the final resting place of Buffalo Bill on Lookout Mountain are only a few of the many tourist attractions.

The convention facilities in the Denver Hilton Hotel, Wagner said, are among the most attractive in the nation and the breathtaking view of the Rockies from the guest rooms is unrivaled anywhere in America.

Serving with Wagner as committee chairmen and co-chairmen are:

Entertainment, Barney Plotkin, chairman, Dan Kraeber, vice chairman; Finance, Tony Lembach, chairman, Cliff Smith, vice chairman; Hospitality, Al Mickle, chairman, Frank Beislinger, vice chairman; Ladies Activities, Sam Harper, chairman, Jim Phillips, vice chairman; Promotion, Bernie Gebhardt, chairman, Harvey Kadish, vice chairman; Sergeant at Arms, chairman to be announced, Bob Herzman, vice chairman; Transportation, Luther Van Buskirk, chairman, Duane Coon, vice chairman. ♦

The Speaker's Page

SPEECH SUGGESTIONS FOR APRIL AND MAY

April brings to Toastmasters the *American Cancer Crusade*. Many Toastmasters have already enlisted their speaking talents in support of this cause. If you are interested, call your local branch of the American Cancer Society, Inc., or write to national headquarters, 219 E. 42nd Street, New York, N.Y., for speech material.

Don't forget *National Library Week, April 12-18* — a good time to talk about your public library and its services, and to renew acquaintance with the TM Reading Plan. April 22 brings the opening of the *New York World's Fair*. April 26 is *Confederate Memorial Day* (Alabama, Florida, Georgia, Mississippi), and is also the beginning of *Mental Health Week*.

May 1 (*May Day*) is also celebrated as *Law Day, Loyalty Day*, and is *Lei Day in Hawaii*. The *Florida Folk Festival* begins, as do *Correct Posture Week, American Comedy Week, Radio Month* and *National Hamburger Month*. May 10 is *Mother's Day*, but did you know that May 3 was *Mother-in-Law's Day*? May 18 is celebrated as *Victoria or Empire Day* in Canada — birthday of Queen Victoria (1819-1901). May 6 marks the *birthday (1840) of the first postage stamp*. May 24-30 is designated as *Realtor Week* and *Work and Pray for Permanent Peace Week*. May 30 is *Memorial Day* in all states and territories except Alabama, Georgia, Louisiana, Mississippi, South Carolina and Texas.

SPEECH STARTERS

A good talker or writer is only a pitcher. Unless his audience catches him with heart and mind, he's defeated.

— Wilson Mizner

I believe that the true purpose of education is not only to fill man's mind with knowledge and his belly with food, but to deepen his spiritual insights.

— David Sarnoff

The wise man reads both books and life itself.

— Lin Yutang

TO BUILD YOUR VOCABULARY

CONDIGN: adjective, *kon-DINE* — originally meant *deserved*, and could be used in many contexts. It is now used only with words equivalent to punishment, and means *deservedly severe*, the severity being the important element.

FROM THE GRAMMARIAN

AGGRAVATE: “The car crept at an aggravatingly slow pace.” “The story is about a man who aggravated a dictator.” Both of these sentences are wrong. “Aggravate” means “to increase or make worse,” and should never be used in the sense of “to irritate” or “to exasperate.”

The Wonderful World of Words

By LARRY DORST

I BELIEVE THAT one of the first things a man learns when he joins a Toastmasters club is what wonderful pleasures words can bring.

Words are rare treasures, a never-ending stream of wealth which can be collected in the huge storehouse of the human mind. Unlike material wealth, they are yours at no cost; even the poorest mortal may collect as many as he desires.

One who has the ambition to become a good speaker soon acquires the wish to learn new words. In realizing this wish, it is only necessary that he plow and cultivate the wealthy fields of reading materials that are at his disposal. Words lie in the fertile fields of books, magazines, newspapers and documents—most of them easily available in public libraries.

The power of the printed or spoken word is hard to estimate. It can represent a force of such magnitude that by comparison a nuclear bomb becomes a mere

nothing. No man-made weapon has yet been devised so lethal, potent or dangerous as words wrongly used. The outcome of a war or a battle, the economy of a country, has at times rested upon a single statement. Certain phrases have been responsible at times for changing the course of history.



Words may be used in the form of flattery, or in persuasive ways. The salesman often uses this approach to aid him in closing a big deal. All of us have, at some time or other, been swayed by someone who

knows how to say just the right words.

Abuse words, and the results can be disastrous. Words can cause heartbreak, sorrow or anger. Once written or spoken to this end, they become difficult to retract and may leave indelible patterns of misery on the lives of their victims.

We may also think of words as being a sort of time-machine. With them we can project our-

selves into the past, present or future. We can enter any dimension with them. They are our communication with the generation of the past, the present and even the far-distant future.

Words are the tools the speaker uses to put his ideas across. A lawyer, for example, uses them as the implements of his profession. He must dexterously sharpen his words and perfect his skill in using them before he meets his opponent in the duel of the courtroom.

The speaker needs a sizable vocabulary too. This will help him complete his task, which is to use narration, exposition, argument and motivation in speech-making. By the use of well-chosen words he can: hold the attention of his audience, help them to visualize an object, aid them to form an opinion and provide forceful thinking that may help his listeners to act on their own beliefs.

When a new Toastmaster gives his icebreaker, more often than not the words will tumble out in scattered profusion. As the trainee progresses, his words and phrases will become smoother and clearer. Finally the day will

arrive when the speech will be well organized and well worded. His audiences will listen to every word that is said.

With this increased knowledge of words and skill in using them, the Toastmaster frequently receives the opportunity of bettering himself in his job or profession. He may be asked to lead his group in business or social matters. He comes to know the pleasure of having people listen to what he says.

The longer one belongs to a Toastmasters club the more word conscious he gets. There are additional advantages. These may come to him in the form of discovering there are many good books to be read. In this he may be helped by participation in the Toastmasters Reading Plan. Regardless of what type of book he chooses, the Toastmaster is bound to conclude that it was his education in learning to speak which helped him to improve himself in other areas.

The Toastmaster, after a few sessions of making speeches, evaluating and planning meetings, soon comes to know it's all made possible through the wonderful world of words. ♦



Larry Dorst is a member and past treasurer of Gaveliers 1499-35, Milwaukee, Wis. He owns and operates a television sales and service business, and has written technical and business articles for a number of national publications.



JUST IN JEST

"Oh John, dear," exclaimed the bride after listening to her husband rehearse his speech on banking and economics, "I think it's just simply marvelous how you know so much about money without having any!"

Anyone who thinks our country is out of the woods should visit a golf course on a weekend.

Life nowadays is just one tranquilizer after another.

Passerby: "I see you are putting up a new building."

Workman: "Yes, sir. That's the only kind we ever put up."

Experience teaches us that there's a small but very important difference between keeping your chin up and sticking your neck out.

Said the kindly old gentleman to a small boy carrying a load of newspapers under his arm, "Don't all those papers make you tired, my lad?"

"Naw," replied the boy. "I don't read 'em."

Some people don't count their blessings until April 15.

The idea is to file an income tax return, not chisel.

Trying to rest after a hard day at the office, father was being pestered by a stream of questions from Junior.

"What do you do down at the office, Pop?" he asked.

"Oh, nothing!" snapped the frustrated father. Junior pondered a while. Then;

"Say, pop, how do you know when you're through?"

— Quote

There may be free cheese in a mousetrap, but you rarely see a happy mouse here.

Nowadays when you lay your cards on the table you can buy almost anything.

*It's fair to say
Man's greatest sorrow
Is hair today
And gone tomorrow.*

IMPORTANT: To keep your Toastmaster magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. Include a mailing sticker torn from a previous magazine.

Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California. 92702

Letters to the Editor

It was with pleasure that members of our club saw in the February issue that there was an article by our very own Dave Kneessy. We were disappointed, however, to see that the identifying data at the end of the article stated that Dave is a member of the Sunnyvale Club. He is ours.

Earl B. Kofoed
Pres., Presidio Club 3012-4
San Francisco, Calif.

(Sorry for the mistake; we're happy to put Major David Kneessy, who is now attending the Univ. of Pittsburgh, back in his right club — ED)

In the February issue, the footnote on "The Crest of the Hill" by David Kneessy, put me on the phone calling the University of Pittsburgh so that I could extend to him an invitation to visit Pittsburgh Toastmasters Club 144-13. He accepted my invitation and was with us at our meeting last Friday night. . . . He promised he would join us on Wednesday, February 26, when we attend the fourth meeting of a new club in formation in the Penn Hills section of Pittsburgh. At this meeting we hope they will send for their charter.

Floyd L. Rice
Club 144-13
Pittsburgh, Pa.

I have just received the December '63 issue of THE TOASTMASTER and have read the article by Lothar Salin, "Three Steps to Self Improvement." . . . I am presently a member of the Revenours Club 3580-40 of Cincinnati, Ohio. This is the second club in which I have been a charter member and the third club to which I have belonged.

This personal history offers a lesson to me by which I measured the need for advance training material. In 1956 I joined the Eifellers Club in Germany. I developed some experience in Toastmasters. But upon

my return to the States, I left Toastmasters. Two years later I gave a speech. I had lost everything I had learned. This proved to me that there is no apex or summit of achievement in speaking; that every member must continue to speak on every single occasion which presents itself; and finally that a lifetime membership in Toastmasters is the only way to guarantee constant exposure . . .

Jerome J. Donnellon
Club 3587-40
Cincinnati, Ohio

In connection with the February, 1964, issue of THE TOASTMASTER, you may like to know that we received a good bit of publicity in the local newspaper. Mayor Brookshire signed a proclamation declaring February to be Toastmaster Month in Charlotte and called upon all officials and citizens to observe it as such.

Furthermore, the proclamation was read by Mayor Brookshire before the City Council at its regular meeting. I accepted the proclamation with thanks and made a short presentation before the City Council and distributed copies of the magazine to all present . . .

Peter H. Gerns
Education Chairman,
Dist. 37
Charlotte, N.C.

Thank you for the fine publicity accorded Area 4, District 56, and the San Antonio Public Library. Your inclusion of the picture of our library display in the December issue of THE TOASTMASTER was gratifying.

Raymond G. Sanchez
Supervisor of Administrative
Services
San Antonio Public Library
San Antonio, Texas

New Clubs

(As of March 15, 1964)

- 166-6 ROSEVILLE, Minnesota, *Roseville*, Wed. 6:15 p.m. (Temp), Northwood Country Club, Roseville, Minnesota 631-0123
- 708-7 BEAVERTON, Oregon, *Christian*, alt. Sat. 7-8:20 a.m., Beaverton Christian Church, Beaverton, Oregon MI 4-2875
- 1613-U WABUSH LAKE, Labrador, Newfoundland, Canada, *Wahnahnish*, every second Wed. 7:30 p.m., Sir Wilfred Grenfell Hotel 282-3261 Ext. 223
- 2090-6 FORT WILLIAM, Ont., Canada, *Nanabijou*, Mon. 6:15 p.m., The Royal Edward Hotel, Fort William, Ont., Canada Pres. DI 4-7110 DI 4-2411
- 2590-43 SPRINGDALE, Arkansas, *Springdale*, Fri. 6 a.m., Jake's Restaurant, Springdale, Arkansas PL 1-9509
- 2907-TCBI SKIPTON, Yorkshire, England, *The Craven*, Mon. 7:30 p.m., Devonshire Hotel, Skipton, Yorkshire, England
- 3255-U THULE AIR BASE, Greenland, *Thule Toasters*, Sat. 8:15 p.m., Briefing Room, Bldg. 705, Thule Air Base, Greenland Ext. 239
- 3646-47 KISSIMMEE-ST. CLOUD, Florida, *Osceola County*, Wed. 6:30 p.m., Mrs. Mac's Restaurant, Kissimmee, Parkview Restaurant, St. Cloud, Florida 487-4021
- 3706-22 NEWTON, Kansas, *Newton*, Mon. 6:30 a.m., Methodist Youthville, Newton, Kansas AT 3-6175
- 3709-30 McCLELLAN AFB, SACRAMENTO, California, *Argonaut*, 1st & 3rd Wed. 11 a.m., McClellan AFB, California Post Schools WA 2-1511 Ext. 26124
- 3719-3 NOGALES, Arizona, *Nogales*, Thurs. 6:45 a.m., El Dorado Motel Club Room, Nogales, Arizona 287-2741
- 3729-19 INDEPENDENCE, Iowa, *Independence*, Mon., Hotel Pinicon, Independence, Iowa 334-2494
- 3738-47 PATRICK AIR FORCE BASE, Florida, *Astro*, Tues. noon, NCO Open Mess, Patrick AFB, Florida AM 2-3200
- 3740-F EL TORO MCAS, SANTA ANA, California, *El Toro Officers*, Wed. 11:30 a.m., COM (Open), El Toro MCAS Pres. 544-5136 Base 791
- 3742-42 LLOYDMINSTER, Alt., Sask., Canada, *Lloydminster*, Thurs. 6:30 p.m., Legion Club Room, Lloydminster, Alberta 2286
- 3745-5 SAN DIEGO, California, *Astronautics*, Wed. 4:15 p.m., General Dynamics Astronautics Recreation Hall, San Diego, Calif. 377-8900 Ext. 1352.
- 3746-62 NORTHRIDGE, California, *Sun Down*, 2nd & 4th Tues. 6:16 p.m., Pepper Tree Restaurant, 8663 Reseda Blvd., Northridge, Calif. 341-1243
- 3747-35 EVANSVILLE, Wisconsin, *Evansville*, Mon. noon, Morm's Highway Inn, Evansville, Wisconsin 178
- 3749-21 NEW DENVER, B.C., Canada, *Valhalla*, 2nd & 4th Mon. 7:00 p.m., New Denver & vicinity
- 3750-20 TIOGA, North Dakota, *Tioga*, Thurs. 6:15 p.m., Del Roy's Cafe, Tioga, N.D.
- 3751-48 BIRMINGHAM, Alabama, *Tax Talkers*, alt. Tues. 11:30 a.m., 2121 Bldg., 2121 - 8th Ave., N. Birmingham, Alabama 323-8011 Ext. 3646
- 3752-38 LESTER, Pennsylvania, *"Think - Speak"*, Thurs. 5:30 p.m., Pete's Embassy Room, Prospect Park, Pennsylvania TR 4-3192
- 3753-35 EAU CLAIRE, Wisconsin, *Midweek*, 1st, 2nd & 4th Wed. 6:30 p.m., Hotel Edwards, Eau Claire, Wisconsin TEmple 2-8951
- 3754-50 LOS ANGELES, California, *Century City*, 2nd & 4th Thurs. 8 p.m., Temple Isaiah, 10345 W. Pico Blvd., Los Angeles VE 9-5640 CR 6-3187

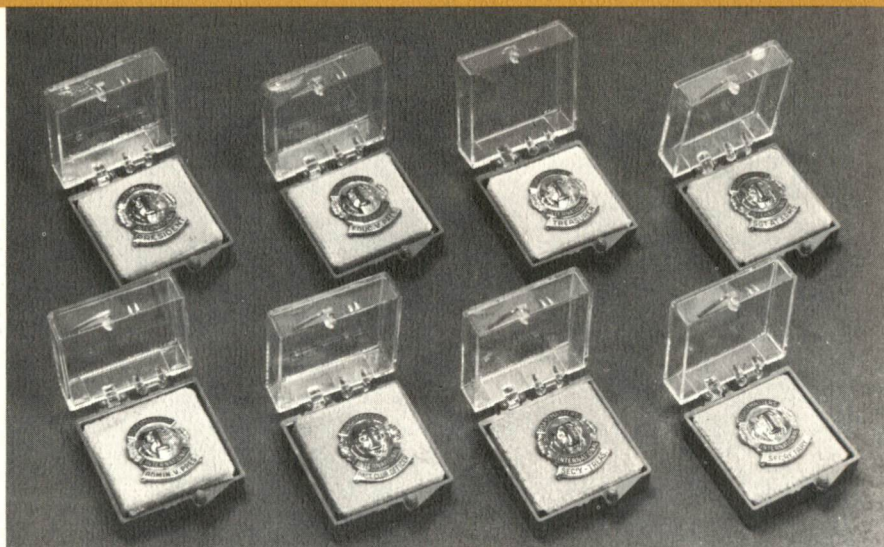
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