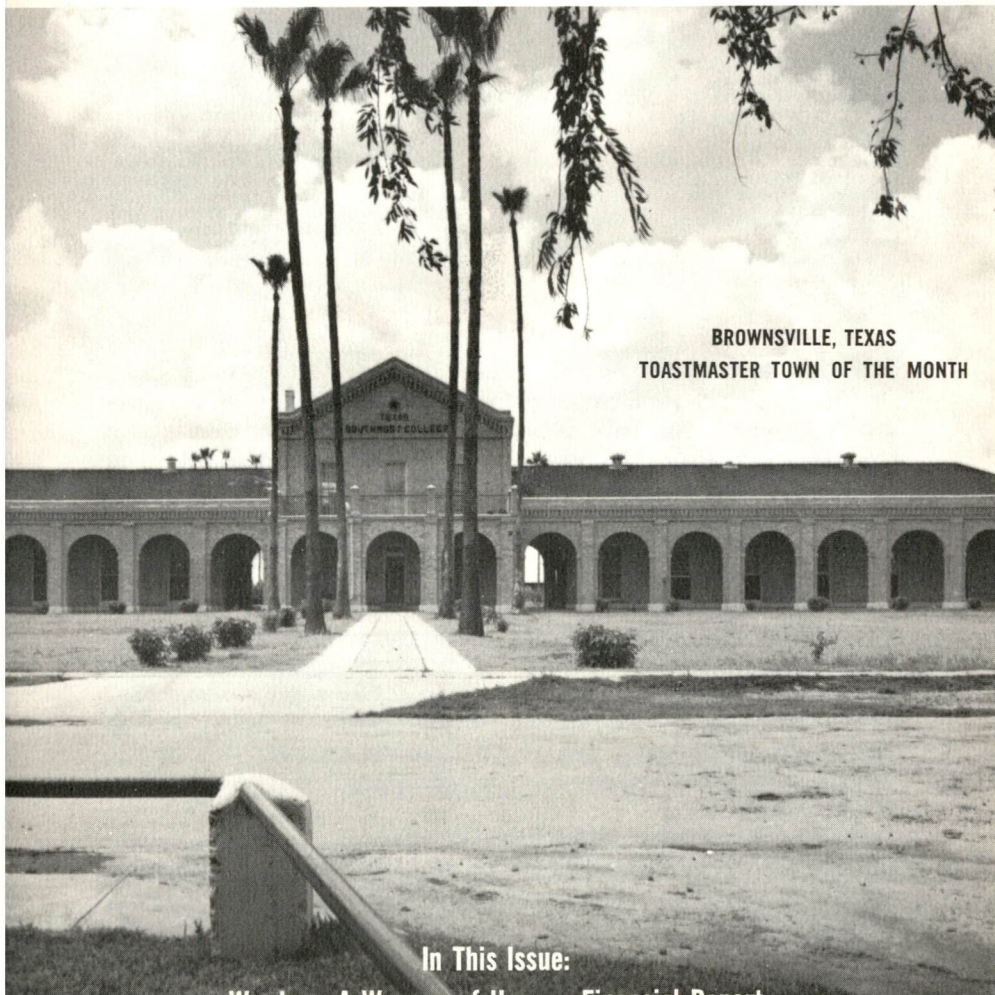


NOVEMBER, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



BROWNSVILLE, TEXAS
TOASTMASTER TOWN OF THE MONTH

In This Issue:

Workshop • Women of Honor • Financial Report

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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 3,800 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.

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

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WORDS

A Weapon of Hope

By **GEN. GEORGE C. KENNEY**
President, Arthritis and Rheumatism Foundation

IN THE YEARS since World War II, we have seen a vast communications network arise in the world—a network that now even includes communications satellites circling us several times a day. It is scarcely possible to exaggerate the tremendous role communication plays today in shaping our lives and influencing the world around us. This enormous power it wields is ours, to be used for good or evil.

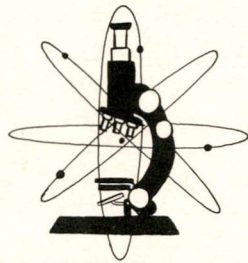
In the struggle for peace in a world of conflicting ideas the art of communication has become one of the chief weapons of the battlefield. A weakness in communication may make your adversary respond in fear or over-confidence, and produce the mistake that begins a "shooting" war. It was in the last such war that the fateful

role communications plays in our destiny was brought forcefully home to me.

Hundreds of men died in the Pacific and elsewhere because communications were poor—because somebody couldn't get the information they needed when they needed it. Whole battalions have been wiped out, ships sunk, planes lost, and even parts of the world lost or won because of communications.

Today, the clash of political ideas makes our daily headlines, and economic struggle is often front-page news. But there are other battles being fought that do not make dramatic news every day, although the issues at stake may be even more vital than much front-page news.

The struggle which has been



my concern for many years since the War has been the struggle of our country's more than 12 million arthritis sufferers to be free from pain and crippling. It is also the struggle of medicine to loosen the grip crippling arthritis has on these millions of people and to find the cure through scientific research.

It has been my privilege since 1951 to serve as president of the Arthritis and Rheumatism Foundation, the only national organization devoted exclusively to fighting arthritis and the rheumatic diseases. Through its action program, the Arthritis Foundation fights through nationwide research, improved patient care and rehabilitation—but also by providing professional training and education to physicians and other members of the vast team of people needed to treat arthritis. Just as important, too, is the mobilization of public interest and support of the arthritis movement, to help distinguish between facts and fables about arthritis.

It is in this vital information and communications area that we need support of those whose speaking talents can help remove fear, doubt, and even untruth from the minds of millions of sufferers and, instead, implant scientific truth and hope.

I can think of no better way to emphasize the importance of

communications in the arthritis struggle than by citing the advertising battle of words that goes on daily in the press, and on radio and television. My concern here is with the misleading advertising of arthritis remedies, the promotion of so-called cures for arthritis, the bilking of the suffering millions of arthritics, who, because of pain and suffering, are easy prey to quacks and fraudulent promoters.

With one claim louder than another, the fast buck artists are quickly converting this pain and suffering into big money. A recent nationwide survey by the Arthritis and Rheumatism Foundation revealed that arthritis sufferers are being swindled of more than \$250,000,000 a year by quacks and promoters.

This is one illustration of how communications can work against the public good, and one which needs rebuttal by aroused and informed citizens. This is one case in which frauds and half-facts can be fought by communications experts such as Toastmasters. Your ability and experience can help bring the truth to all people—the facts about crippling arthritis and how to fight the disease and protect yourself against the lure of quacks.

First of all, the public—arthritis victims included—needs to know that while there is no absolute cure for the disease,

there is new hope. Advances in medical care have brought new techniques to ease pain and help prevent crippling in seven out of ten cases in one of the worst forms, rheumatoid arthritis. And in the laboratory, new avenues are being explored in an unceasing quest to find the cause and the cure for the disease.

People need to know that there are 250,000 new arthritis victims each year. It is urgent that they become aware of the four danger signals of rheumatoid arthritis:

1. Persistent pain and stiffness on arising.
2. Pain or tenderness in at least one joint.
3. Swelling in at least one joint.
4. Recurrence of these symptoms, involving more than one joint.

Insofar as the arthritis quackery problem is concerned, the Arthritis and Rheumatism Foundation and its chapters are fighting this major health menace with the cooperation of government agencies, organizations, and interested individuals in an all-out campaign against fraud and misrepresentation.

Current regulations prohibit products offered for treatment of arthritis to claim anything more than "temporary relief for minor arthritis pains." Prospective purchasers should be guided by this general principle, and if the

claims for a product appear excessive, they should check with their doctor or with the nearest ARF chapter before they buy it.

This is one kind of work the Arthritis and Rheumatism Foundation and its chapters all over the United States are doing. The Foundation also helps support two-thirds of the clinics which care for arthritis sufferers. It has numerous mobile clinics on the road bringing treatment to victims who cannot get to regular clinics. This year it will support more than \$1,000,000 worth of research to find a cure.

Toastmasters, we need your expert help to increase the public awareness of the arthritis problem and what can be done about it. The 76 ARF chapters throughout the country are most anxious to cooperate with members and groups within Toastmasters International, supplying factual material on arthritis and on arthritis quackery, and assisting in all other possible ways to help you tell the arthritis story.

Of special interest is a new "Arthritis Speech Pack," available from ARF chapters, designed to help anyone talking about arthritis deliver accurate information on the disease to many different audiences, including women's groups, farmers, schools, business groups and others.

Eventual victory over arthritis is a very large order. There is

the constantly increasing job of caring for millions of arthritis sufferers today and the hundreds of thousands of people who next year and the year after will join their ranks. As speaker-specialists in communications, Toastmasters can make a great and lasting contribution to the fight against

arthritis. I would like to urge Toastmasters to take up this fight with us. In the vital area of communications, you can help us alleviate pain and suffering of arthritis victims today, and contribute toward a cure tomorrow for our country's number one crippling disease. ♦

General George C. Kenney has had a long and distinguished career with the U.S. Air Force, beginning with his enlistment in 1917 as a flying cadet in the Aviation Section of the Signal Reserve. Retiring with the rank of full general in August, 1951, he became president of the Arthritis and Rheumatism Foundation in October of the same year. Among his many honors are the Distinguished Service Cross with one Oak Leaf Cluster, Distinguished Service Medal with two Oak Leaf Clusters, Silver Star, Distinguished Flying Cross, Legion of Merit, Bronze Star and the Purple Heart. He is an Honorary Knight Commander, Military Division, Order of the British Empire, and has been honored by many other countries, including France, Belgium and The Netherlands.



Leadership carries responsibilities and obligations. It is easy to be ambitious for leadership, but it is difficult to bear the burdens which real leadership entails. . . . A real leader must see his own assets and liabilities realistically, even when it hurts. He must dare to be unpopular when circumstances require. . . . He must be able to withstand stress, emotional and otherwise. And he must have that magic capacity which has been described this way, "Leadership, at its highest peak, consists of getting people to work for you when they are under no obligation to do so."

Ben S. Gilmer, "Atlanta Economic Review"



Introducing — The New International President and First Lady

Mr. & Mrs. Alex P. Smekta of Rochester, Minn.

IN PRESENTING the new International president to Toastmasters all over the world, it seems appropriate to use for once the hackneyed phrase "he needs no introduction." To Toastmasters he has been a familiar figure at conferences, councils and conventions; as club, area and district officer, as Board member and International second and first vice president, he has carried the story of Toastmasters far and wide. And of big, genial, warm-hearted Alex Smekta it can be truly said he is a man who "never meets a stranger."

When President Smekta first joined Toastmasters Club 271-6 at Rochester, Minnesota, he did

not anticipate that the time would come when he would be both mayor of Rochester and president of Toastmasters International. That was in 1951. In 1958 he was elected mayor — a position he still holds — and was also elected to the Board of Directors of Toastmasters.

Alex Smekta was born at Ruda, Poland, in 1908. When he was three-and-a-half, his family moved to America, settling in the small town of Floodwood, Minnesota. At Floodwood, he completed the eighth grade — all the schooling the community offered — and a few years later joined the construction crew to help build Floodwood High School.

When it was completed, he enrolled as a student, finishing his four year course in three years. Thirty-four years later, he was invited to give the commencement address at the high school he had helped build.

Continuing his education at Minnesota's Mankato State College, he majored in economics, worked from 11 p.m. to 7 a.m. as a gas station attendant, and was an outstanding gridiron performer. Graduating in 1933, he married his college sweetheart, Naida Anderson, and accepted a position with Standard Oil of Indiana. A few years later he left to organize, in partnership with his brother Joseph, the firm of Master Cleaners, specializing in the cleaning of rugs, furniture and upholstery.

As mayor of Rochester, a city of approximately 50,000, President Smekta has served on the Advisory Board of the United States Conference of Mayors. In 1963 he was elected to the Conference's Executive Board. The previous year, he was among 23 American mayors selected by the Conference to visit East and West Germany — a significant honor, since Rochester was the smallest of the cities represented on the tour. In Berlin, he had several personal chats with Mayor Willy Brandt. In Munich, he was asked to broadcast a speech in Polish to the people of Poland, over Radio Free Europe.

Mayor Smekta has just returned from another history making trip. As one of four American mayors of Polish descent (the other three from Wilmington, Delaware, Poughkeepsie and Buffalo, N.Y.), he helped carry the message of freedom and democracy directly to Poland. Organized under the auspices of the State Department, the trip included a recording session with Ed Murrow over the Voice of America, and an evening as guests of Polish Ambassador Droznick at Washington, D.C. The group made stops at Paris and Copenhagen before being transported to Warsaw via Russian jet, arriving October 6, for a 20-day stay.

In addition to his Toastmasters activities, the International president is a member of the Elks, Eagles and Kiwanis, and is a past lieutenant governor of Kiwanis for the Minnesota and Dakotas district. In recognition of his college gridiron accomplishments he has been elected to Mankato's Athletic Hall of Fame.

In his presidential duties, President Smekta has the able support of his lovely and charming wife, certainly no stranger to the many responsibilities which devolve upon a First Lady. President Smekta has chosen as his theme for the year, "Growth," and has issued a call to all Toastmasters to support him in his goal of adding new clubs and increasing membership. ♦

The SAC Toastmaster plays . . .

A DUAL ROLE

By JOHN P. RICE, JR.



THE STRATEGIC AIR COMMAND, like Toastmasters International, has a very special emblem. It contains a mailed fist clutching fiery bolts of lightning silhouetted against the deep blue sky. But the warlike mailed fist also holds the olive branches of peace. The emblem symbolizes the role of SAC: a preparedness to wage the most destructive warfare mankind has ever known coupled with a genuine desire to see peace on earth with good will to all mankind.

The emblem of Toastmasters International features a replica of the earth's globe superimposed on crossed gavels. To me, the globe symbolizes the universality of mankind and the crossed gavels symbolize peace, for only in peace can the rules of parliamentary procedure prevail.

In those highly skilled combat crewmen of the Strategic Air Command who are also Toastmasters, there is a unique and extremely interesting fusion of

the arts of war and the arts of peace. There is also frequently a unique juxtaposition of their symbols. Sometimes these military men stand beside or wear the Toastmasters emblem while wearing at the same time their SAC emblem. Their automobiles frequently carry both the special decal of the Strategic Air Command and that of Toastmasters International.

There are times when the dual role of SAC bomber pilot on "ground alert" and Toastmaster delivering a speech are played at the same point in time and space. This has happened at SAC's Dyess Air Force Base, Texas, when "alert recalls" have forced B-47 pilots like Captain Herman L. Gilster to break off a speech before his Toastmasters club to race back to his swept-wing bomber poised on the runway.

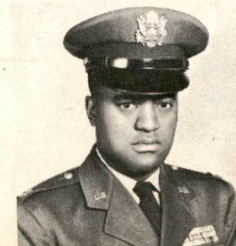
Yet the dual roles of the SAC Toastmaster are not incompatible; instead, they complement

each other. The constant practice alerts, the radar bombing runs, the electronic counter measures training, the constant deployment to other SAC bases and to foreign nations keep Captain Gilster and his Toastmaster cohorts at the peak of combat readiness. Thus they remain fully qualified to wage war at split second notice. On the other hand, the constant practice in the all-important art of effective communication makes the SAC Toastmaster a powerful instrument of peace. For as the friendly, gregarious Toastmasters travel about and visit foreign nations they invariably put into practice the vital skills they have learned in Toastmasters — the ability to communicate ideas, win friends, and tighten the bonds of friendship and good will so necessary between nations of the free world. A billion dollars in foreign aid cannot approach the value of friendly person to person contacts. The many Toastmasters clubs scattered throughout the world make up what is perhaps one of the most important, informal forces for peace in this age. My own personal experiences with Japanese Toastmasters in Japan was a striking

illustration of this. Some time ago I described this experience in an article for *The Toastmaster* — "Getting to Know You" (Nov. 1958).

It is an accepted fact that in the brutal power equation that comprises the current nuclear stalemate of terror only America's potent threat of suicidal retaliation stays the hand of aggression. The Cuban crisis brought this fact into sharp and compelling focus. Thus the very existence of SAC's bomber and missile force and its combat-ready personnel has played a significant role in maintaining the peace. It is also accepted that when men, when people, when nations can effectively communicate with each other, ideas are exchanged, tensions are lessened, and the climate for peace grows more favorable.

As the SAC Toastmaster dedicates himself to the sober task of discharging SAC's mission and engages in the very interesting assignments inherent in Toastmasters training, he plays his dual role of war and peace. It is a challenging but rewarding role, and thus far it has been played with real success. ♦



Major John P. Rice, Jr., graduated with honors from Harvard University and has had over 13 years of commissioned service with the U.S. Air Force. He is administrative vice president of Dyess Officers Club 3162-44, Dyess Air Force Base, Texas.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Your Zip Code

Have you learned yet to use your zip code number, as authorized by the Post Office Department? A number of our correspondents have shown their identification on letters sent to us, and we try to keep up with these. Our code number here at the Headquarters in Santa Ana is 92702. We are told that your mail will reach us whether you use the code or not, but that it comes more quickly if you put on the magic numbers.

Let the Members Help

Program planning is a serious business. The value of the club's work depends in large measure on intelligent, purposeful planning of programs to be presented.

Perhaps your educational committee is one of unusual ability, and so is able to devise high grade programs which will suit all members. Probably it could use some help. Try the plan of asking your members to express their preferences for the benefit of the committee. Ask each member to reply, on a sheet of paper provided for him, to some questions like these:

1. Do you prefer assigned speech subjects?
 2. Do you like "theme" programs?
 3. Do you like simulated situations, such as imitations of meetings of organizations like the city council, the chamber of commerce, the board of education, the state legislature, Congress, the United Nations, a state convention of some organization, a P.T.A. meeting, or any other group which engages in speaking and discussion, aimed at reaching some decision on action?
 4. Would you enjoy a program of toasts to educational institutions you have attended, such as a "Toast to My Alma Mater," or "A Toast to My High School," or "A Toast to the University of Hard Knocks"?
 5. From what kind of programs do you get the greatest good?
 6. What subjects would you like to hear discussed by some of your fellow members?
 7. What kind of evaluation helps you most?
- I suggest to you, Mr. Educational Vice President, that you

get a lot of suggestions from your fellow members, and then use them wisely and selectively to create programs which will interest, inform and inspire the men at every meeting of your club.

Meeting the Crisis

The world is full of problems of critical importance, which need to be dealt with for the good of mankind—perhaps even that man may continue to exist. There are problems between nations, and problems in various nations, all of which produce crises.

Please note that we do not "solve" a crisis, as some would say it. We meet a crisis and we solve problems which produced the crisis, and when the problems are solved the crisis is no longer critical, no longer exists.

It is the policy of Toastmasters to discuss all subjects of timely interest, having well prepared speeches presenting the various arguments for and against, and permitting open discussion after the presentations have been made. Thus, it is in order for every club to discuss seriously and intelligently such matters as the racial conflicts, the test ban

treaty, the financial policies of the government, local problems of city and state, and all such matters which concern the welfare of mankind.

It is not our policy to adopt resolutions or endorse movements. Each member is supposed to be helped to reach conclusions and to make decisions for himself, and then act as a citizen should, for the good of those involved.

Most conflicts arise from misunderstanding, which is the result of lack of communication. Our business is to promote understanding through better communication, such as is involved in discussion.

Toastmasters clubs should have speeches and discussions on the racial conflict, on tax reduction and on the state of the national debt, on armament and disarmament, on international affairs, especially as involved in the United Nations.

Let us seek to be informed, through listening and thinking, and then let us work, as good citizens should, to help others to understand.

This is the way to meet a crisis and to solve a problem. ♦

We cannot think without words. One value of better speech, therefore, is that it is an index of better thinking. Clear, well ordered speech reflects a well ordered mind. Our words are a constant advertisement of the contents of our minds.

—Ralph C. Smedley

The Purpose of Toastmasters

By ROY R. CUNNINGHAM

SEVERAL CENTURIES ago a gentleman of Spain awoke early one morning, donned his fancy clothes, grabbed a lance, sought out his favorite steed and dashed about the countryside tilting at windmills. Throughout the years, Don Quixote has been known as an incurable romantic, a man incapable of facing reality, a man who wanted to change life as it was at the time.

Today we do not go around charging at windmills. We recognize that we live in an organized society which expects from us certain standards of behavior. We have, each of us, been placed in a definite situation, in a family with parents, grandparents and other relatives who can and do influence us, in an educational system where we encounter other individuals who either like or dislike us. All these elements cause our lives to go in certain directions, whether we prefer it that way or not. Most of us do not even choose our religion or our politics; they were given to us by our parents and grandparents. We accept certain moral standards, political views and other aspects of life

previously established for us. For our occupations, we either receive vocational guidance or drift by accident into some job or other.

The amazing truth is, however, that within reason, we may adjust and change our lives. Regardless of family, school, occupation, social or economic position or any other pigeon hole in which we find ourselves, a change is possible. With the expenditure of time, thought, and energy, we can change our lives into the direction we want to go.

Many men strive to become leaders; few accomplish their objective. We in Toastmasters are realistic. We know that not all of us are to the manor born and are not capable of achievement without effort on our part.

There are three elements in Toastmasters to be considered as we travel the road to achievement. They are: What are our purposes? What do we do? What are the results?

The purpose of Toastmasters is to cause changes to take place, changes in ourselves and in the acts and thinking of the people who listen to our speeches. Toast-

masters provides us with the format and techniques for idea presentation. This is the basic objective of Toastmasters—to give us the techniques of presenting ideas and thoughts which will be accepted and evaluated by those who listen to us. Our purpose is to cause things to happen, changes to take place. We are not satisfied with the status quo. We would change others and we would change ourselves, therefore we are in Toastmasters.

Ideas without organization are of little value. Odd bits of information or knowledge do not change the thinking of people. We need both form and format in our idea presentations.

We seek constantly to improve our status in the business world, the social world, the educational world. We seek to improve in all the attributes which enable us to earn the respect of our fellow men. In Toastmasters we meet with other men of similar ambitions—"birds of a feather flock together." You can go faster with those who are willing to go with you. A hermit never becomes an outstanding person-

ality—not as long as he remains a hermit.

In Toastmasters we are exposed to ideas, ideas which come from speakers who present their thoughts to us in well-organized and logical manner. We learn to appreciate their point of view and from them learn more about mankind. Through the Toastmasters Reading Plan, we can also be exposed to great books, where we can take advantage of the learning and ideas of the great men of the past and present.

It is in the study of the techniques of idea presentation that Toastmasters exceeds any other program of its kind. Through 12 basic and time-proven projects, the Toastmaster begins to develop the format for his ideas. His thoughts and his words are evaluated, and this evaluation provides the guide to achievement.

There are other reasons why men join and stay in Toastmasters clubs. We wish to understand the ideas of other men, and this is not always a simple thing. We enjoy the fellowship and friendship of meeting with



men who share our ambition to succeed. And certainly anyone who improves his ability in speaking and understanding will devote a great deal of his time in acquiring leadership abilities, and will be recognized as these values are gained. One step in the right direction is to accept club office, with the understanding that the responsibility is to be discharged in the manner prescribed by Toastmasters and with an understanding of the personal values involved in holding an office successfully.

Perhaps the greatest result of Toastmasters is the increased respect one has for himself when he is able to present his thoughts clearly and concisely. The re-

verse of the coin is increased respect for others who have also put forth the effort to learn how to make themselves understood.

It is important to remember that Toastmasters is not just a course in techniques of speaking. It is an opportunity to learn how to develop and use logic and ideas, for our own benefit and for others. Yes, Toastmasters is a status-improvement organization, a chance to change our own particular world.

As you go deeper into Toastmasters and demonstrate your abilities in Toastmasters, Toastmasters will then demonstrate to you how you can be—a better Toastmaster. ♦



Roy R. Cunningham is a management and personnel consultant at Houston, Texas, and has contributed a number of articles to national magazines. He is immediate past lieutenant governor of District 56.

The art of conversation goes almost invariably hand in hand with an ability to listen. It is, in fact, when a man is incapable of listening that he is recognized, with an instantaneous lowering of the spirits, not as a conversationalist at all but as a monologist. It is true that many of the world's best conversationalists have been in reality adepts in the art of monologue. But the truly great among them have kept this a secret.

—Michael Mac Liammoir, "Ireland"

Take the Mountain To Mohammed

with a community relations meeting

By ANTHONY U. STEIERT

HAVE YOU CONDUCTED a community "Get Acquainted With Toastmasters" meeting recently? If not, you are missing a good bet.

Every day we drive through small communities, sometimes irked at the traffic signs which slow us down a bit, without ever giving a thought to the fire that burns inside these communities for self-improvement and genuine community progress. Man is by nature a sociable and social being, wanting friends. Many men are just waiting an invita-

tion or the right opportunity to get acquainted. People everywhere want to communicate better with their fellow men, to achieve their goals, to better their community and satisfy their natural, inborn sense of curiosity. So let's take advantage of this natural balance sheet. Let's take the mountain to Mohammed, as it were. Instead of waiting to bring Toastmasters to the community, let's take the community to Toastmasters.

All of us have stepped over prime Toastmaster prospects in

Officers of Glacier and NCO Clubs present out-size certificate of honorary membership to Dr. James P. Griffin, mayor of Larimore, at community relations meeting. Left to right, Maj. Tony Steiert, T/Sgt. Jack Nelson, president NCO Club, Mayor Griffin, Lt. Bob Lyne, president Glacier Club.



looking for a town we consider "big enough to support a Toastmasters club." We are forgetting our neighbors next door. A Toastmasters club is a boon to any community, regardless of size. Even in small communities teachers, doctors, businessmen and farmers are already interested and participating in community progress through civic club efforts and community projects. A Toastmasters club may easily sponsor and develop a neighboring Toastmasters club through proper community relations. It takes only a little effort.

Recently Glacier 3483 and NCO 3509, the two Toastmasters clubs of Grand Forks Air Force Base, North Dakota, were joint hosts at a "get acquainted with Toastmasters" and Ladies Night program at the small neighboring community of Larimore. We had previously mailed out about 100 letters inviting the people of Larimore to attend this community relations program. Dr. James P. Griffen, Larimore's mayor, helped us complete arrangements.

A short get-acquainted mixer session preceded an excellent dinner. We purposely kept our table topics light and humorous, using such subjects as "which was first, the chicken or the egg," "ladies shoes," and "I wear the pants." One of the most amusing was a "telecon" between two charming ladies who, phone in

hand, discussed their favorite subject. Each had a slice of bread toasting during the phone call. We were out to prove that ladies could limit their phone calls. In this case they certainly did, for the toast was nice and brown, but not burned, when the call was concluded.

On the serious side, Rev. Milton T. Olson, from the Portland, North Dakota, Toastmasters 334-20, outlined what Toastmasters had done for his community. The guest speaker, Glacier AF Base Commander Col. Allen E. Buchanan, gave an inspiring talk on communicative skill in developing community relations and progress. The Glacier and NCO Clubs each furnished a speaker, giving a regular Basic Training talk. Evaluators, grammarian, timer and gruntmaster provided a savory dish to round out a typical Toastmasters evening. District Governor Gib Bromschenkkel, Lieutenant Governor Paul Tungseth and Area Governor Arvy Larson also spoke briefly. Approximately 90 guests attended and a good time was had by all. As toastmaster of the evening, I had a wonderful time, myself.

Before adjourning, we awarded Mayor Griffin an honorary membership in the Glacier Club, and invited him to "carry his Toastmasters card with pride." The 20 by 30 inch card was fitting to the occasion, and described as

"big as the hearts and mutual respect of our good neighbors."

We are not closing the door on our association with Larimore with the conclusion of the meeting. Interest will continue with the exchanging of guests and speakers at civic functions and Toastmasters meetings. We are looking forward to assisting Larimore in forming a Toastmasters club in the near future.

The success of our Larimore visit causes us to encourage other clubs to exploit community relations. It might be possible to set aside a special month for

emphasizing such programs. Try it. Schedule a minimum of two such missions during that month. You will be surprised how well it pays off. Toastmasters clubs are made up of ambitious individuals who can be found all around us. Meet them half way — take the mountain to Mohammed. ♦

Major Anthony (Tony) Steiert is charter president of Glacier Toastmasters 3483 and assistant area governor of District 20. He is director of Materiel Support Services at Grand Forks Air Force Base, North Dakota. Prior to this assignment he was with the military mission in Pakistan.

HERMAN E. HOCHÉ

Toastmasters were shocked and saddened to learn of the sudden death of Past International President Herman E. Hoche on September 21, at his home in Minneapolis, Minn.



A career officer, President Hoche retired from the U.S. Navy with the rank of Commander in October, 1960. Immediately thereafter, he joined the Minneapolis hospital consulting firm of James A. Hamilton Associates, and also served on the faculty of the University of Minnesota. He joined his first Toastmasters club at San Diego, Calif., in 1948, and subsequently held membership in six different clubs in California, Minnesota, Pennsylvania, Illinois, Massachusetts and Maryland. In 1957 he was elected to the Board of Directors of Toastmasters International and subsequently chosen as second and first vice president. In 1961 he became International President.

President Hoche leaves his wife, Edna, two daughters, Linda and Cristine, and his mother. Private funeral services were held at Arlington National Cemetery, Virginia. His death is a loss to the entire organization and will be felt deeply by all those privileged to know him.

BROWNSVILLE, TEXAS

Toastmaster Town of the Month



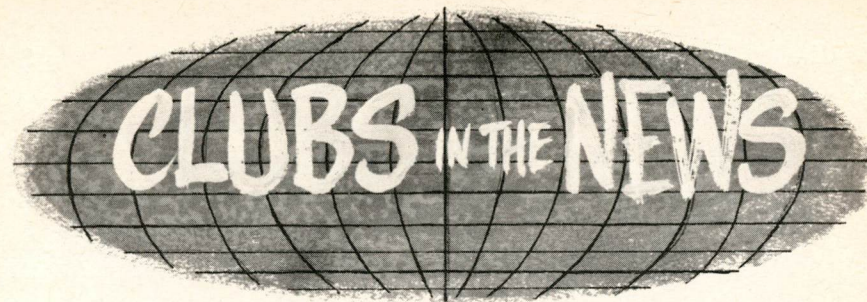
BBROWNSVILLE, SITUATED NEAR THE MOUTH of the famous Rio Grande, had its beginning in 1846 when General Zachary Taylor established Fort Brown to maintain claim to the Rio Grande as the international boundary between the United States and Mexico. The fort was named for Major Jacob Brown who, while in command, was killed in a bombardment of the fort by Mexican forces. The city was incorporated in 1850. During this period, Richard King and Mifflin Kennedy, who later founded the famous Kings Ranch, were operating steamboats on the Rio Grande.

During the Civil War, Brownsville was an important Confederate port, from which ships ran the blockade to export Southern cotton and import munitions and supplies from Europe. The last battle of the war was fought at Palmetto Hill, a short distance from the town, some 30 days after Lee surrendered at Appomattox.

Brownsville's past has been both colorful and lively as the settlement grew from a frontier town to an international commercial center without loss of tradition or friendly Latin-American culture. Today it is a city of over 50,000, the shrimp capital of the world and one of the nation's leading cotton ports. Its attractive climate lures many tourists and winter visitors, and its lovely homes, nestled among tropical flowers and shrubs and along water-filled resacas, make for gracious living. Only a short distance away is Matamoros in historic old Mexico, where old-time colorful customs and entertainment can be found, while Padre Island offers sun, sand, swimming and boating along with the luxury of fine motels and restaurants.

Toastmasters came to Brownsville in 1957, when Brownsville Club 2507-56 was chartered. Later it was joined by Southmost 3249 and Brownsville Gavel Club 79, composed of high school and junior high school students.

Toastmasters of Brownsville are contributing significantly to world understanding by making use of their Toastmasters training as they actively participate in all community activities. ♦



Club Honors WRAMA Commander

Maj. Gen. Earl C. Hedlund, commander of Warner Robins Air Materiel Command, Warner Robins, Ga., was made an honorary member of Actron Club 3374-14 at a recent luncheon meeting of the club.

In his acceptance speech, General Hedlund said: "Your level of achievement is enhanced by the fact that yours is a national organization which has set standards for your development and granted charters based on your attainment of various goals."

General Hedlund was presented with a certificate of honorary membership by Charles J. Smith, club president.

Actron Club 3374-14
Warner Robins, Ga.

• • •

Club Sees Itself on TV

Thursday Night Toastmasters Club 1875-44 of Amarillo, Tex., had a rare opportunity for self-evaluation recently. Through arrangements made by Bill Torbert, production supervisor, and Con Meier, club educational vice president, Station KGNC-TV was host to the club on a regular meeting night, and plans were made to use the video tape recording facilities of the studio.

Each Toastmaster had a short speech prepared, and as he spoke to the closed circuit TV camera, the



Maj. Gen. Earl C. Hedlund (left), commander of Warner Robins Air Materiel Area, receives honorary membership in Actron Club 3374-14, from Club President Charles J. Smith. General Hedlund addressed club at luncheon meeting.

speech was recorded on video tape. After everyone had given his speech, the club sat back and viewed the results on a closed circuit TV set.

The experience was most rewarding in that it allowed each Toastmaster the opportunity to take a critic's look at himself. Both station and club enjoyed the experience and an invitation to come back and get on camera again was enthusiastically accepted.

Thursday Night Club 1875-44
Amarillo, Tex.



Capitol Toastmasters 1684-43, Jackson, Miss., honor past club presidents at special meeting. Left to right, seated: Jesse Drake, Louis W. Cotton, J. Bedford Russell, John Waller, Henry Maddox (charter president), Howard McMillan and Clyde Crawley. Standing: Mrs. Dick King, Dick King, Harry Webb, Jess Bardin, Bob Livingston, Gower Hearn, Paul Hoyle, Morris Williams (current president), J. R. Cook and Dorothy Morrow, wife of Col. Chuck Morrow.



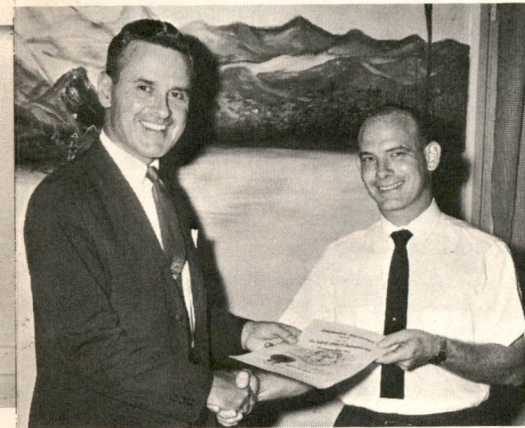
Arvada (Colo.) Club 2002-26 closes its informal summer sessions with a cookout prepared by International Cookout Champion of 1962 in contest sponsored by Kaiser Aluminum. TM Gale Stout, winner of \$10,000 award (left) offers T-bone to Club President Rich Riley.



Two vice presidents of Hayward (Calif.) Club 207-57 promote public relations and extend welcome to visitors by posting club sign on main north-south route through town. Left, Ray Gilkinson (education) and right, Alfred Stendel (administration).



Winners of Pittsburgh (Pa.) Club 144-13's full-scale "Tonight" contest pose with their special awards. Left to right: general evaluation winner Joe Scellato, table topics winner Jerry Ryan, 1st place speaker Norb Cohen, 2nd place speaker Jim Baney and 3rd place speaker Joe Mancuso.



S/Sgt. Donald R. Jarrett, president of Khair Sagalie Club 3622-U, Peshawar, Pakistan, accepts charter from Col. Robert L. Goerder, (left), 6937th Communications Group commander. Khair Sagalie is first Toastmasters club at Peshawar Air Station.



Erwin Czerwinski of newly-chartered Hales Toasters 3667-35, Hales Corners, Wis., shows club unusual "best speaker" trophy he devised. Removable plaque at base is imprinted each week with speaker's name, becomes his property as trophy returns for next winner. Modernistic lectern and gavel were also designed and made by Czerwinski.



Family Day for Gamma Toastmasters 3423-66 of Norfolk Naval Air Station, Va., found children of TM's taking charge of table topics. They asked questions concerning the guided tour they had just taken.

Past International President George J. Mucey pauses in his European trip to visit Toastmasters of Heidelberg (Germany) Club 1632-U. Left to right: Ed. Vice Pres. Audace Previt; Club Pres. William Brenner, Mucey, Past Pres. John Kelly.





Clark E. Crouch, Sr., Lt. Gov., Dist. 33 (left), presents communications fellowship award to Lawrence J. Chockie. James Milne, vice chairman of Richland District, B.S.A., watches.

Communications Fellowship Awarded

Lawrence J. Chockie, chairman of public relations for Blue Mountain Council, Boy Scouts of America, received the first fellowship in communications and leadership, granted by District 33 (Washington). The award was presented to Chockie in recognition of his services to boys of the Richland area and the communications and leadership abilities displayed.

The fellowship consists of a monetary grant covering enrollment in Speechcraft course and initiation fees for club membership.

Although this is the first such fellowship to be awarded, additional ones valued in the total amount of \$1000 are available for award in Southeastern Washington and Northeastern Oregon. Nominations for recipient may be made by any community organization — religious, youth, civic, service, charitable, educational. Chockie was nominated by Charles E. Loveless, chairman of the Richland District of the Boy Scouts and member of the Board of Directors of Toastmasters International.

District 33
Washington

Wives Observe Club Meeting

Do wives know what actually goes on at Toastmasters club meetings?

Believing that there is much misunderstanding in this field, members of Blue Mountain Club 618 of Walla Walla, Wash., recently invited their wives to a meeting where the entire program was conducted as if the wives were not there. Wives who took advantage of the opportunity to attend now have a much better idea of what their husbands do at the weekly club meetings.

Past President John McKnight was toastmaster of the evening and explained the various procedures to the feminine guests.

Blue Mountain Club 618-33
Walla Walla, Wash.

* * *

Promotional Meeting

Utoy Toastmasters Club 810-14, Atlanta, Ga., conducted a promotional meeting at the Air Host Inn, immediately adjacent to the Atlanta Airport, for the purpose of making known the benefits of Toastmasters to interested persons. Promotional material was furnished, and many calls had been made in advance to representative businesses in the area, particularly among the airlines and at the new Federal Aviation Authority regional offices.

The meeting was sparked by Educational Vice President Oel Futrell, a captain with Eastern Air Lines, who also acted as toastmaster for the meeting.

A gratifying number of guests were welcomed and many new members are anticipated as a result; one guest signed his application on the spot.

Utoy Club 810-14
Atlanta, Ga.

Orator Interred

Members of Fort Sill's (Okla.) Satanta Club 2761-16 recently exercised their digging as well as speaking talents in the post cemetery. Satanta, famous Indian "orator of the plains" and the man for whom the club was named, was returned from his Texas burial place to historic Fort Sill recently. Helping in the reburial were three Toastmasters who comprised part of the committee formed to aid Satanta's descendants accomplish the return of the Kiowa warrior, TM's R. J. Fisher, Russell Crooch and Gillet Griswold.

Satanta won his title for his moving and effective speaking on behalf of the Kiowas at the Medicine Lodge Treaty meeting in 1867. The return of his body to Fort Sill revives many of the Kiowa rituals and customs which have been held in abeyance since his death. The Satanta Club was formed in 1958 and chose Satanta's name as representative of fine oratory and local history.

Satanta Club 2761-16
Fort Sill, Okla.

* * *

Unique Charter Presentation

When Warren Price was installed as 1963-64 governor of District 47 (Florida), his first official act was to present a charter. What made this unusual was that Price presented the charter to his own club!

It's all explained, however, when you know that Price, a long-time Toastmaster, was also the founder of the new club, Southside 546-47. Among the dignitaries gathered for the occasion were Past International Director Charles Swan and outgoing District Governor Larry Webb. Other



Bill Mohondro (right) checks voice vibrations of Jim Henderson in Spokane Valley Club's enlarged evaluation program.

546 officers are Lloyd Pearce, educational vice president, Ed Rich, administrative vice president, Charles Cuthbertson, secretary, Leon Robins, treasurer, and Jack Leonard, sergeant-at-arms.

Stressing its theme — "You bring the guest, Toastmasters will do the rest," the young club is off to a fine start with over 30 members.

Southside Club 546-47
Jacksonville, Fla.

* * *

Vibration Evaluation

Toastmasters of Spokane Valley Club 308-9 are busy developing resonant, vibrant voices with the help of a new evaluation technique initiated by the club. Recently speaker Jim Henderson gave his entire speech with his evaluator, Bill Mohondro, standing behind him to check vibrations. TM Henry Rozeboom was posted at the far end of the room to check projection. Each member of the audience was asked to raise his hand when he felt the speaker was looking directly at him.

Spokane Valley Club 308-9
Spokane, Wash.



45 Golden Seconds

By JULES B. SINGER

THE SPEAKER RISES. He goes to the rostrum. He opens his mouth. At that instant, every mind in the audience is concentrating on three questions: *What is he going to talk about? Is it of interest to me? Is it worth my attention?*

Our friend has just three quarters of a minute to penetrate our diffidence, to reach our inner ear, to bring our brain into contact with his.

Oh yes, we will be hearing his voice no matter what he says. We will probably even be looking at him. But we won't be listening thought-to-thought unless he has used those vital 45 seconds to involve us in the talk.

As an aside, the foregoing introduction to this article has taken exactly 45 seconds. Have they been used effectively?

You now know what I am going to write about. You have decided whether the subject will interest you. You have a pretty good idea whether it is worth your attention.

If I haven't captured your attention by now, the rest of the article will be useless, because you will have flipped the page. This is precisely what happens to a talk. The audience flips out if you don't hook their interest right at the outset.

Let's consider how those 45 seconds can be made into a launching pad rather than a diving board.

First, some "Don'ts":

Don't spar around waiting to get into your talk. Many speeches would be improved if the first paragraph were chopped right off.

Don't use cliches. "A funny thing happened to me on the way to the theater" was amusing once — now it's ridiculous. You can think of half a dozen equally lazy cliches.

Don't alter your introduction on the way to the rostrum. How many times have you seen a speaker get deflected from his original, carefully planned opening by something a previous

speaker has said, or by the introduction of the toastmaster? Stick to your script.

Don't rush. One of my most astute evaluators taught me to acknowledge the introduction, face the audience, and *pause*. That pause works wonders! It actually gives you a feeling of power. You can sense the audience trying to make friends with you.

Now for the "Do's":

Say something interesting to the specific audience you are addressing. Regardless of your subject, decide why this particular group should want to know more about it.

Say something dynamic. Perhaps it's a challenge. Perhaps it's a question. But make it something that knocks at the door of the mind.

Say something exciting. That first sentence is like the headline of an advertisement. Use a fresh, vivid approach that's an ear-opener.

Say something appropriate to your talk. The extraneous remark, the joke not pertinent, make your listeners feel cheated

even as they chuckle.

You hear a lot of speeches every year. The plates stop rattling; the waiters leave the room. The chairman of the meeting gets up. He introduces John Doakes. You want John to be good; you hope you're going to learn something useful from him. You are committed to invest anywhere from 15 minutes to two hours of your life to listen to him. Of course you may take a seat near the door so that you can cut your loss if old John turns out to be a lemon.

Those first 45 seconds will tell the story. For that 45 seconds, you cheerfully give him your undivided attention. But after that, he's on his own. Either he bores into your mind — or he merely bores.

With every speech you deliver, make the most of your 45 golden seconds. Give your audience the IDEA opening—Interesting, Dynamic, Exciting, Appropriate. A good introduction makes your listeners feel good. It makes you feel good. It will help you win kudos, congratulations, and cups. ♦



Jules B. Singer, a marketing consultant, heads his own company with offices in New York City. He is a founder member and past president of Rough Riders Club 1876-46, New York.

*Developing content and organization
in the public address is often . . .*

The Difficult Assignment

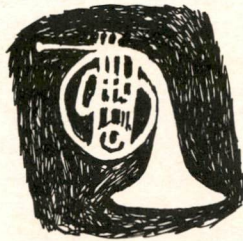
By LEON R. CAMP

THE PURPOSE OF public speaking, according to William Norwood Brigance in his book, *Speech Composition*, is "to entertain, inform, and convince." The question follows, then: When do you tell your audience what you are going to do or prove?

If the question or subject of your speech is well known, inform them of your purpose immediately. The master of this technique in the 19th century was the distinguished attorney Jeremiah Sullivan Black. In a complicated case involving the right of a military commission to try and sentence the offender when a judicial court was in lawful jurisdiction, Black arose to address the Supreme Court. "May it please your Honors, I am not afraid you will underrate the importance of this case. It concerns the rights of the whole people . . . I take upon myself the burden of

showing that trial by jury is immovably fixed in the very framework of this government, so that it is utterly impossible to detach it without destroying . . . the life of this nation as completely as you would destroy the life of an individual by cutting the heart out of his body."

Let's consider another case, where a speaker faced outright antagonism. Imagine Henry Woodfin Grady of Georgia, in New York City in 1886. Speaking before a dinner audience including such well-known people as J. Pierpont Morgan and Elihu Root, Grady knew he was to follow General William T. Sherman in speaker order. Sherman so inflamed the people that they were thoroughly antagonistic. However, after a humorous introduction, Grady reviewed the reasons why there should exist a harmonious spirit between the North and South.



Then, well into the middle of his speech, he reached his subtle statement of purpose — to show that the South had achieved a new spirit of good will and industriousness. "I want to say to General Sherman — who is considered an able man in our parts, though some people think he is a kind of careless man about fire — that from the ashes he left us in 1864 we have raised a brave and beautiful city . . . and have builded therein not one ignoble prejudice or memory."

We may not all be as eloquent as Grady or Black. We can, however, observe four rules in regard to the purpose sentence. (1) The purpose sentence should be in accord with the general purpose of the speech. (2) It should be adapted to audience attitudes and states of mind. (3) It should be as brief as possible. (4) It should be as definite as possible. Sometimes it is even advisable to begin, "I want to show . . ." or, "This evening I will discuss . . ."

Now, what material should be selected for the speech? Most speakers would agree that a balanced amount of illustration, statistics, testimony or opinion, comparison or contrast, logic and precision of language are needed. Illustrations are the salt of the speech, translating the abstract into the concrete. As Brigance points out, "The average audience is a mixed audience, and

abstract ideas which can be understood by one group may be meaningless to others." The best place to find illustrations is from personal experience.

The use of statistics in the public speech is also important. But use statistics your audience will understand, and use them in terms of their own knowledge. Consider the following, as quoted by James McBurney and Ernest J. Wrage in their book, *The Art of Good Speech*. "The first printing of the Revised Standard Version of the Holy Bible was 970,000 copies. These Bibles, each 1½ inches thick, stacked in one pile would tower 24 miles into the stratosphere — higher than 100 Empire State Buildings."

References to authority or testimony in the speech should be governed by several rules. Is the testimony from someone who really knows the subject? Is it from someone relatively free of prejudice? Is it supported by other testimony and data? Is it in accord with logical reasoning?

The listener must answer these questions mentally before he decides to accept or reject the argument. How many times have we been bombarded with the supposedly authoritative speech on "Life in Russia" by a speaker who has recently spent two weeks there on a guided tour? Cite those authorities who have

both book knowledge and practical experience, if you possibly can. Support any conclusion you draw as a speaker either by acknowledged fact or authoritative opinion. Do not necessarily discard or reject opinions contrary to your own. Beware of generalizations, and never try to "snow" your audience.

Comparison and contrast heighten audience interest in the speech. When you are faced with the situation of measuring an intangible idea and are without a yardstick, compare the idea with something specific. When Wendell Phillips wanted to measure the eloquence of the Irish orator Daniel O'Connell, he did it by a comparison with five well-known American orators:

"Webster could awe a senate; Everett could charm a college and Choate cheat a jury; Clay could magnetize the million and Corwin led them captive. O'Connell was Clay, Corwin, Choate, Everett and Webster in one. Before the courts, logic; at the bar of the senate, unanswerable and dignified; on the platform, grace, with pathos; before the masses, a whole man."

The precise choice of words is important. And remember that

the average listener will probably not retain much meaning if your sentences are too long or involved. Try not to exceed 30 words. Good language need not be filled with flowery, involved metaphors or other figures of speech. It should be clear, concise and direct, using "small" rather than "big" words—that is, familiar, easily understood words.

So far I have not mentioned speech organization as such. I believe that speech organization is nothing more than the proper, logical development of your speech content. This is not to say that the beginning speaker should not pay careful attention to the organization of his speech—on the contrary, he should. However, the speaker who has acquired a more than adequate collection of facts and who has developed his analysis of those facts properly and logically will find, most of the time, that his speech will fall into the proper organization almost by itself.

The person who aspires to success as a speaker must also practice. There is a four letter word which many of us find distasteful, yet it is both primary and basic. The word is *work*. ♦



Leon R. Camp is an instructor in speech and debate at Millsaps College, Jackson, Miss. His major interest is in early American colonial public address, and he is now working toward his Ph.D. He is a member of Jackson's Capitol Toastmasters 1684-43.

Your Secret Speaking Power

By TED VAN SOELEN

OUR SUBCONSCIOUS or supra-conscious mind is a tremendous source of courage when we think courage, success when we think success, knowledge when we think knowledge, and yes, even great speaking ability when we *think* great speaking ability. Have you ever tried the power of this mind in your Toastmasters work? If you have, you know the great rewards it brings. If you have not, you owe it to yourself to try an experiment.

Try this formula every day for 30 days:

1. Prepare your next speech at least 30 days in advance.
2. Read the speech every day for the next 10 days.
3. Think about your speech subject every day for the following 10 days. Here you are applying directly an interesting principle of the supra-conscious mind—a thought once thought is more freely thought again.
4. Once each day for the remaining 10 days give a whole-hearted practice delivery of your speech.
5. At least once each day during the entire month, *visualize* yourself delivering this speech. Visualize the delivery as the best you have ever made.

"Speech is a mirror of the soul," said Publilius Syrus many years ago, and he concluded his observation with the phrase so familiar to Toastmasters—"As a man speaks, so is he." By firing our thoughts with the deep emotion of intense desire, we get results—if we care enough to make the effort.

I challenge you to try this experiment. And if, while you are reading, you feel that it demands a great deal of time, actually it does not. Your actual time expenditure is only a few minutes a day. I might almost venture to suggest that in point of minutes spent, there is less time involved in this approach than in the customary week or two or three days preparation time allotment.

At any rate, try it. Put all your heart and soul into the effort. It is my prediction that you will then give the best speech you have ever delivered. ♦

Ted Van Soelen of Albuquerque, N. M., is owner of Van Soelen & Co., Realtors, and chairman of the board of the Grand Imperial Investment Corporation. He is past president of Albuquerque Toastmasters 122-23 and at present a member of Early Birds 2534-23, a club which he helped organize in 1957.

TOASTscripts



This Thanksgiving Day, Mrs. Jack Stubblefield of Litchfield Park, Arizona, will have something to be thankful for. She'll be thankful it isn't Thanksgiving Day 1962.

Last year, Thanksgiving presented a problem for Too Early Club 2026-3 which meets at Litchfield Park at 6 a.m. Thursdays. The restaurant where the club normally meets announced it would be closed for the holiday. Toastmaster Jack Stubblefield generously invited the club to meet for breakfast at his home. Reminded that his wife was planning a Thanksgiving dinner for guests, Jack said it didn't matter. His wife would get up at any hour to fix a meal for his buddies. Fifteen members and three guests, including International Director Ivan "Tiny" Shields, showed up at the Stubblefield home at 6 a.m. And as promised, Dorothy Stubblefield, aided by Charlene Reichert and Patricia McFall, served ham and eggs, hot biscuits and honey, coffee and milk.

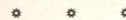
And this reminds us that Toastmasters everywhere should be continually thankful for the wives who give such generous support to their club activities.

Usually it's easier the second time around, but it wasn't for Toastmaster Richard Cahn, president of Inland Empire Club 1601-F (San Bernardino, Calif.).

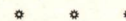
In 1956, Cahn was assigned to *Nouasseur Air Base, Morocco, as first civilian assistant adjutant. The story of his arrival appeared in the local paper which also mentioned that he had been a Toastmaster in the United States. Two days after the story appeared, he was asked to organize a Toastmasters club on the base. Within 30 days, Cahn had enough men to apply for a charter. When he left the base 18 months later, there were six clubs in operation.*

Early in 1962, Cahn was assigned to *Norton Air Base, Calif. He was asked to form a Toastmasters club in the nearby city of San Bernardino. After six months, he had recruited only*

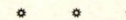
10 members. His friends advised him to give up, but he was determined to reach his goal. Finally, a year and three months after starting the project, he had the required number of members and the club held its charter party. To clubs seeking new members, Cahn says, "Don't give up. It may take months, but it can be done."



Why did Frank Hoenig, a Polish immigrant, join Lorain (Ohio) Toastmasters Club 1791-10? He told members at a recent Old Timers Night that he joined to overcome difficulties with the English language — difficulties which proved particularly embarrassing at a dance. He wanted to compliment a young lady at the dance by telling her how soft her skin was. But she refused to dance with him after he told her, "You sure have a soft hide!" Fortunately, he joined Toastmasters and was saved from making more serious speech errors.



Can you top this? Ben Medofsky of *Beyond Basic Club 1360-7 (Portland, Ore.)*, reports that for the past several years he has attended an average of 10 to 12 Toastmasters clubs each week! Until someone else proves otherwise, Ben is awarded the attendance championship for Toastmasters.



CONGRATULATIONS: To Jack W. McGill, past president, Knoxville Club 879-63 (Knoxville, Tenn.) for being selected "Outstanding Young Male Teacher" by the Knoxville Junior Chamber of Commerce.

To International Director L. Kenneth Wright who was the subject of a profile in a recent issue of *Communicate*, a publication of the U.S. Department of Agriculture. Director Wright is director of the Administrative Services Division of the Department of Agriculture.

To Phillip J. Taconita of Midway Club 383-6 (St. Paul, Minn.) for being selected to serve as an interpreter for the United States at the Trade Fair being held at Bucharest, Rumania.

To the Toastmasters of New York's Manhattan area for again providing demonstration meetings, educational speakers and general evaluators for the annual four-week seminar of youth leaders, counsellors and athletic directors of the Boys' Clubs of America.

To Ralph Stick, new president of Freeport (Ill.) Club 2614-54. President Stick is blind, but that hasn't stopped him from holding all club offices except secretary and treasurer. He is also active in the club's speakers bureau and is a director of the Illinois Federation for the Blind. ♦

Believe it or not, membership in Toastmasters can be . . .

The Safety Valve

By JOHN F. ARNOLD

ARE YOU A MAN who explodes too easily? Do you storm into the house at night, shouting at your wife, "Hey! Isn't dinner ready yet? I'm in a hurry." Do you bark at the kids, "Now let's get moving. I'm late and don't bother me." Do you rant and rave, trying vainly to convince them of your real importance?

If this is you, your way — then you're a good prospect for Toastmasters. In fact, brother, you really need Toastmasters! Toastmasters will teach you the value of voice inflection and voice projection. (You don't need to shout to get attention.) They will teach you self restraint. They will help you temper yourself, perhaps subdue some of that overbearing personality.

On the other hand, are you the shy, mousey type, the fellow who tiptoes everywhere? The man with a thousand good ideas, who hasn't the nerve to express any of them? The fellow who freezes up and loses his voice whenever he is asked a question?

If this is you, your way — then you too, my friend, are a good prospect for Toastmasters. You, too, need Toastmasters. They will teach you self discipline and self reliance. They will listen and constructively evaluate whatever you say. They will give you courage, help you attain poise. In other words, they will help you put some starch into that personality of yours.

Surely there's no argument possible. Toastmasters can help

almost anyone, whether he is 20 years old or 60 plus, whether he is a loud mouth, a soft spoken recluse or just somewhere in between — *as long as he wants to help himself toward self improvement.*

But to my mind, Toastmasters serves still another important purpose. It gives you a chance to free yourself from the dull, the monotonous. It can even change a blue Monday to a bright Tuesday. It can give drooping spirits a lift; it can release that burning inside tension. Why? Because self expression is the safety valve everyone so frequently needs.

Suppose you've had a frustrating day at the office. Your secretary left town unexpectedly; reports piled up, important letters went unanswered, the boss was irritable. Everyone seemed to cross you the wrong way. By five o'clock your nerves were as taut as a tightly wound spring. In fact, you were ready to explode.

What's the solution? Drop into your Toastmasters club meeting that evening. A two-minute table topic or a five-minute speech — it really doesn't matter which — will give you a boost, a feeling of accomplishment. They will help you subdue that worrying feeling gnawing away at your insides.

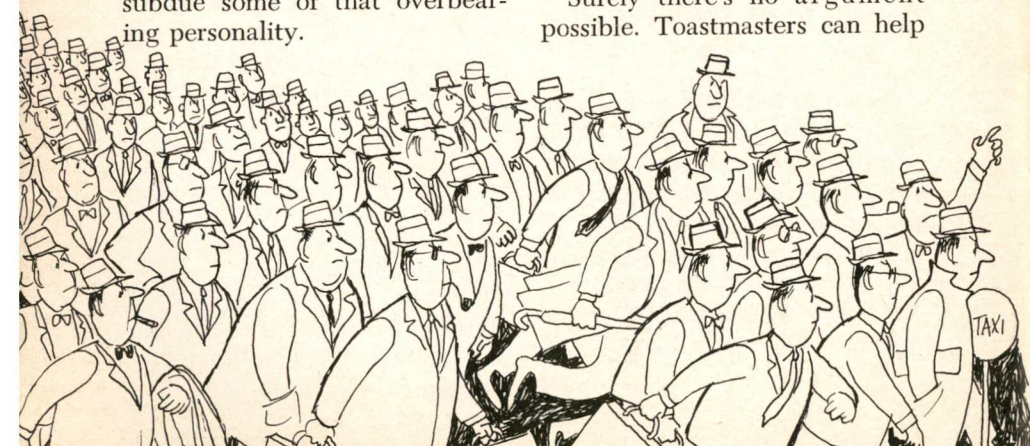
It's the chance to forget yourself for a couple of hours—that's

what counts. Enjoy the companionship of your fellow Toastmasters. Speak your mind, accept the friendly criticism. Listen to new ideas, stretch your horizons a bit, let in some air. Toastmasters can be a wonderful medicine, a powerful antidote for mental depression.

From that Toastmasters club meeting, I'll wager that you'll go away refreshed, with tensions relaxed, very likely with a glow of well-being. Somehow or other you belong back in the world again. You have regained your equilibrium. Things have resumed their proper proportions. Tomorrow's prospects look brighter, and you feel stronger and more ready to face whatever may come.

So, whether you are the boisterous, self-proclaimed pusher who shouts his assurance to the skies, the mousey, uncertain lackadaisical Mr. Milquetoast, or the in-between, sometimes one, sometimes the other that most of us find ourselves, you need Toastmasters. Here you are sure to find help and constructive self development. Most of all you will find that handy safety valve that every man needs. ♦

John Arnold, former educational vice president of Los Gallos Club 2428-15, Salt Lake City, Utah, is senior auditor with Kennecott Copper Corporation, Western District office. He is governor and past president of the Institute of Internal Auditors, Salt Lake Chapter.



FINANCIAL REPORT
STATEMENT OF ASSETS OF ALL FUNDS

JUNE 30, 1963

GENERAL FUND

UNRESTRICTED:

CASH ON HAND, DEMAND DEPOSITS AND SAVINGS ACCOUNTS.....	\$ 85,017.16
ACCOUNTS RECEIVABLE	26,005.63
NOTE RECEIVABLE	19,500.00
REFUNDABLE DEPOSITS	5,550.00
TOTAL	<u>\$136,072.79</u>

RESTRICTED:

CASH—DEMAND DEPOSITS	\$ 55,042.58
CASH IN SAVINGS ACCOUNTS	15,000.00
DUE FROM UNRESTRICTED FUNDS, CONTRA	4,274.71
TOTAL	<u>74,317.29</u>
TOTAL	<u>\$210,390.08</u>

INVESTMENT (ENDOWMENT) FUND

BONDS AND COMMON STOCKS, AT COST	\$ 66,150.00
U. S. TREASURY BONDS, AT COST	5,789.80
CASH—DEMAND DEPOSITS	8,420.17
TOTAL	<u>\$ 80,359.97</u>

PROPERTY FUND

CASH, DEMAND DEPOSITS	\$ 27,857.91
PROPERTY, BUILDINGS AND EQUIPMENT, AT COST:	
LAND	\$ 47,220.54
BUILDINGS	602,605.15
FURNITURE AND EQUIPMENT	63,778.03
TOTAL PROPERTY, BUILDING AND EQUIPMENT	<u>713,603.72</u>
TOTAL	<u>\$741,461.63</u>

BOARD OF DIRECTORS

TOASTMASTERS INTERNATIONAL

We have examined the statements of assets and liabilities of Toastmasters International as at June 30, 1963, and the related statements of fund balances and income and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

During the year under review, Toastmasters International changed its method of accounting from that which is ordinarily employed by commercial enterprises to the fund accounting method which is generally accepted for non-profit organizations. We approve this change as being more suitable for its operations.

FINANCIAL REPORT
STATEMENT OF LIABILITIES OF ALL FUNDS

JUNE 30, 1963

GENERAL FUND

UNRESTRICTED:

ACCOUNTS PAYABLE	\$ 6,096.25
SALES TAX PAYABLE	295.59
DUE TO RESTRICTED FUND, CONTRA	4,274.71
TOTAL	<u>\$ 10,666.55</u>
UNRESTRICTED—GENERAL FUND BALANCE	125,406.24
TOTAL	<u>\$136,072.79</u>

RESTRICTED:

RETIREMENT RESERVE FUND BALANCE	\$ 7,500.00
GRANTS FROM T.M.I. FOUNDATION AND OTHER	2,522.42
DISTRICT RESERVE FUND BALANCES	64,294.87
TOTAL	<u>74,317.29</u>
TOTAL	<u>\$210,390.08</u>

INVESTMENT (ENDOWMENT) FUND

INVESTMENT FUND BALANCE	\$ 80,359.97
TOTAL	<u>\$ 80,359.97</u>

PROPERTY FUND

PROPERTY FUND RESERVE BALANCE	\$ 27,857.91
NOTE PAYABLE	344,667.36
PROPERTY FUND INVESTED BALANCE	368,936.36
TOTAL	<u>\$741,461.63</u>

In accordance with accounting principles which are generally accepted for non-profit organizations, no allowance has been made for depreciation of the building. However, an allowance has been made for the replacement and additions to equipment and furniture which is equivalent to the depreciation allowance previously computed on the sum-of-the-digits method using a five year life. It is the policy of Toastmasters International to exclude the inventory of literature and supplies from its financial statements.

In our opinion the accompanying statements present fairly the assets and liabilities of Toastmasters International as at June 30, 1963, and the changes in the fund balances and income and expenditures for the year then ended in conformity with generally accepted accounting procedures for non-profit educational organizations, with the exceptions noted in the preceding paragraphs.

August 2, 1963

FRAZER AND TORBET

Certified Public Accountants

GENERAL FUND — UNRESTRICTED
STATEMENT OF INCOME AND EXPENDITURES
FOR THE YEAR ENDED JUNE 30, 1963

INCOME:

MEMBERSHIP CHARGES:

ANNUAL MEMBERSHIP FEES	\$298,978.81
MAGAZINE SUBSCRIPTIONS	105,049.44
NEW MEMBER SERVICE CHARGES	69,687.00
TOTAL MEMBERSHIP CHARGES	\$473,715.25

CLUB CHARGES:

CHARTER FEES	\$ 13,275.00
CLUB EQUIPMENT, SUPPLIES AND INSIGNIA	75,158.03
TOTAL CLUB CHARGES	88,433.03

CHARGES FOR OPTIONAL EDUCATIONAL MATERIALS AND SUPPLIES	75,294.71
---	-----------

OTHER INCOME	9,597.72
TOTAL INCOME	\$647,040.71

OPERATING EXPENSES:

ADMINISTRATIVE—GENERAL	\$107,200.85
ADMINISTRATIVE—DISTRICT	48,548.71
MEMBERSHIP SERVICES	51,301.11
PUBLIC RELATIONS	20,623.39
MAGAZINE	81,898.73
EDUCATIONAL RESEARCH	13,816.56
EDUCATIONAL MATERIALS	105,905.36
ORGANIZED ACTIVITIES	11,188.84
CLUB SUPPLIES, EQUIPMENT AND INSIGNIA PURCHASES	42,248.80
EMPLOYEE BENEFITS	24,635.84
GENERAL EXPENSES	72,256.93
MAINTENANCE AND OPERATION OF PROPERTY	44,306.77
BUILDING DEBT EXPENSE	24,723.84
BUILDING DEDICATION EXPENSE	5,015.56
TOTAL OPERATING EXPENSES	\$653,671.29

EXCESS (DEFICIENCY) OF INCOME OVER OPERATING EXPENSES	\$ (6,630.58)
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OTHER EXPENDITURES:

PAYMENTS (PRINCIPAL ONLY) ON BUILDING LOAN	15,332.64
--	-----------

EXCESS (DEFICIENCY) OF INCOME OVER EXPENDITURES	\$ (21,963.22)
---	----------------

NOTES:

1. The enclosed financial statements were prepared on the fund accounting method in compliance with the policy adopted by Toastmasters International that the financial accounting be maintained and reports be prepared in accordance with generally recognized accounting principles for non-profit organizations.

Financial information pertaining to income and expenses of prior years is included in this report only for comparative purposes and has been restated to conform to the present accounting method.

In reflecting the change in accounting method the members' equity balances as at the beginning of the year were allocated to the various funds in accordance with the underlying assets. The accumulated reserve for depreciation for equipment and furniture in the amount of \$36,961.75 was transferred to the property fund reserve balance as at July 1, 1962.

STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED JUNE 30, 1963

GENERAL FUND — UNRESTRICTED

BALANCE, JULY 1, 1962	\$147,369.46
DEDUCT: EXCESS (DEFICIENCY) OF INCOME OVER EXPENDITURES FOR THE YEAR ENDED JUNE 30, 1963	(21,963.22)
BALANCE, JUNE 30, 1963	\$125,406.24

GENERAL FUND — RESTRICTED

	RETIREMENT RESERVE FUND	DISTRICT RESERVE FUND	GRANTS
BALANCE, JULY 1, 1962	\$ 61,844.49	\$ 7,500.00	\$ 1,142.42
ADDITIONS:			
MEMBERSHIP CHARGES	\$ 85,626.32	\$	\$
GRANT RECEIVED	_____	_____	1,500.00
TOTAL ADDITIONS	\$ 85,626.32	\$	\$ 1,500.00
DEDUCTIONS:			
WITHDRAWALS BY DISTRICTS	\$ 83,175.94	\$	\$
GRANTS TO OVERSEAS CLUBS	_____	_____	120.00
TOTAL DEDUCTIONS	\$ 83,175.94	\$	\$ 120.00
BALANCE, JUNE 30, 1963	\$ 64,294.87	\$ 7,500.00	\$ 2,522.42

INVESTMENT (ENDOWMENT) FUND

BALANCE, JULY 1, 1962	\$103,824.43
ADD: GAIN ON SALE OF STOCKS AND BONDS	1,535.54
LESS: TRANSFER OF FUNDS TO PROPERTY FUND	(25,000.00)
BALANCE, JUNE 30, 1963	\$ 80,359.97

PROPERTY FUND

	RESERVED BALANCE	INVESTED BALANCE
BALANCES, JULY 1, 1962	\$ 36,961.75	\$316,171.79
TRANSFERS FROM OTHER FUNDS:		
FROM GENERAL FUND—UNRESTRICTED	16,068.52	15,332.64
FROM INVESTMENT FUND	25,000.00	_____
PURCHASE OF PROPERTY DURING THE YEAR	(50,172.36)	50,172.36
RETIREMENT OF PROPERTY	_____	(12,740.43)
BALANCES, JUNE 30, 1963	\$ 27,857.91	\$368,936.36

NOTES:

2. In 1955 the Board of Directors resolved to return to Toastmasters' previous policy of not including inventories in its balance sheet. The inventory at June 30, 1963 and 1962, was \$52,590 and \$61,210 respectively, stated on the basis of cost (first-in, first-out) or market whichever is lower. Exclusion of the inventory from the books resulted in an understatement of unrestricted general fund balance of \$52,590 and \$61,210 at June 30, 1963 and 1962, respectively.

3. The Internal Revenue Service ruled on July 13, 1962, that Toastmasters International and its Clubs are entitled to exemption from Federal Income Tax under the provisions of Section 501 (C) (3) of the Internal Revenue Code.



JUST IN JEST

The Graham (Texas) Newsfoto quotes the advice the farmer gave the young preacher after listening to 60 minutes of fragments and pieces of thoughts whirling around in a high wind: "Son, don't you think it would be better to bale your hay before you deliver it?"

* * *

Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.

* * *

Little boy: "Mummy, why does the minister get a month's holiday in the summer when Daddy only gets two weeks?"

Mother: "Well, son, if he is a good minister, he needs it. If he isn't, the congregation needs it!"

* * *

The biggest trouble with political promises is that they go in one year and out the other.

* * *

What a shame our teenagers have to go overboard for this rock 'n roll nonsense, instead of turning to something sedate and dignified like the Charleston or the bunny hug!

The test of a first rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function.

— F. Scott Fitzgerald

* * *

*Some talks I've heard
Consisted chiefly
Of saying nothing
Not too briefly.*

— Stephen Schlitzer, in
"The Rotarian"

* * *

If you think the words "night" and "evening" have the same meaning, note the different effect they have on a gown!

— Quote

* * *

"All that criticism of the American school system in the newspapers and magazines is completely justified!" exclaimed a teenage girl just home from school.

"Do you really think so?" asked her mother.

"I certainly do! And if you want proof of how bad it is, just look at the terrible marks on this report card!"

* * *

It has now been proven beyond a doubt that smoking is the major cause of statistics.

— Quote

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 is not very often I write an editor of a magazine. I would like to differ with Mr. Fred E. Ebel on his article, "Excuse My Vocabulary" (*The Toastmaster*, Aug., 1963). He could be right that his practice will work in speaking to Toastmasters within the club. In speaking to the general public, and this is the purpose of the training, he will find that half of the audience will miss part of what he has to say trying to figure out what he has said in those two-bit words.

I have a rather personal reason for handling the smaller words. I am a laryngectomee. I find the smaller words much easier to handle in making a speech. I have been a member of Toastmasters for only a year . . . for me it has been the best training I have found anywhere.

I wonder how many laryngectomees are members of Toastmasters. I would like to hear from you. I will try to answer all letters.

L. E. (Lefty) Ross
110 W. 14th St.
Quannah, Texas

— — —

The avalanche of letters against Barney Kingston's article "No Notes" in *The Toastmaster* of September 1963, prompts me to join him. First, we should remember that a speaker must have earned the right to speak on a subject either by study or actually living it. Second, the preparation must not only be notes but a good outline of organization of thought.

To prepare a speech and memorize it, is . . . suicide to a speaker because it becomes stereotyped and this may cause the speaker to lose poise at the lectern and freedom of thought and gestures may become stifled. By all means have a short outline of your speech to give you the reserve confidence

so that in the event your thought is distracted there will be something to help you get back into line. I call such outlines notes.

Leon A. Kovin
Club 2426-30
Chicago, Ill.

— — —

Capital Toastmasters 3318-47 has come to life after two years of organization. With the expert guidance of President Joe Cresse and the advice and wisdom of Past President Grady Maxwell, we feel that we are finally headed in the right direction.

Four months ago we were fortunate in recruiting the city editor of the "Tallahassee Democrat," Mike Boudoin, into the club. Mike has been assigned to the public relations committee, and we get weekly publicity now. . . . Mike ran a three column article entitled "Toastmasters Make Speeches." Three posed pictures of our members were captioned "An Experienced Speaker," "A Speaker on the Way Up," and "Inexperienced Speaker." This publicity brought a tremendous response from people who had never before known what Toastmasters really did. As a result, we have enrolled six new members in the past four weeks. At our most recent meeting there were five visitors, four of whom plan to join our club when they have visited three meetings. . . .

Capital Toastmasters have challenged the parent club, Tallahassee Toastmasters 1135 to have a better achievement manual at the end of the year. They have accepted the challenge, and the losing club will treat the winner to a steak supper.

Fred F. Womble
Club 3318-47
Tallahassee, Fla.

New Clubs

(As of October 15, 1963)

- 448-3 PHOENIX, Arizona, *Sky Harbor*, Thurs. 6 a.m., Sky Cove Restaurant, Sky Harbor Airport, Phoenix
- 1137-2 SEATTLE, Washington, *Civic Center*, Mon. 6:30 p.m., Seattle Center Fairgrounds (Food Circus), Seattle.
- 1281-6 HINCKLEY, Minnesota, *Pine*, 1st Tues., 2nd Wed., 8 p.m., Hinckley.
- 1388-10 CLEVELAND, Ohio, *Cleveland Procurement District—U.S. Army*, 2nd & 3rd Mondays, 11:30 a.m., 1367 E. Sixth Street, Cleveland.
- 2315-30 CHICAGO, Illinois, *4:45*, Tues., 4:45 p.m., 310 South Michigan, Chicago.
- 2667-40 COLUMBUS, Ohio, *Westinghouse*, Wed. 5:15 p.m., Westinghouse Electric Corp., Columbus.
- 2674-34 SKANEATELES, New York, *Skaneateles*, alt. Wed. 6:30 p.m., Cedar House.
- 2730-14 LA GRANGE, Georgia, *La Grange*, 1st & 3rd. Sat. 7:30 a.m., Randal's Restaurant, Franklin St., La Grange.
- 3626-U CAMP NEW AMSTERDAM, Soesterbert, Holland, *Camp New Amsterdam*, Fri. 8:00 p.m., Hotel De Schouw, Biltheven, Holland.
- 3640-58 CHARLESTON AFB, South Carolina, *Stalwarts*, Thurs. 7 p.m., NCO Open Mess.
- 3644-36 WASHINGTON, D.C., *S.E.C.*, alt. Wed., 12 noon, Securities & Exchange Commission, Washington, D.C.
- 3656-11 LEXINGTON, Kentucky, *Lexington Army Depot*, alt. Wed., 12:30 p.m., Lexington Army Depot.
- 3658-36 ROCKVILLE, Maryland, *Pike Speak*, alt. Tues., 5:15 p.m., 11428 Rockville Pike.
- 3659-47 FORT LAUDERDALE, Florida, *Early Bird*, Thurs., 7 a.m., Ocean Manor Hotel, Ft. Lauderdale.
- 3660-36 WASHINGTON, D.C., *Army Map Service*, 1st & 3rd. Thurs., 12 noon, Army Map Service, Washington, D.C.
- 3662-38 CAPE MAY, New Jersey, *Cape May Coast Guard*, 1st & 3rd. Wed., 8 p.m. Officers' Club, USCG Receiving Center, Cape May.
- 3663-25 DALLAS, Texas, *Fireman's Fund*, Mon. 7 a.m., White Plaza Hotel, Dallas.
- 3664-47 DAYTONA BEACH, Florida, *Daytona Beach*, 2nd & 4th. Wed., 7 p.m., The Ridgewood Hotel, Ridgewood Avenue, Daytona Beach.
- 3665-65 EAST ORANGE, New Jersey, *Telco*, 2nd & 4th. Tues. 7 p.m., 682 Park Avenue, East Orange.
- 3666-54 JOLIET, Illinois, *Bell Toastmasters of Joliet*, alt. Tues., 5:15 p.m., 65 W. Webster St., (1st Floor Cafeteria), Joliet.
- 3667-35 HALES CORNERS, Wisconsin, *Hales Toasters*, 1st & 3rd. Tues., 6:15 p.m., Clifford's Restaurant, Hales Corners.
- 3668-47 MACDILL AIR FORCE BASE, Florida, *MacDill Officers*, Mon. 7:30 MacDill AFB Officers Open Mess, Tampa, Florida.
- 3669-67 SHEMA, Alaska, *Semichi*, Mon. 6:30 p.m., Shemya AFS NCO Club, Shemya, Alaska.
- 3670-F ANAHEIM, California, *WIIS Insurancemasters of Orange County*, 2nd & 4th Tues., 7:30 a.m., The Gourmet Restaurant, Disneyland.
- 3671-U UBON, Thailand, *SA-WA-DEE*, Tues. 7 p.m., Dining Hall, Ubon Air Base, Ubon, Thailand.
- 3672-52 WOODLAND HILLS, California, *Litton*, 2nd & 4th Thurs., 6:30 p.m., Corbin Bowl, Tarzana, California.

DISTRICT GOVERNORS 1963-1964

- F. Donald F. Foss 15923 E. Lakefield Dr., La Mirada, California
2. Warren Lawless 5050 Grayson St., Seattle 16, Washington
3. O. W. Pedersen 6218 Quartz Mountain Rd., Scottsdale, Arizona
4. William K. Smith 65 Market St., Room 443, San Francisco 5, California
5. Fred L. Schwartz 2276 Hickory St., San Diego 3, California
6. Stanley I. Dickinson 1203-8½ Street, S.E., Rochester, Minnesota
7. David E. Treibel 5544 S.E. Flavel Dr., Portland 66, Oregon
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9. Clinton Raymond East 1621 Bismarck, Spokane, Washington
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21. Sid Manning 4030 Lynn Valley Rd., North Vancouver, British Columbia, Canada
22. James H. Whelan 7405 E. 99th St., Kansas City 34, Missouri
23. Gumersindo De Vargas, Jr. 106 Sicomoro Dr., Santa Fe, New Mexico
24. William W. Graham 238 Farm Credit Building, Omaha, Nebraska
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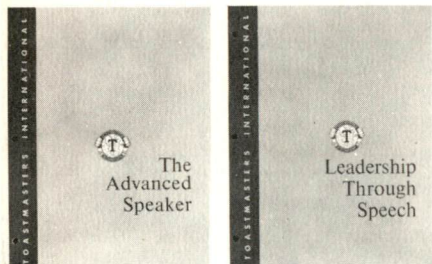
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INTRODUCING---

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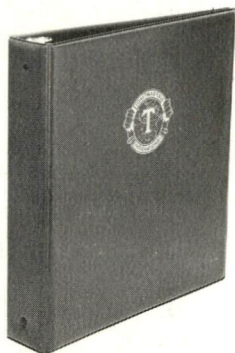
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New three-ring Toastmasters binder, blue vinyl, Toastmasters emblem embossed in gold, designed for use with the new speech manuals, will hold all Toastmasters materials. Order by Code No. 1300.

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