




OCTOBER, 1961

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



BOZEMAN, MONTANA
TOASTMASTER TOWN OF THE MONTH

IN THIS ISSUE:

Space Communications

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What Makes People Laugh?

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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 their executive abilities. In congenial fellowship, ambitious men help each other through actual 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 Home Office.

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 27 NUMBER 10 OCTOBER, 1961

INDEX

SPACE COMMUNICATIONS—By Eric Johnston.....	2
WHAT MAKES PEOPLE LAUGH?—By Ralph C. Smedley.....	8
MAKE MEMBERSHIP MORE MEANINGFUL— By Herman E. Hoche.....	10
THERE'S A REVOLUTION GOING ON—By Ernest S. Wooster..	11
SPEECHES IN THE SKY—By Margaret Grube.....	15
THANK YOU, MR. CHAIRMAN—By Paul Torma.....	16
INTRODUCING INTERNATIONAL OFFICERS, DIRECTORS, DISTRICT GOVERNORS	19
THE TWILIGHT ZONE—By C. R. Schmitt.....	26
TRIED AND TESTED FOR SUCCESS—By L. A. Thurston.....	34
PERSONALLY SPEAKING, 13—TOWN OF THE MONTH, 18—CLUBS IN THE NEWS, 28 —TOASTSCRIPTS, 32 — JUST IN JEST, 37 — LETTERS TO THE EDITOR, 38 — NEW CLUBS, 40	

PRINTED IN U. S. A.

PRICE \$1.50 PER YEAR

Address All Communications



136 The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3378 active clubs located in the United States, Canada and 40 other countries. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924. Home Office—Santa Ana Community Center, 1104 West Eighth Street. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.

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SPACE COMMUNICATIONS:

We can't ad lib it

By ERIC JOHNSTON

I HAVE ADMIRED Toastmasters International for a long time, watched with interest its growth and community service work. This remarkable organization is a tribute to that dedicated man, Dr. Ralph Smedley, who took a dream 37 years ago and shaped it into a worldwide force for good.

Unfortunately, our world of today often seems filled with nightmares instead of dreams.

Space communications are still dreams. They are not reality—yet. And while we have some small measure of time left us, we need to scrutinize closely and weigh judiciously the impact of these dreams on all of us.

Toastmasters, as communicators—as leaders who influence great numbers of persons through the power of speech—have a direct

concern with the role of communications in the coming world.

Even today, we are living in a communications bombardment. It is advertising via Madison Avenue. It is information, education and entertainment through television, radio, motion pictures, and the press. It is transatlantic telephones and a singing telegram. It is research through our space agency. It is a weapon of the free world over Voice of America.

Yes, communication is technology and soap commercials, space satellites and Marilyn Monroe, democracy and a phone bill. Right now, 530 television stations and 3,500 radio stations beam words, music and pictures into American homes. Some 75 million telephones ring across the United States—with an additional 65 mil-

lion in the rest of the world. Every week the world's motion picture theaters record some 250 million admissions.

Are we communications-conscious?

Just consider: There are more radio and television sets in American homes than there are bathtubs!

What does this mean? That we would rather watch a soap opera than use the product? Hardly. It means ours is a communications-oriented age. And it presages what is to come.

Accompany me into an incredible world. Let me say this is not a plug for any of Hollywood's popular science fiction films. This will be no Journey to the Center of the Earth, no Voyage to the Bottom of the Sea. The incredible world I refer to is the world of the future . . . the real world that lies beyond tomorrow . . . the world that is being molded out of the materials of today.

Let's flip the pages of our calendars. Let's take a look at the kind of future the experts predict for us. I think then we'll see how today's communications infant is going to be reckoned with beyond the dreams of most of us.

Today, we live in homes. Know what the home of the future will be called? It will be known as a "communicenter." An elaborate communications system—similar to our central heating systems—will reach out to every room in the house and will remain in constant contact with the individual whenever he leaves the house. Imagine

what this will mean to the kids! Mom will be able to watch Johnny in school on her communicenter screen—and poor Johnny, what a time he'll have explaining those low marks!

The experts say that communications will revamp virtually every phase of life as we know it. Take the supermarket, for example. A shopper will enter and simply push a button. The item will be conveyor-belted direct to the shopper's auto with a bill attached. And they tell us, too, that as we pass down the aisles of the supermarket of tomorrow, we shall activate electronic eyes which trigger commercials for the products on the shelves. A loaf of bread will whisper to you—or a dozen eggs might even sing their message!

And how about our leisure activities? Take reading, for one. The home library of tomorrow will have access to millions of books by means of electronic library cards. You'll merely dial the number of any book in any library in the world, insert your electronic card, and the volume will appear, page by page, on your television screen or your home microfilm reader. Even our health will be a matter for the communications specialist. A midget-sized FM transmitter has already been developed which, when contained in a capsule, can be swallowed by a patient and can broadcast information at regular intervals from the patient's digestive tract. Imagine, if you will, your stomach



yelling for help—but, I fear this is progress.

When we think about this future world with its wonders of communications, it somehow seems a long way off. Is it distant, however, or is it closer than we think?

Daily, we read about vast programs of space communications now in the planning stage. We hear the president of AT&T propose a necklace of 30 to 50 communications satellites orbiting the earth to bring us global TV and dial telephones to London and Moscow—programs costing \$200 million and possible to achieve within this decade. We hear about satellite mailmen—six space satellites that could handle the volume of mail of the entire world with the time between sender and receiver never exceeding one hour.

We hear all this—and, of course, we are impressed. But I wonder how many of us feel a gnawing anxiety at the same time?

How many of us look beyond the technical marvels of space communications?

How many of us look deeper into the subject?

We are making ready to toss space satellites into the heavens to provide a powerful system of world communications. But once it is built, what will we say? What will we communicate?

In my opinion, that is the vital question.

Clearly, we are putting time, money and effort into the mechanics of communication. Are we doing the same for the art of communication? We will have the technical know-how to send our message.

But what will our message be? We shall soon be able to get our pictures around the world better, faster and more skillfully than ever. But what will our pictures show? We are spending millions to develop giant electronic brains. But how much are we spending on the minds of men?

For a communications satellite cannot think—it can only transmit. You can bounce off it the ideology of a Hitler just as easily as you can bounce off it the words of a Churchill. It can sit out there like a billion-dollar balloon, but it will be worth only as much as the earthbound human who holds the string. And certainly, we earthbound humans have much to learn about communicating—at its most elemental level.

The neglect of language—our basic tool of communication—is a prime example. It is not heartening to reflect that the average individual does not use or readily understand as many as 10 percent of the six hundred thousand words in the English language. Why is this? Are we waiting for science to hand us a vocabulary machine?

Is it any wonder that misunderstanding and confusion exist in today's shaky world? Could it be that we have spent most of our time investigating the nature of the universe and too little time studying the nature of man?

I am afraid there is an imbalance here.

We enjoy success in the field of technology. And yet we cannot cope with a crisis in the field of education. We achieve scientific advances, and yet we suffer serious

setbacks in our human relations with other nations.

We can unlock the secrets of space, but we cannot find the key to juvenile delinquency, racial discrimination, and other social ills.

What is the answer?

Have we placed all our hopes in the physical sciences and none in the social sciences? Are we willing to settle for a perfected technology at the risk of an imperfect humanity?

Isn't it time to stop and think?

Maybe, before we put an idea into orbit—before we show a picture or deliver a message through space—we should make sure it comes from our hearts and our minds as well as from our skilled hands.

Naturally, I am not proposing that we call a halt to all scientific progress, or that we stop all technological development. The benefits and by-products of our space age research are tremendous. They range from major medical discoveries to minor miracles in the housewife's kitchen.

Research on a missile propellant has given us a drug with potential in the treatment of the mentally ill. Mercury batteries that operate the timing mechanism of an Explorer satellite are now used to power wrist watches. Material used in the nose cone of a rocket is now being shaped into household utensils able to withstand extreme heat and cold. No step forward in technology is without value; every step must be taken.

Our space agency is thinking of spending from \$20 to \$40 billion to put an American on the moon in this decade. And you hear the cry from all sides: "What practical value will this have?"

It would have a great deal. Aiming at the moon is really establishing a goal of developing a number of technologies just as fast as possible—and the effects on our economy would have major value. In weather forecasting alone, we see clearly the possible benefits. An improvement of only 10 percent in

accuracy would result in savings totaling hundreds of millions of dollars annually to farmers, builders, airlines, shipping, and many others.

No—history has shown the futility of trying to stem a scientific revolution. It cannot be done—and it should not be done.

But this does not rule out the need for improving and advancing in other areas of human life—areas that will give us something meaningful to say and something worthwhile to show when world TV, space communications, and moon flights become reality. If we let the genie of space communications out of the bottle without preparing ourselves adequately, we may find we cannot control him.

There is an underdeveloped world out there—a world of suffering men, women and children. It is they to whom we shall be speaking. It is they who will be watching our TV space screen. What do we tell them? How do we reach them? Let me paraphrase an American poet,



who warned: Talk prudently of riches to the poor . . . talk cautiously of feasts to the hungry . . . talk carefully when you speak of freedom to captives . . . "for anecdotes of air in dungeons have sometimes proved deadly sweet."

I think we can all profit from this sage counsel, as we race to throw our TV picture around the world—as we rush to bounce signals off satellites.

We want peace and freedom and abundance for all men. But the most expensive communications equipment in the world cannot bring these about . . . the farthest space shot cannot bring them within our grasp—nor the clearest picture, nor the loudest signal.

The death-haunted eyes of a starving child in India will not be amazed by our electronic wizardry. A disease-ridden people will not be healed. A restless world will not be calmed. It will take more—much more—from each of us. And we have it to offer. In our father's day, through our time, and into our children's, there has been and will be only one answer, only one essential objective, one reliable truth. That truth—that goal to be pursued—is understanding among men.

Here in America, we have always prized it. We took a wild place and built a strong nation on the basis of this principle. We wanted no caste systems, no ruling classes; we erected no artificial barriers between men.

Man's understanding of man is the most compelling need in the world today. And as the world has seemed to spin more swiftly and to

grow more complex, this has been increasingly difficult to achieve.

As I look ahead, I think we cannot overestimate the great role that the motion picture has played in promoting international understanding. It is the one medium that in country after country has bridged language barriers and obstacles insurmountable to governments, agencies and organizations. And if it has fostered man's understanding of man in the past, this is only the beginning of what it will achieve in the future.

For contributions to communications I want to congratulate all members of Toastmasters International. It is a highly praiseworthy contribution. The essence of communication is, I think, well summarized in your motto: *Better Listening, Thinking and Speaking*. For communication is only effective when we listen to the other fellow and actually hear him. On our part we need to think about what he says . . . and to think about what we will say. By taking advantage of your program of "Reading for Better Speaking," all Toastmasters can greatly develop their communication skills and direct them toward constructive purposes.

It is gratifying that both of us—in Toastmasters and in motion pictures—are dedicated in our efforts around the world to the common purpose of communications. This is a worthy objective. For all of us it's time we caught up and kept pace with our spinning globe. We have the strength, the vigor, the imagination. We can do it.

Let's look within ourselves for

the solutions to our problems, as well as probing the mysteries of outer space. Let's make sure our dollars work to wipe out misery in less fortunate lands, as well as work for us in the solar system. Let's put some of our billions into the development of our young people, as well as into the development of our space equipment. Let's cling hard to our moral, ethical and spiritual values, as we seek out scientific values.

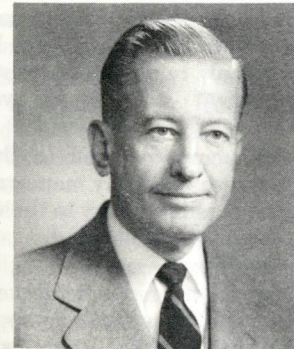
In a sense, the field of space communications is ready to take off. It's almost on the launching pad. Will our space screen reveal a distorted picture? Will our space telephone carry a garbled voice? Or will our space communications reflect genuine understanding and

true concern to the peoples of the world?

We must show a high standard of integrity—not merely a high standard of living.

We cannot afford to *ad lib* our message to the world. We must know it, believe it, and live it before our communications rocket leaves the ground. We still man the switch on this machine age. And we can still make of it a proud age.

It was once said that "all of us are standing in the mud, but some of us are looking at the stars." Today, it appears that all of us are watching the stars and too few of us are concerned with this mud-spattered earth. We must look to both—for a darkening globe will never light our path to the stars. ♦



Eric Johnston is president of the Motion Picture Association of America. He has had an outstanding career in business and government, and was president of the United States Chamber of Commerce from 1942 to 1945. In business he owns and operates electrical retailing, wholesaling and manufacturing firms in Spokane, Wash. He has served the administration of four presidents, including President Kennedy.

"Space Communications" was given as the principal speech at the President's Banquet of the 30th Annual Toastmasters International Convention at Seattle.

A man without passion is only a latent force, only a possibility, like a stone waiting for the blow from the iron to give forth sparks.

—Amiel

What Makes People Laugh?

By RALPH C. SMEDLEY

THE SPEAKER SEEKING to improve his use of illustrations faces three fundamental problems.

First, he must select his stories; second, he must learn how to use them with the best effect; and third, he must devise some means to keep them in mind, ready for service when needed.

Selecting

There must be some standard by which to judge the worth of a story before you can make wise selection. You can make up your own tests, of course, but perhaps I can help you by telling you about my own system. It is a very simple one, but it works.

To begin, a good story—that is, a funny one—is a story that makes people laugh.

But why do people laugh? That is the question.

They laugh because something strikes them as funny.

And what do you mean by “funny”?

That is a problem which has attracted the attention of philosophers in all ages. For the answer, you may range from Aristotle to Kant, and from Schopenhauer to Max Eastman.

To save too great a strain on your brain, let us agree that people

laugh at what they consider funny, and that a thing must be funny if people laugh at it.

Different people laugh at different situations. The simpler minds, less matured and cultured, find great amusement in the elemental phases. Thus, children and people of immature minds laugh at the “practical” type of joke, and at the story which reflects it—slapstick, as it is sometimes called. The sight of a person slipping on a banana peel can throw some folks into spasms of laughter. The person who sits down on a chair which has been suddenly removed, or falls on a nonexistent stairway, is very funny to people of this kind.

Others, more matured in their thinking, are instantly concerned about the possible injury to the victim, and fail to laugh.

Some enjoy the more subtle, not very obvious humor which takes a little time and thought to be appreciated. That kind of story takes careful telling, and it falls very flat if used on the wrong sort of audience. For instance, there is the story of Napoleon and the one-armed soldier:

As Napoleon was traveling through a French village, he saw in the crowd a soldier who had lost one arm. Calling the man to him,

the Commander said, “Where did you lose your arm?”

“At Austerlitz, Sire,” was the reply.

“And were you not decorated for your heroism?”

“No, Sire.”

“Then,” said Napoleon, “I name you a Chevalier of the Legion.”

“But, Sire, if I had lost both arms, what would you do?”

“In that case I would have made you an Officer of the Legion.”

Thereupon, the soldier drew his sword and cut off the other arm.

That is a good story, when told to an audience of quick thinkers, with a sufficient background of historical understanding to catch the point, but I have seen it fall down lamentably when presented to a group not prepared to grasp it.

Some enjoy satire, others like keen wit, and some will laugh at almost anything when they see others laughing.

That is not always the safe policy, if one does not fully understand what is being said, as Benjamin Franklin discovered to his embarrassment. He was present at a meeting of a literary society in Paris, where many speeches and readings were presented. Not being very well versed in the French language but desiring to show polite appreciation, he decided to applaud whenever he saw a lady of his acquaintance thus expressing her satisfaction.

At the close of the program, his little grandson said to him, “But grandpa, you always applauded so much, and louder than anybody else, when the speakers were praising you!”

In general, the speaker has to estimate the quality of his audience, and then select his humor to suit their capacity. He must determine the amusing potentials of a joke for himself. Then he can try it out on others, individually, and if enough of them find it amusing to justify his own choice, he may safely adopt it for use. And here is one way to do it.

The Three Laughs

A good joke must give you at least three laughs. The first one comes when you read or hear it for the first time. Let us assume that you have come across it in your reading. It strikes you as funny. It makes you laugh. It has a real point.

Then lay it aside, but do not forget it. Clip it, or copy it, right on the spot, and save it for further consideration.

After a day or two, come back to this joke and read it again. If it sounds flat, leaves you unmoved, discard it. But if it gives you another laugh, or even a chuckle, hang on to it.

Again, let it rest for a few days, and then review it once more. If it gives you an excuse for even an honest smile on this third test, admit it to your files. It has won its way. It has proved its worth.

That is, any joke, to be worth keeping, should give you at the very least a laugh, a chuckle and a grin, spaced some days apart. ♦

This is the fourth in a series of articles on humor by Dr. Ralph C. Smedley.

"Make Membership More Meaningful"

By HERMAN E. HOCHÉ

President, Toastmasters International

AT THE SEATTLE CONVENTION we proclaimed our Theme of the Year to be: "Make Membership More Meaningful." The idea is conceived to encourage more sensitivity to the member's purpose in joining Toastmasters. Then as evaluation is directed to his *real* purpose, his membership will become more meaningful. He will derive even more benefit from Toastmasters training.

We often assume the new member joins solely to improve his speaking ability. Thus without further inquiry, our evaluation is usually aimed to this end. But often the member is primarily interested in another phase of our training. Better listening. Or better organization of his thoughts. Or control of nervousness. Or improved posture. It makes eminent common sense that when evaluation is aimed at the speaker's *real* purpose in Toastmasters, that evaluation will be more useful to him, and in consequence, his membership will be more meaningful.

As your president, I ask each Toastmaster to join in pursuit of our theme. The task is not difficult. It simply requires determined effort and careful thought in devising individualistic evaluation. In three subsequent issues of THE TOASTMASTER, the president's message will contain suggestions calculated to help stimulate realistic approaches to our purpose: (1) Increasing our awareness of the member as an individual, (2) Improving our observation of his efforts, and (3) Improving our response in evaluation.

In Seattle I stated my intention to promote the theme during Presidential travels and visits during the year ahead. Aware that any measure of success can be achieved only by your dedicated efforts, I hope you will join to Make Membership More Meaningful.

PRESIDENTIAL TRAVEL SCHEDULE

During November, International President Herman E. Hoche will make the following visits:

Casper, Wyoming	Nov. 5-7
Portland, Oregon	Nov. 7-9
Sacramento, California	Nov. 9-11
Los Angeles, California	Nov. 18

There's A Revolution Going On . . .

*in the field of
parliamentary procedure*



By ERNEST S. WOOSTER

AS AN ICONOCLAST, an old-fashioned idol-breaker, I recently took delight in writing some articles for THE TOASTMASTER which poked a bit of fun at the greatly revered General Henry Martyn Robert, father of parliamentary procedure in the 19th century.

Don't get me wrong. General Robert made a major contribution toward the orderly conduct of meetings, but I'm sure that he would be among the first to admit that the language used in his day needs revision to expedite and clarify his meaning for meetings in 1961.

I am encouraged to find I am not alone in my criticism of the outdated jargon of General Robert's Rules.

Comes a magazine and letter from Robert W. English, executive secretary of the American Institute of Parliamentarians, who goes about as far as I did, but in a

slightly more gentlemanly way. Moreover, he offers even more remedies than I did.

Remember when Tom Sawyer and Huck Finn were trying to release their friend Jim from a simple little cabin jail?

Tom had read a book and wanted to introduce all the tricks of escaping from a maximum security prison. Literal-minded Huck thought of simple, direct, quick ways, but deferred to the more orthodox and complicated methods proposed by Tom.

That's what we have been doing with Robert's *Rules of Order*. Revised or not, by today's standards they are complicated beyond common sense.

Read what the literal-minded Huck Finn of parliamentary practice, Henry A. Davidson, M.D., has to say. Dr. Davidson is no mere amateur in the P.L. field. He is a

registered parliamentarian, author of the "Handbook of Parliamentary Procedure," with chapters on "How Not to Get Pushed Around," "How to Handle a Heckler," and others.

"Much of our orthodox terminology is archaic," he leads off with in "Let's Modernize Parliamentary Terminology," in the January, 1961, issue of *Parliamentary Journal*, organ of the American Institute of Parliamentarians. Where better could a revolution start?

"One example is the wretchedly bewildering phrase 'previous question,'" he continues. "Other archaic terms include 'yeas and nays,' 'special orders,' 'select committees,' 'viva voce' . . . If our terminology were more lucid it would be easier to win support for the study and practice of effective parliamentary procedure."

Joining Mr. Davidson in his effort to substitute the airplane for the oxcart is Robert W. English, writer of books on parliamentary law, registered and certified parliamentarian. He uses the term "Modern Code," and his whip is even more stinging than Dr. Davidson's. "Orthodox parliamentary procedure," he says, "is in serious need of modernization. Its classifications and precedence of motions are archaic, inadequate and too complicated. Few have mastered them. . . . We have thousands of highly skilled, well-paid experts working constantly in other fields. We have a few striving to improve the *modus operandi* of democracy."

Mr. English is no neophyte. He has been at it for 25 years. In his book "Modern Code of Governing

Motions" he lashes out at the silly "previous question," and comments on little used and mostly misunderstood terms as "reconsider and enter on the minutes." He questions the use of "table" as a method of killing a motion. He raises some very logical objections to "call for the orders of the day," "raise a question of privilege," "fix the time to adjourn" and other Robert concoctions of baffling devices for operating meetings.

"The most difficult phase of orthodox parliamentary law is its exceedingly complicated precedence of motions," he comments. Any student who ever got bogged down after a few pages of General Robert (and who hasn't?) will applaud this sentiment. Mr. English takes seven ranks of subsidiary motions and boils them down to three individual motions of the same rank. Then he shows that five ranks of orthodox privileged motions can be amalgamated into just one. He questions even that good old standby "I second the motion," commenting: "Most organizations would be better off if they would abolish the rule requiring a second to a motion," and comes along with some good reasons to support his assertion.

There is much more. I am glad to find company in my questioning of General Robert's old-fashioned terminology. Sorry I didn't start questioning sooner. ♦

Ernest S. Wooster, long-time member of Club 15-F, Santa Ana, Calif., is a frequent contributor to THE TOASTMASTER.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Point Your Speech

There must be a target for your speech, or it cannot be expected to hit the mark. Every speech must have a purpose, or what is the use of delivering it? The only excuse for making a speech is the purpose. The target, or destination, determines the style of the speech.

Of course, the speaker may be merely seeking vocal practice, in which case it does not much matter what he says; but if that is the purpose, he may as well recite a nursery rhyme, like "Mary had a little lamb," or he could repeat the alphabet with various inflections.

Every speech which has a real purpose becomes a selling talk. The item to be sold may be an idea, or information, or even entertainment, but the purpose of the speaker is to get his hearers to accept what he offers. Like any successful salesman, he points the speech at a target.

How does one point the speech?

He chooses his target. This may be one particular person, or it may be a number of persons. He addresses himself to the task of convincing, converting, "selling" the person or persons whom he has selected as his target.

In addition, he has a definite goal in mind, a purpose to achieve

in the minds of the listeners. He should have this purpose so clearly in mind that it becomes a sort of mild obsession. He feels a sense of compulsion. He must win the approval of his audience, gain their support for the idea he presents, convince them of the soundness of his proposal.

To do this, he must make his purpose clear. He must have a clearly defined "so what" for the speech. With a worthy purpose, and a true sense of mission, the speaker is all set to make the sale. He will talk to the point because he really does have a point.

An aimless, pointless speech is a confession of the speaker's weakness. It is an affront to the intelligence of the audience. It gives the impression that the speaker does not consider the audience worthy of his serious effort.

The speech worth making leaves the hearers with a consciousness of something accomplished. The speech which does not have a goal, a target, a real point, leaves the audience and the speaker with a sense of futility and wasted time and effort.

Our Point of Emphasis for October is "Purposeful Speaking," or "Making the Sale." This is a good time to practice the art of pointing your speeches. Evaluation in your

club throughout the month, as well as through the entire year, should be aimed at this point: "What really is the point of your speech?"

Are Your Officers Prepared?

Before this magazine reaches you, your newly elected club officers should have received from the Home Office the materials which they need to make them successful in leading your club through the next six months of training and advancement. This material should be studied by the President and by his associates in leadership, as officers, and its suggestions should be used effectively for the club's welfare.

The only reason why this material is not promptly received is that the club's Secretary failed to report the election and the names of the new officers. If this paragraph comes to the attention of any club President who has not received his packet of information, he should immediately check with the Secretary to see whether the report has been sent to Santa Ana.

If the President has received the material and has not made use of it, he is reminded of the wise words of Past Governor William Loerke, of District Five, who said: "Being elected to office does not make a man a leader, but it obligates him to become one."

When You Are Evaluated

An editorial paragraph appeared in the "Burnt Toast," Bulletin of the Industrial Management Toastmasters Club of Dallas, Texas, some months ago, which stated a

common problem uncommonly well. It appealed to me so strongly that I am quoting it for your benefit.

"What is your attitude toward the evaluation of a speech which you have just given? Do you really listen to your evaluator's comments, and see where your mistakes are, or do you carry a chip on your shoulder, and pass off these helpful suggestions as just some foolish remarks? Your evaluator can help you far more than you realize. He can show you what your bad habits are, and he can help you to become a better speaker, with his constructive criticism.

"After your speech, talk with your evaluator and with others who listened, and go over their comments. You progress only with practice—that is, with practice of corrective measures in every speech. So listen to your evaluator. Are you really practicing? Just what is your attitude toward the critic?"

Thus wrote Editor Bob Brawley, and it is to be hoped that those who read his bulletin did profit by his good suggestions. Evaluation helps us only as we listen to the suggestions of the evaluator and store them up in our minds for future use. If we are inclined to resent constructive criticism and to disregard it, we gain nothing from it. If we listen to it and give it thoughtful consideration, it can help us to become better.

We cannot escape criticism, which may be either appreciative or fault-finding. Since it is inevitable, we shall do well to hear and heed it for any good it may do us.

Speeches in the Sky

By MARGARET GRUBE

"O KAY, OTTO, get in. You're going for a ride!"

At this terse command, Otto, surrounded by 10 men, didn't hesitate at all.

He walked up the ramp and boarded a four-engine DC-7 plane. It was United Air Lines flight 114 from Cox Municipal Airport, Dayton, to Columbus, Ohio.

As he entered the ship, Otto Althoff, governor of Toastmasters International District 40, became a part of an event that was to set two firsts for Toastmasters in the district.

"It all began as a joke," laughed Wally Mitchell, social chairman and sergeant-at-arms at Knights of Columbus Toastmasters Club 553, perpetrators of the flight.

Mitchell, a representative of the United Air Lines in Dayton, had been taking frequent badgering from his fellow Toastmasters to hold a club meeting in an airplane.

After it was apparent that such a meeting could become an eventuality, a fund was started and increased at each weekly meeting.

When Club 553 boarded the plane July 12, it was the culmination of weeks of anticipation.

The party consisted of Althoff, Mitchell, Frank Thomas, lieutenant governor of District 40, Gene Schindler, president of Club 553, and Caleta Miller, T. H. Bowser, Cletus J. Reichert, Dr. Daniel Detboard, Clarence Angerer, Milton L. Sprowl, Carl J. DeBrosse and F. E. Schubert, members of Club 553.

So the flight would have even more of a purpose, Club 553 had

arranged to hold a joint meeting with North American Toastmasters Club 214 in Columbus.

Thus was established the two firsts in this district—first time a Toastmasters meeting was held in the air and the first time a club had flown to another city for a meeting.

For the convenience of the Toastmasters and minimum discomfort to the other passengers, all the "cloud nine speakers" were allocated rear seats in the plane.

After becoming airborne, the meeting was called to order and the table topic portion took place.

The flying Toastmasters were met in Columbus by Past District Governor Hank Anderson; Bob Sander, president of Club 214 and Bill Johnson, Area 13 governor.

The Daytonians were escorted to the Desert Inn, meeting site for the combined session. There dinner was served and speeches made.

Representatives of the newly organized Marian Council Knights of Columbus Toastmasters Club were also present. The Marian Council and the Dayton Knights of Columbus Toastmasters are the only two K of C Toastmasters clubs in Ohio.

The Dayton Toastmasters returned to Cox Municipal Airport on United 115. The meeting, which originated with the departure of the Dayton group and continued in Columbus, was concluded at the airport terminal. ❖

Mrs. Margaret Grube is a staff writer for the Fairborn Daily Herald, Fairborn, Ohio.

Thank You, Mr. Chairman!

By PAUL A. TORMA

HOW WONDERFUL it would be if a speaker could respond sincerely to an introduction by saying "Thank you, Mr. Chairman" or "Mr. Toastmaster," or whatever the situation demands. Unfortunately, thanks are often the thing you don't feel like giving. On the contrary, in fact. One can't help but marvel at some of the mutilations of the serve and initial volley in this game of verbal tennis played on the speaker's platform.

Presiding officers, especially in our Toastmasters clubs, are constantly improving their parliamentary technique by opening, conducting and adjourning meetings with all possible dispatch. A common weakness, however, seems to exist at

the time when it is necessary to introduce a program or speaker to members and guests. Quite often, to cover up for inadequacies, the chairman will resort to an ill-timed or sometimes even an off-color story which is obviously out of place to make the transition.

At least nine out of ten introductions could be improved to a large degree. Quite often an injustice is done the speaker who, in most

cases, has a constructive story to tell. And an audience is embarrassed at a very critical time in the meeting's program.

Sometimes these off-beat introductions are quite funny. A busy program included this one a few years ago: "And we have still another man who wants to talk . . . Mr. Smith." The desire to talk, as expressed, is not entirely correct

for quite often the speaker does not *want* to talk but he has a job to do. Generally, he is there because he has been invited.

One feels sorry for the speaker introduced just before lunch with this gem: "Don't go away, folks; before lunch we have our educational program!"

This accomplished two things. First, the word "lunch" encouraged the flow of saliva to make hungry people even hungrier and second, to many people, the word "educational" seemed a poor substitute for food.

A choice dud in introductory missiles is the apology: "Since the main speaker could not be here, let's hear from the substitute!" In this case, the substitute knows he is pinch hitting and shudders at the



task of removing an unnecessary obstacle.

A short time ago while I was attending a business meeting of an organization, I saw a situation develop which all but ruined a speaker's contribution. He was prepared to deliver a fast, ten minute factual report on an associate organization's developments for the preceding year. There had been a failure of communication somewhere, for the chairman addressed the group saying, "Gentlemen, instead of a speech tonight, Mr. Branton is going to entertain us with some funny stories." Mr. Branton did not deliver his speech; neither did he recall a single funny story. Under the circumstances, he did well. He acknowledged the introduction politely and promised to leave a written report of organizational activities for all who were interested.

Sometimes groups include the election of officers on the program. Saving time is important but not as important as this introduction indicates: "Ladies and gentlemen, Mr. Hanson, a most dynamic, forceful and entertaining speaker, has been invited to be our featured speaker this evening. I know that you will enjoy hearing his challenging message. Will the tellers please pass the ballots; we shall vote while Mr. Hanson has the floor." A challenging message? Speaker Hanson has a real challenge on his hands!

Sometimes even the established pros in the business have failings. A three-day meeting of a national organization concluded with a luncheon meeting at which the governor of the state was to speak for a

half hour. The very accomplished president of the organization prepared to introduce the governor but suffered his first mishap by ignoring his cue from the toastmaster. An interminable fifteen seconds passed while the patient governor waited amidst a scuffling of feet and chairs from the luncheon guests preparing to stand. The introduction itself was masterful except for two wrong items: the governor's name and his political party! He was introduced under the name of the governor who had lost the election a year before.

Most errors in names are not as serious as the above example, but mispronunciations of names can be very irritating. Often the name is fumbled or bumbled indicating a serious lack of preparation on the chairman's part. If the name is not pronounced correctly, at least the error should be forgotten and dropped! Not so when a chairman will clobber a man's most prized possession, his name, and add, "Well, I didn't catch his name exactly, but he'll tell you who he is."

But you may have a natural opportunity to let off steam should you ever be introduced with this classic of unpopular introductions: "We have yet to hear from the expert. Tell us what we are doing wrong!" Tell them. ♦

Paul A. Torma is merchandising director of the American Dairy Association of Illinois, located in Chicago. He is a graduate of the University of Minnesota, where he taught agriculture for a number of years and worked with the American Dairy Association of Minnesota, Wisconsin and Illinois.



BOZEMAN, MONTANA—

Toastmaster Town of the Month

UNLIKE MANY OTHER AREAS in Montana, the first real settlements in the famous Gallatin Valley (named by Capt. Meriwether Lewis of the Lewis and Clark expedition after Albert Gallatin, U. S. Secretary of the Treasury) were not mining towns but agricultural communities. Yet mining was an indirect factor in the area's settlement. In 1864 John Bozeman led a train of immigrants over his route from the Oregon Trail toward the mines, and with his friends, D. B. Rouse and W. J. Bell, staked out the city of Bozeman. Other settlers followed, attracted by the possibilities for agriculture, cattle raising and lumbering. Nearby mining settlements made an excellent market for their produce.

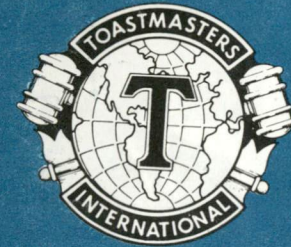
Today Bozeman, a city of approximately 18,000 people, still counts agriculture as its principal occupation, with operations divided about equally among small grains production, livestock and dairying. Other industries include lumbering, canning, cement manufacturing, milling, and tourism. Montana State College, with hundreds of people on its faculty and staff, is probably the largest single employer. MSC is famous for its 11,500 capacity fieldhouse, site of the middleweight world's championship boxing match in 1960.

Bozeman is located against a mountain backdrop of unsurpassed beauty, and is famous as a Western vacationland. Bridger Bowl offers skiing from mid-November through March on some of the finest slopes in America. Nearby mountain lakes and streams are filled with trout. Hunting, hiking, camping, riding, and two excellent golf courses make Bozeman a paradise hard to leave.

Bozeman proudly lists its fine schools, churches, hospitals, parks, and civic organizations. Prominent among the latter is its active Toastmasters club, Gallatin Valley 362-17, founded in 1945. Current membership includes men from the fields of education (several PhD faculty members from Montana State), sports, politics, business and farming. "With this representation," says Past President Robert J. Rickabaugh, "you can be sure our speeches and table topics are never dull."

A recent "extra" the club promoted was an Oldtimers Night, honoring the 22 charter members for their service to the community. Over 50 oldtimers attended.

Bozeman Toastmasters extend a hearty western welcome to all Toastmasters vacationing in the world's Western vacationland.



Introducing: International
Officers, Directors,
District Governors
1961-62

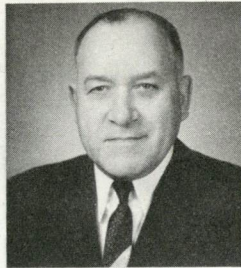
Officers



Herman E. Hoche, President
Minneapolis, Minn.



Frank I. Spangler, 1st Vice President
Milwaukee, Wis.



Alex P. Smekta, 2nd Vice President
Rochester, Minn.



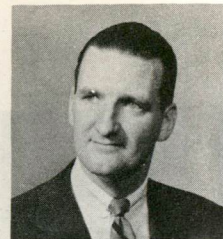
George J. Mucey, Past President
Washington, Penn.



Ralph C. Smedley, Founder
Santa Ana, Calif.



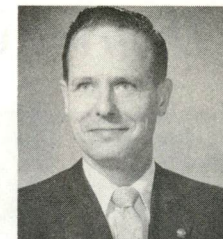
Maurice Forley, Executive Director
Santa Ana, Calif.



William B. Gobel
Clarendon Hills, Ill.



Dr. Ralph G. Iverson
Menomonie, Wis.



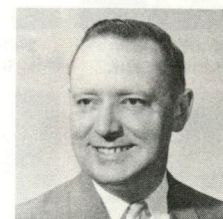
Paris Jackson
Temple City, Calif.



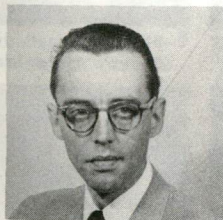
Richard V. Keim
Nampa, Idaho



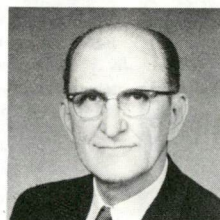
Thomas R. McDonald
Atlanta, Ga.



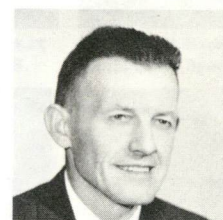
John B. Miller
Nevada, Iowa



Charles C. Mohr
Toledo, Ohio



W. Bruce Norman
Tulsa, Okla.



Maurice L. Olson
Tacoma, Wash.

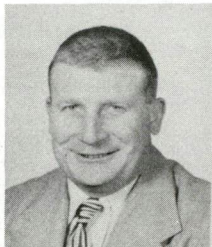
Directors



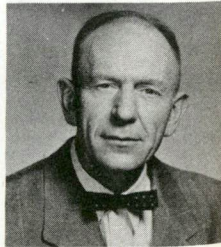
Dr. Leo Anderson
York, Neb.



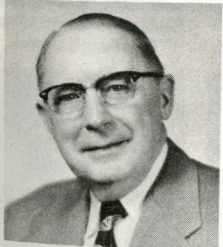
Stanley Ditchfield
Burlington, Ont., Can.



Dr. Arthur E. Dracy
Brookings, S.D.



Joseph A. Ellis
Bloomington, Ind.



Fred J. Payne
Memphis, Tenn.

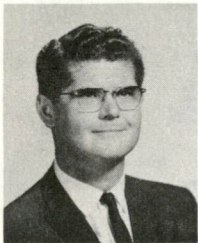


Lothar Salin
San Rafael, Calif.



Charles S. Swan
Sarasota, Florida

District Governors



1—Richard S. Titera
Whittier, Calif.



2—Robert Murray
Bothell, Wash.



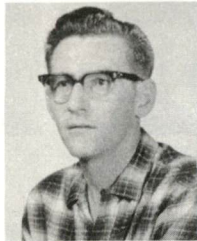
3—James H. McBain
Tucson, Ariz.



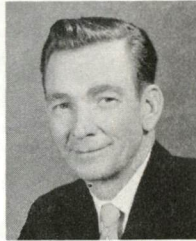
4—Robert L. Knotts
Mountain View, Calif.



5—Edward M. Thielen
Minneapolis, Minn.



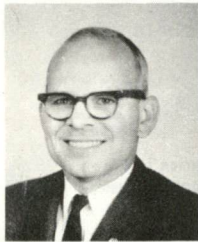
6—Richard Eastman
The Dalles, Ore.



7—Earl M. Potter
Belleville, Ill.



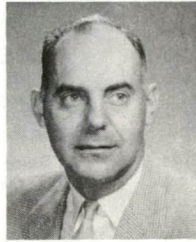
8—Bliss O. Bignall, Jr.
Coeur d'Alene, Idaho



9—H. R. Baumgardner
Wadsworth, Ohio



10—Russell Carey
Niles, Mich.



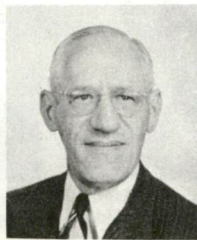
11—John Bozoky
Bakersfield, Calif.



12—Alexander W. Brown
Pittsburgh, Penn.



13—Richard Piazza
Savannah, Ga.



14—C. S. (Pete) Bosquet
Pocatello, Idaho



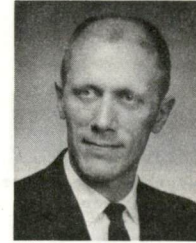
15—Rex Davenport
Midwest City, Okla.



16—Dr. Howard E. Hultgren
Billings, Mont.



17—John Blaney
Uddingston, Scotland



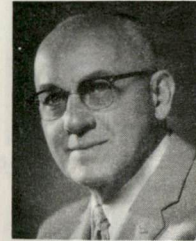
18—Jerry Bertramsen
Iowa City, Iowa



19—Harry M. Pipin
Williston, No. Dak.



20—Lionel Mercier
Vernon, B. C., Can.



21—Paul E. Kunze
Kansas City, Mo.



22—Roger H. Johnson
Albuquerque, N. M.



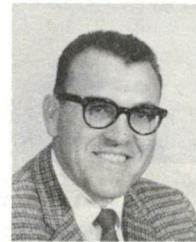
23—John Nixon, Jr.
Omaha, Neb.



24—Fred Beisecker
Dallas, Texas



25—Raymond McGavin
Boulder, Colo.



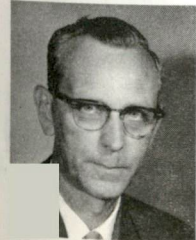
26—David R. Crow
Fresno, Calif.



27—Judson Fisher
Royal Oak, Mich.



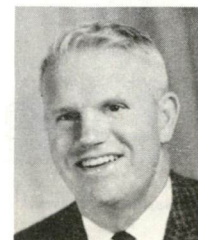
28—Edgar Pfeiffer
Pensacola, Florida



29—Kenneth Magnuson
Des Plaines, Ill.



30—John P. Gallant
Spencer, Mass.



31—Paul C. Webb
Buckley, Wash.



32—Charles Loveless
Richland, Wash.



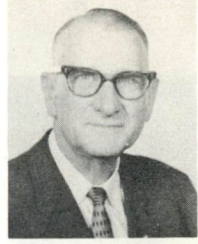
34—Raymond G. Castle
Syracuse, N. Y.



35—Gordon Groseth
Chippewa Falls, Wis.



36—Van Holmgren Tanner
Washington, D. C.



37—Perry M. Weaver
Asheville, N. C.



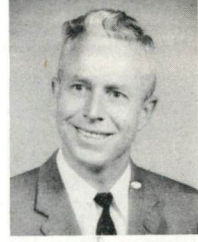
39—Arley Howsden
Chico, Calif.



40—Otto H. Althoff
Fairborn, Ohio



42—C. J. (Cece) Primeau
Edmonton, Alta. Can.



43—James A. Brewer
Little Rock, Ark.



44—B. R. Griffin
Lubbock, Texas



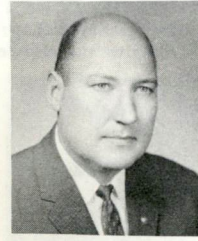
45—William Steinhardt
Sanford, Maine



46—William J. Costello
Bellmore, L. I., N. Y.



47—Dean Risher
Cocoa Beach, Fla.



48—Maj. F. M. Grove
Maxwell AFB, Ala.



49—Lt. Col. E. M. Hudak
Honolulu, Hawaii



50—Arthur Lester
Torrance, Calif.



51—George F. Kaufmes
Anaheim, Calif.



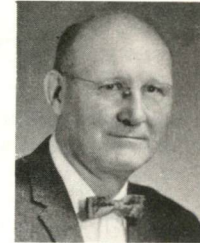
52—Robert C. Emrey
Glendale, Calif.



53—James E. Thomas
Windsor, Conn.



54—M. J. Roy Wolf
Danville, Ill.



55—Harold Fallbeck
Riverton, Wyo.



56—R. H. Lambert, Jr.
Houston, Texas



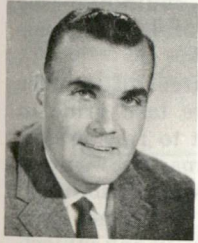
57—Bruno Franceschi
Orinda, Calif.



58—Luther R. Gower
Columbia, S. C.



59—Artie Valentine
Sparks, Nev.



60—Tom Ryan
Kitchener, Ont.



61—John Korcz
Quebec, P.Q. Can.



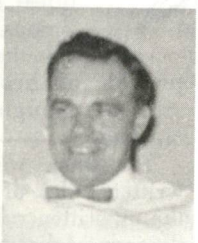
62—Leo Barnes
Lansing, Mich.



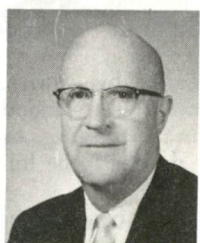
63—Bob Juster
Chattanooga, Tenn.



64—S. M. McMurray
Winnipeg, Man.



65P—B. Robert Bird
Tonawanda, N. Y.



66P—John B. Tallant
Norfolk, Va.

NOT PICTURED:
5—Donald Contois
Escondido, Calif.

38—William M. Musser, Jr.
Lancaster, Penn.

41—R. James Brennan
Rapid City, S. D.

The Twilight Zone

By C. R. SCHMITT

JUST AS THERE is an indistinct gray area of early dawn between night and day—the twilight zone—so too, there is a twilight zone in respect to speech decency and vulgarity.

How many times have you seen a Toastmasters club meeting open with a reverent invocation, setting the stage for a session of self-improvement, then watched that same meeting degenerate into a series of off-color jokes, vulgar language and risqué stories? Unfortunately, it can happen.

Sometimes it is the top-icmaster, the toastmaster of the evening, or even the club president who becomes the chief offender. His reason is that he wants to “get the meeting off to a good start,” to ease tensions (frequently his own). Sometimes he wants to set a mood of informality for the meeting, or maybe he merely desires to be humorous.

Now, all these objectives are acceptable and commendable. Yet there are many ways in which they can be achieved without resorting

to a false display of so-called masculinity, or at the expense of offending the sensibilities of members or guests. “One of the best rules in conversation is, never say a thing which any of the company can reasonably wish had been left unsaid,” said Dean Swift, a writer who knew how to be pungent, forceful and witty in his words, and who certainly could never be accused of lacking masculinity.



As citizens of the free world, we take pride in our right to free speech. As Toastmasters, we pride ourselves on our ability to maintain free and open discussion on any subject, without bias, whether political, social, racial or religious. Only in this way can the goal of self-improvement through oral expression of thoughts and ideas be reached.

Yet when we violate the unwritten rules of civilized society, the unwritten rules of restraint, of decency in discourse, are we really on the way to our goal of self-improvement? When we break the

bonds of propriety or depart from the customs and manners of civilized society, are we progressing or regressing?

This is not an argument in favor of prudishness or prissiness. What it all boils down to in the end is a matter of taste—good or bad. “I would advise those who do not speak elegantly, not to speak at all,” said Lord Chesterfield many years ago. We might point out that in the amiable peer’s century, the word “elegant,” meant “with grace, ease and propriety.” These are standards which every Toastmaster can recognize, and toward which every Toastmaster should strive.

Noblesse Oblige

And let’s admit, too, that the Toastmaster who thinks he is getting the meeting off to a good start by telling some off-color stories is not going to achieve his goal. True, he may get some laughs, but there will always be two or three people

in his audience who will feel if not actually offended, then at least a little squeamish. Is it good policy to alienate these people unnecessarily?

If we do not maintain our manners in our public speaking, then we may as well let down all the barriers and do away with all the conventions that make up our civilized society. But in this letting down there is a grave danger. The chain of civilization can be only as strong as its weakest link. Break the link and we open the way for barbarism, savagery and chaos.

The Bible says: “Let your speech be always with grace, seasoned with salt.” As with food, a little salt is good, but too much can ruin the flavor, and turn the dish into something unpalatable and distasteful.

As Toastmasters, let’s recognize the dangers of the twilight zone and keep our meetings on the right side.

C. R. Schmitt is a charter member of the Oak Ridge Toastmasters Club 1858-63. During World War II he served with the U.S. Army Special Detachment at Oak Ridge, Tenn., where he worked on the Atomic Bomb project. He is now a senior research chemist for Union Carbide Nuclear Co. of Oak Ridge.



He is the greatest artist who has embodied, in the sum of his works, the greatest number of the greatest ideas.

—John Ruskin

CLUBS IN THE NEWS



L-R: Abe Litwin, Don Arndt, Herb Weist of Bavarian Club pose with table topics hats.



Capital City Toastmasters enjoy steak fry meeting.

Membership Increases in Summer Meetings

While many clubs abridge or even abandon summer meetings in fear of low attendance, the Capital City Toastmasters of Madison, Wisconsin, have found as the temperature soars, so does their membership. Active members this summer reached a record of 34.

Interesting summer programs with outdoor events is part of the way it's done, club members report. Highlight of the summer program is the annual steak fry meeting held at a summer home overlooking nearby Lake Mendota. Co-chairmen for this year's outing were Norm Nolan and John Weingandt—both shown overseeing a burnt offering. Among the other members attending were (L-R:) Bill Brocker, Larry Carson, Bob Miller, Nolan, Don Young, Bob Mueller, Ambrose Cox, Weingandt and Chris Hermanson.

Capital City Club 2953-35 Madison, Wisc.

* * *

Hats Provide Topics

Members of the Bavarian Toastmasters Club at Southern Area Command Headquarters, Munich, Germany, found their table topic going straight to their heads. They were required to don unusual hats—anything ranging from a fez to a Roman legionnaire's helmet—and give a one-minute speech on the history of the headgear.

Chartered last fall, the Bavarian Club now has 32 members and is steadily growing—in ideas as well as membership.

Bavarian Club 2270-U Munich, Germany

* * *

Table Topics Revive History

James Hagala, immediate past president of Sparks (Nev.) Club 1449, in helping a neighbor clean out his basement, discovered a batch of old newspapers published in San Francisco, Reno and Sparks in August, 1926. He decided to use them for his stint as topicmaster at the next club meeting.

Jim distributed a paper to each member, assigning either a specific news item or an ad. "We are having a weekly half-hour news roundup on radio covering a particular week's news in August, 1926. You have been assigned a definite item in the newspaper I handed you. This program has many sponsors so we start with a spot commercial and alternate with news items and spots as I call for them."

Unanimous comment after the meeting: "We must do this one again for sure!"

Sparks Club 1449-59 Sparks, Nev.

* * *

Bosses' Night

Lake Erie Club 2363 of Cleveland recently held its annual Bosses Night at the Artists and Writers Club of the Hotel Manger. Club President Harry T. Hessler, of the Reading Railway, welcomed the 23 members and 15 guests with a brief summation of the club's current activities and ultimate goals. The entire program was geared to give the guests an insight into the club's methods and purpose.

Lake Erie Club 2363-10 Cleveland, Ohio

* * *



President William W. North (L), of the National Association of Life Underwriters, receives copy of "The Story of Toastmasters" from George J. Mucey, president (now immediate past president) of Toastmasters International, at mid-year convention of association at Fort Lauderdale, Florida.

South Seas Meeting

An unusual South Sea Island luau was the setting for the recent officer installation meeting of Park Forest (Ill.) Club 1717. The dinner was complete with a 30-lb. roast suckling pig and punch bowl with exotic flowers floating in it. Outgoing President John Kroyer, serving as toastmaster of the evening, and the speakers were in colorful island costumes.

An original table topics session was provided by a "balloon tree," fashioned by Topicmaster Charles Vance. Large balloons were tied to a small decorative palm tree and as each topic speaker rose, the topicmaster selected a balloon and held a ceremonial knife over it. If the speaker spoke beyond his allotted time, the balloon was punctured; if not, the speaker was allowed to keep the balloon. The prospect of an exploding balloon kept nearly all speakers exactly on time schedule.

Park Forest Club 1717-30 Park Forest, Ill.

* * *



New District governors confer at Pittsburgh Zone Conference: L-R, Alexander W. Brown, governor District 13, John Tallent, governor Provisional District 66, George J. Mucey, immediate past president, TMI, Van H. Tanner, governor District 36 and William M. Musser, governor District 38.



Club 1963 presents closed-circuit TV program. L-R: Dale Lovell (at camera), LTJG Mark Koenig, ENS Harlan Foster, LCDR J. Patrick Fleming, LCDR Warren L. Bost.

Closed Circuit TV

Members of Naval Training Center Club 1963 (San Diego, Calif.) are no longer strangers to a TV camera. During a recent meeting, club members had the opportunity of speaking into a closed circuit TV camera. Speakers were in the temporary studio, while the club audience watched the proceedings on a TV screen in another room. Speakers then traded places with the evaluators.

The program was made possible through the use of a closed circuit TV system owned by the Service School Com-

mand and used in several of the schools for training purposes. Equipment was set up under supervision of Mr. Dale F. Lovell, Educational Specialist for the Service School Command, who also operated the TV camera during the program. Mr. Lovell also gave a brief talk, "Tips on Talking Before a TV Camera" to the club in which he advised them to know and respect the physical limitations of the equipment, look into the camera, move slowly, give the cameraman cues as to the next movement, and finally, prepare and rehearse.

Program was planned and developed by the club's two vice presidents, George Petty, educational, and Chaplain Warren L. Bost, administrative.

NTC Club 1963-5 San Diego, Calif.

* * *

Impromptu Ladies Night Program

Educational Vice President Al Pearson of Oshkosh Toastmasters conceived a novel program on a recent Ladies Night. The only people who knew they would be on the program were the four speakers, and they did not receive their subjects until they arrived at the meeting. Pearson made other assignments as reservations came in. The speakers were evaluated by their wives. Both members and guests cast ballots for the best speech of the evening, and the ladies' ballot was counted separately from the men's—but both ballots showed marked agreement.

As a result of this meeting, one new member was signed up, and two others indicated they would join the club in the fall.

Oshkosh Club 1483-35 Oshkosh, Wisc.

* * *

Celebrate Anniversary

State Farm Toastmasters Club 2385 of Jacksonville, Florida, recently celebrated its fourth anniversary. All past and present members of the club were invited, with their wives, for a total attendance of 77 people.

At the meeting, special recognition was given to members who had given speeches to various community and civic organizations on the importance of purchasing U.S. Savings Bonds. Picture shows the presentation being made by U.S. Treasury Representative Royce Powell (R) to (L-R), Walter Coleman, Gordon Lee, Jack Howard, Emory Cain and Joe Hovan.

State Farm Club 2385-47 Jacksonville, Fla.

* * *

TM Display Attracts

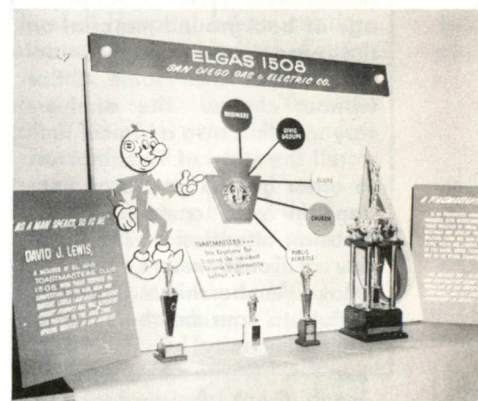
For nearly two weeks the people of San Diego (Calif.) were exposed to an interesting Toastmasters display in one of the display windows of the Electric Building in downtown San Diego. The display was prepared by ELGAS Club 1508, one of the two clubs sponsored by the San Diego Gas and Electric Company.

The display was originally erected for use at the District 5 Spring Conference, where it proved so successful that it seemed advisable to display it to the general public. The company's arts and display supervisor, Toastmaster Roger Arnold of Club 545, permitted his "rival" club to use the window space to good advantage. Display space is planned a year in advance for regular promotions, and this was the first time a Toastmasters display had been used.

The attractive set had two flashing



State Farm Toastmasters receive Treasury awards.



Window display of ELGAS Club attracts San Diegans.

lights on the front board, and behind this board were two additional tubular lights to illuminate the copy. The two symbols of the utility, the traditional, colorful "Reddy Kilowatt" and "Blue Flame" were prominently mounted to brace the display, with multi-colored balloons between them indicating the areas within the community where Toastmasters training makes it possible for the individual to serve better.

ELGAS Club 1508-5 San Diego, Calif.

TOASTscripts

★ ★ ★ ★ ★

HAPPY ANNIVERSARY

October 22 marks the 37th anniversary of Toastmasters. Clubs are urged to devote one program during the month to the anniversary. A special package of background material on the organization may be ordered from the Home Office without charge. The anniversary month is also a logical time to tell the story of Toastmasters to other groups and organizations in your community. By focusing attention on the birthday of Toastmasters, you can "Make Membership More Meaningful" to your members and to your community.

* * *

Twenty-seven years ago, Charles J. Schwab, an automobile salesman, joined Smedley Chapter No. 1 at Santa Ana. He subsequently became an executive of the Chrysler Corporation and joined Big "D" Club 713-25 (Dallas, Texas). When he was unable to attend regularly, the Dallas club made him an honorary member. Five years ago, Schwab retired from Chrysler and began writing. His first book, "Man in a Wheel Chair," is being published this month. The book was written from a diary Toastmaster Schwab kept of his bedside experiences with his

friend, Bill Blake. Blake, the father of two small children, was stricken with polio. Through the help of The National Foundation, he rose above the disaster to become an outstanding business success, and, as Schwab describes him, "a dedicated man with more stature sitting down in a wheel chair than most men have standing up."

The National Foundation is recommending the book to the personnel of its 3100 chapters and it has been endorsed by Mrs. Eleanor Roosevelt, widow of the founder of The National Foundation.

In a recent speech before the Big "D" Club, Schwab told about a speech he made many years before to the Smedley Club. The subject of that speech was "To Grow Old Gracefully." In it, he said, "... the Toastmasters club promotes public speaking as a hobby—and what a hobby! Ride it and you can grow old gracefully." Concluding his remarks before the Dallas club, he said, "I don't know how gracefully I have grown old through the years, but one thing I know—I still have a love affair with Toastmasters."

* * *

Reports continue to come in to the Home Office telling us about families of Toastmasters. The latest is from Edward G. Linkhart of New Castle (Ind.) Club 2726-11, who reports that his brother, Luther,

has been a member of Alameda (Calif.) Club 177-57 for many years. Another brother, Bob, has just joined Lewis-Clark Club 369-9 (Lewiston, Idaho). He admits sadly that a brother in New Jersey is not a Toastmaster. He wonders if there are any families with more than three brothers in Toastmasters.

* * *

Three years ago, A. M. Herriges, past president of Legion Rostrom Club 374-6 (St. Paul, Minn.) volunteered to serve with the speakers bureau for the Ramsey County chapter of the American Cancer Society. In his talks, Herriges, who has also served as an area governor and chairman of the area Budget and Finance Committee, always listed the seven danger signals of cancer. Because of the many speeches he had given on the subject, Herriges was alert to any sign of the dread disease. Last year, he developed one of the signs and was quick to have it diagnosed. It proved to be skin cancer and was removed by surgery. Subsequently, Mrs. Herriges showed signs of another type of cancer. It, too, was removed by surgery.

Toastmaster Herriges is glad he volunteered for the outside speaking assignments.

* * *

P.S. . . . Congratulations to International 1st Vice President Frank I. Spangler. His company, the A. O. Smith Corp., of Milwaukee, Wis., has loaned him to the United Community Service organization for a three-month period as its contribution to the community's



Toastmaster Michael Pastore (2nd from L.), stands with his competition after tying for first place at Fresno, Calif., hot dog eating contest.

Executive Loan program. . . . Congratulations, too, to Cmdr. Paul L. Austin, past president of Tower Toastmasters Club 2952-36, and past governor, Area 13, District 36. Toastmaster Austin has been named commander of the U.S. Naval School of Hospital Administration, National Naval Medical Center, Bethesda, Md. . . . The Home Office extends its sympathy to Tazewell Club 2702-54 (Pekin, Ill.) and to the many friends of Oscar J. Sommer who recently passed away at the age of 75. Long before the Tazewell Club received its charter, "O.J.," as he was known to his friends, was actively working for better public speaking. The speakers club he started became the Tazewell Club after he applied to Toastmasters International for guidance. . . . The Boy Scouts of Norfolk, Neb., are becoming well acquainted with Toastmasters. Out of 22 members in the recently chartered Morning Toastmasters Club 1725-24, 12 are currently participating in Boy Scout work. Norfolk Club 698-24 has 24 members and 11 are assisting in Scout activities. . . . When Radio Station KFRE, Fresno, Calif., sponsored a hot dog eating contest, Christopher's Club 157-27 entered Toastmaster Michael Pastore who tied for first place after eating 16 hot dogs. Later the same day, he ate a full chicken dinner at a Toastmasters meeting! ♦

The Club Achievement Manual has been . . .

Tried and Tested

By L. A. THURSTON

FOR MANY YEARS, Toastmasters International has had an aid available to every Toastmasters club. This aid, if properly used, can increase club benefits to every member. It can revitalize the program, increase member interest and participation, spark creative thinking and performance.

As you have probably guessed, I am referring to the Club Achievement program, as presented in the Club Achievement Manual, one of the best buys a club can make from the Home Office.

"But," you may object, "our club could never hope to be one of the top ten." This is not the point. The purpose of the Club Achievement Manual is set forth clearly in the introduction:

"The Club Achievement Award was instituted as a means of stimulating every Toastmasters club to do its best work in service to its members . . . it is a plan which sets up standards of performance for every club and provides goals to be obtained. It gives the means by which every Toastmasters club may estimate its own quality. The winning of honors is enjoyable, but it is incidental to the main purpose . . . If (your club) is a better club, serving its members more efficiently and producing better results be-

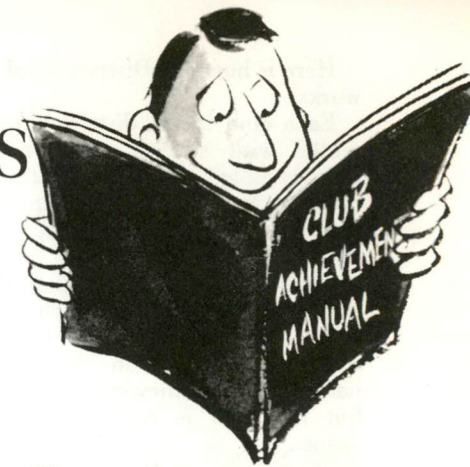
cause of participation in this project, then the desired purpose has been achieved."

It is unfortunate that sometimes clubs have failed to take advantage of the Club Achievement program because they have been frightened off by the idea of "bookkeeping." Or they envision a horde of expensive photographers, artists and accountants banding together to produce a "masterpiece" to submit each summer at the International convention.

There is no need for such fears. A simple plan can incorporate all the points of the Manual into an easily followed, easily recorded chart. No nightmare of confused accounting, no artists nor photographers, no engineers with slide rules, no account executives from an advertising agency.

In District 10 (Ohio) we recently formulated such a plan. We made a simple chart covering a six months' period. On it we listed the various categories in which points could be obtained: membership, attendance, Basic Training speeches, planned evaluation, educational projects, Speechcraft and outside speeches, joint meetings and ladies nights, publicity, records, bulletin, and bonus points for participation, as listed in the Manual. Maximum

For Success



points for the period are noted. Each month the number of points obtained by the club is listed in the appropriate box. Instructions for determining the points were included, of course, and the whole chart could be posted where it could serve as a progress report and incentive to each member.

The achievement program offers many rewards to the club and its members:

1. It promotes better and more varied programs.
2. It provides club officers and members with a set of standards for good club operation.
3. It helps officers to understand their duties and responsibilities.
4. It sets goals for achievement.
5. It records club progress month by month, and provides a historical record for reference and club interest.
6. It widens the horizon of the club which uses it.

These are the obvious benefits. But in District 10 we discovered there are others. We discovered that the club achievement program when used throughout the district became the means of more effective area service. In a number of areas the monthly reports of each club's achievement formed the basis of discussion at the area council meet-

ing. The area governor had an accurate record of each club's strength and weakness as measured against Toastmasters International standards. He could see the needs of each club, pinpoint the problems and find solutions, recommend the steps necessary for improvement. Basic problems of officer responsibility, program variety and membership could be seen, evaluated and overcome. The agenda of the area council meeting was based squarely on the urgent needs of the clubs involved.

The program is also having a direct effect on the district executive meetings. The talk, which was sometimes inclined toward pet peeves and random projects, has achieved new direction and purpose. Reports have changed from "status" to "progress" reports, and area governors are accumulating a knowledge of club operation which will serve them well when their time comes to serve as district officers. Above all, our district has come to a new realization of the essential importance of area operation.

Here is how our District 10 plan works.

Each club in the district is presented with a club achievement chart mounted on cardboard, 22x28 inches in size. This is posted at each meeting. An instruction sheet for scoring is provided.

Smaller charts are given to the area governor for listing each club.

All scoring is done on the same basis as provided in the International Club Achievement Manual, but the total is reduced to 100 points.

The results in District 10 have been excellent. At our Spring Conference we found over 50% of the clubs participating in the district achievement contest. This was a great gain. Before we used this plan, only about five clubs recognized the importance of participation. Other clubs which did not

furnish a report at the conference indicated that they had used the plan.

Judging the winning club was easy, since the averages for the six months were listed and certified by the area governor. Since the area governor had seen the scoring month by month, he knew that the scores were correct.

Area governors are enthusiastic about the plan, and urge additional training so that new governors will be better equipped to help solve the problems of their clubs. They feel that it is one of the best aids an area governor can have to evaluate performance and recommend improvements within the club programs.

In District 10, the Club Achievement program has been tried and tested for success. ♦



L. A. Thurston, member of Forest City Club 1185 of Cleveland, Ohio, was governor of District 10 in 1957-58. He is Field Director of the Boy Scouts of America, Greater Cleveland Council. His book, "Complete Book of Campfire Programs," was published by Association Press in 1958.

Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do, when it ought to be done, whether you like it or not; it is the first lesson that ought to be learned; and however early a man's training begins, it is probably the last lesson that he learns thoroughly.

—Thomas Huxley



JUST IN JEST

It often shows a fine command of the language to say nothing.

Two morons each had a horse, but they couldn't decide which belonged to whom. So they cut the mane off one to differentiate, but it soon grew back. Next they cut the tail off one, but that also grew back. Finally they measured them and found that the black one was four inches taller than the white one.

In an argument, the best weapon to hold is your tongue.

The first step in making your dreams come true is to wake up.

The Dean of Women at a Co-ed college began an important announcement to the student body as follows:

"The President of the College and I have decided to stop necking on the campus."

In this modern age there are too many people in too many cars in too much of a hurry, going in too many directions to nowhere for nothing.

Doctor: "Why do you have that A-5967 tattooed on your back?"

Patient: "That's not tattooed. That's where my wife ran into me while I was opening the garage door."

—Philnews

Sloganeering

- Alimony: "Severance Pay"*
 - Cuba: "Where Russia Plays the Fidel"*
 - Singing: "Man's Bathright"*
 - Phone Booth: "Where You See the Handwriting on the Wall"*
 - Restaurant: "Some Enchanting Eating"*
 - Neurosis: "A Very Expensive Worry"*
 - Hosiery: "Don't Get a Run for Your Money"*
 - Marriage: "When a Man Gets Hooked With His Own Line"*
 - Dutch Treat Addict: "Split Purse-ornality"*
 - Mouth: "Grocer's Friend, Orator's Price, Fool's Trap, Dentist's Salvation"*
- Business Briefs

Watch that feller who tries to be in two places at one time. He's a poor example of how not to divide your time.

A rookie policeman was asked in an oral examination what he would do to disperse a threatening mob. After a few minutes' thoughtful concentration he looked up brightly: "I'd start to take up a collection," he said.

—Quote

Too many people think that perfection comes with the ability to find faults in others.

"If someone fell off this bridge, would he be drowned?" asked the tourist. The fisherman hesitated. "Well," he said finally, "not unless he stayed."

Letters to the Editor

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

I enjoyed reading the letter of Toastmaster Crompton H. Ogden, published in *The Toastmaster* for August, 1961, in which he protests the use of the word "toastmastering." It is good to know that I am not alone in my dislike for that word.

The trouble is that we cannot do much about it. I have tried, but without apparent effect, to get rid of this verbal distortion, and so have given up the struggle. Nearly 20 years ago, when "toastmastering" first reared its ugly head, I attacked it vigorously, but it persisted in spite of my efforts.

There are several words of rather recent coinage which are equally bad, or even worse, in my opinion. For instance, some people talk about "chairing" a meeting, and someone is made to "host" a convention.

The trouble with a living language is that it is in a constant state of change. A word unacceptable today may become good usage in 20 or 30 years. We who would like to preserve our English in a state of purity find ourselves helpless, and so we must harden our sense of fitness and try to endure what cannot be cured.

Ralph C. Smedley
Founder, Toastmasters
International

talk. He mentions rightly the basics and the glamorous arts, knowledge, conviction, self-control, showmanship, poise, et al, and comes out with the real yardstick—practice, practice, practice.

Nobody likes to practice anything, but I defy anybody to give a worthwhile talk without just plain hard practicing. Sure, the ability to give impromptu and extemporaneous talks is a decided asset, particularly if you're taking part in Toastmasters annual speech contests. But reliance on speaking off the cuff has killed off more fine speakers than anything else.

However, I must take exception to Mr. Mills' otherwise outstanding article. He writes: "... we may have said some things badly but if we had a strong beginning and a good 'bang up' ending, the audience will forget the drag in the middle."

Don't you believe it! If you follow this premise of Mr. Mills you'll be guilty of giving what is called "the Texas Buffalo Speech." This, like a buffalo's head, has two sharp points and a lot of bull in between. So get some "meat" between those sharp points and you'll seldom miss.

Barney Kingston
Club 371-30
Chicago, Ill.

While I was associated with the Steel City Club 1650-48 in Birmingham, Alabama, we developed a program which awards a

club "Oscar" to "The Most Outstanding Toastmaster" of the preceding six months. The following qualities are those the club reviews and votes on:

1. Personal attendance
2. Performance of assigned duties, as officer or other
3. Sponsoring new members
4. Improvement in speeches
5. Assistance given to other members
6. Over-all performance as a member

The first time the award was made it was voted on by the executive committee. Then it was made a club secret ballot, and this is still in effect in the club.

We believe this has spurred much activity on behalf of the club by members.

Harold E. Jenkins
Past President, Club 1650-48
Birmingham, Ala.

"Voices of Disneyland" article in the August *Toastmaster* proved of great interest to our neighbor. He is an employee at Disneyland and just happens to work at the Jungle Cruise.

Please send me five extra copies of the issue so my neighbor can show them to his fellow workers.

P. L. Peters
Club 124-51
Long Beach, Calif.

As a Single Taxer, I was angered by Fred DeArmond's reference to Single Taxers (*The Toastmaster*, August, 1961) whom he groups with antivivisectionists and faith-healers and distinguishes from "even those who plug good causes."

Inasmuch as Woodrow Wilson, Leo Tolstoy, Dr. Einstein, Newton Baker, Judge Brandeis, Sun-Yat-Sen, Lloyd George and

Mark Twain can be included among the Single Taxers whom Mr. De Armond would consider eccentric, I suggest that he study economics before he again puts his foot in his mouth by—to quote his own article—"making some ill-considered, illogical or inconsistent statement."

Stanley Sapiro
Club 109-52
Eagle Rock, Calif.

(Neither Mr. DeArmond nor the editors intended any disparagement to the loyal exponents of the cause of Single Tax.—Ed.)

On behalf of the entire membership of our club, I would like to thank you for the excellent cover story on Mobile—Toastmaster Town of the Month—in the June, 1961 issue of *The Toastmaster* magazine. I would like to congratulate you on the factual and interesting manner in which the material was presented.

T. E. Crane, Jr.
Pres., Club 226-29
Mobile, Ala.

I am enclosing a copy of our program used at the Northern Division 11 Speech Contest. It is being sent to you because it shows what a little imagination can do for a program with a relatively small cost.

We borrowed your cover story idea and made our own to share our Wabash story with the visitors. This brief history is superimposed on a drawing of our courthouse.

Our club reads and enjoys *The Toastmaster*. Please extend our compliments to your entire staff.

George Dingley
Club 2138-11
Wabash, Ind.

New Clubs

(As of August 15, 1961)

- 128-4 SAN FRANCISCO, California, *Night Owls*, Fri., 12:40 a.m., United Air Lines Maintenance Base, San Francisco International Airport.
- 888-36 BALTIMORE, Maryland, *Metal Masters*, Tues., 12:30 p.m., Koppers Company, Inc., Metal Products Division.
- 1487-47 McCOY AFB, Orlando, Florida, *Klaxons*, 1st & 2nd Thurs., 11:30 a.m., NCO Open Mess.
- 2148-2 MUKILTEO, Washington, *Lighthouse*, Thurs., 6:30 p.m., Waldheim Dining Room.
- 2309-23 SANTE FE, New Mexico, *Capitol*, Mon., 12 noon, Mabry Hall.
- 2396-U VERONA, Italy, *Gentlemen of Verona*, alt. Thurs., 6 p.m., Verona Officers' Open Mess.
- 2635-36 QUANTICO, Virginia, *Chopawamsic*, 2nd & 4th Thurs., 7 p.m., Hedges, Route 1, Falmouth.
- 2730-14 CARTERSVILLE, Georgia, *Cartersville*, 1st & 3rd Tues., 7 p.m., Morrell's Restaurant.
- 2849-29 PANAMA CITY, Florida, *Gulf Coastmasters*, Thurs., 12 noon, Daisy Lee's Restaurant.
- 2893-U BANGALORE, Mysore, South India, *Bangalore*, 3rd Fri., 7:30 p.m., No. 1, Platform Road, Krishna Flour Mills.
- 2964-26 DENVER, Colorado, *Republican*, Mon., 5:30 p.m., Shirley Savoy Hotel.
- 3126-37 MOORESVILLE, North Carolina, *Mooreville*, Sat., 7 a.m., Town House.
- 3228-U OLONGAPO, Zambales, Philippines, *Ramon Magsaysay Memorial*, 1st & 3rd Tues., 7 p.m., Conference Room, Post #4, American Legion.
- 3284-36 ELKTON, Maryland, *Elkton*, Wed., 7:30 a.m., George's Restaurant.
- 3331-34 NEWBURGH, New York, *Newburgh*, 2nd & 4th Wed., 6:30 p.m., Hotel Washington.
- 3351-14 ROBINS AFB, Georgia, *Circle B's*, biweekly Tues., 11:30 a.m., Hannah Room.
- 3352-36 WASHINGTON, D. C., *DCSPORATORS*, alt. Wed., 11:45 a.m., Executive Dining Room, Pentagon, Room 3C1063.
- 3353-U KINDLEY AFB, Bermuda, *Castle Harbour*, Tues., semimonthly, 11:30 a.m., Civilian Club.
- 3354-3 PHOENIX, Arizona, *Valley*, Thurs., 6 p.m., Bartoletti's Restaurant, 2901 E. Thomas Road.
- 3355-61 SHAWINIGAN, Quebec, Canada, *Cascade*, Thurs., 6:30 p.m., Shawinigan Hotel.
- 3356-56 KELLY AFB, San Antonio, Texas, *SAAMA*, 2nd & 4th Wed., 5:30 p.m., Officers' Club.
- 3358-U MACKAY, Queensland, Australia, *Coolabah*, 1st & 3rd Wed., 7:45 p.m., 44 Wood St.
- 3359-14 ROBINS AFB, Georgia, *Material Management Group 3*, Fri., 12:30 p.m., Base Cafeteria (BW).
- 3360-14 ROBINS AFB, Georgia, *B-Commandos*, biweekly Wed., 11:30 a.m., Base Restaurant (Snack Bar #5).
- 3361-14 ROBINS AFB, Georgia, *Selected Topics*, Mon., noon, Hannah Room.
- 3363-14 ROBINS AFB, Georgia, *Materiel Management*, Tues., 12:30 p.m., The Sandman Club, Warner Robins.
- 3364-14 DALTON, Georgia, *Dalton*, alt. Thurs., 7 p.m., Elk's Home Dining Room.
- 3365-U LANGERKOPF, Germany, *Langerkopf Non-Commissioned Officers*, 2nd & 4th Mon., 7 p.m., Langerkopf, NCO Club, 603rd Aircraft Control and Warning Squadron.

DISTRICT GOVERNORS

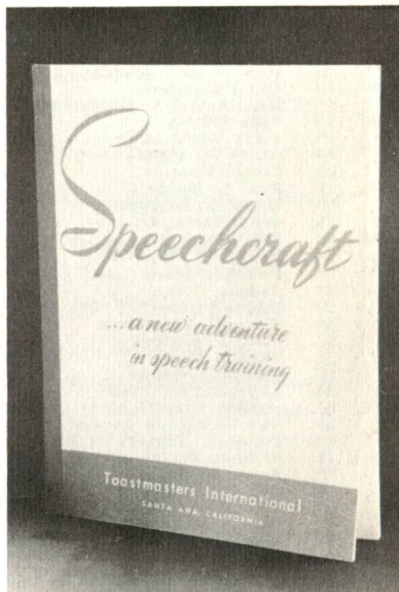
1961-1962

- F Richard S. Titera
2. Robert Murray
3. James H. McBain
4. Robert L. Knotts
5. Donald Contois
6. Edward M. Thielen
7. Richard Eastman
8. Earl M. Potter
9. Bliss O. Bignall, Jr.
10. H. R. Baumgardner
11. Russell Carey
12. John Bozoky
13. Alexander W. Brown
14. Richard Piazza
15. C. S. (Pete) Bosquet
16. Rex Davenport
17. Dr. Howard E. Hultgren
18. John Blaney
19. Jerry Bertramsen
20. Harry M. Pippin
21. Lionel Mercier
22. Paul E. Kunze
23. Roger H. Johnson
24. John Nixon, Jr.
25. Fred Beisecker
26. Raymond McGavin
27. David R. Crow
28. Judson Fisher
29. Edgar Pfeiffer
30. Kenneth Magnuson
31. John P. Gallant
32. Paul C. Webb
33. Charles Loveless
34. Raymond G. Castle
35. Gordon Groseth
36. Van Holmgren Tanner
37. Perry M. Weaver
38. William M. Musser, Jr.
39. Arley Howsden
40. Otto H. Althoff
41. R. James Brennan
42. Cece Primeau
43. James A. Brewer
44. B. R. Griffin
45. William Steinhardt
46. William J. Costello
47. Dean Risher
48. Major Francis M. Grove
49. Edward M. Hudak (Lt. Col.)
50. Arthur Lester
51. George F. Kaufmes
52. Robert C. Emrey
53. James E. Thomas
54. M. J. Roy Wolf
55. Harold Fallbeck
56. R. H. (Bud) Lambert, Jr.
57. Bruno Franceschi
58. Luther R. Gower
59. Artie Valentine
60. Tom Ryan
61. John Korcz
62. Leo Barnes
63. Bob Juster
64. S. M. (Sid) McMurray
65-P B. Robert Bird
66-P John B. Tallent
- 1133 Sunset Drive, Whittier, California
22525 Ninth Avenue, Bothell, Washington
53 W. Suffolk Drive, Tucson, Arizona
1204 Nilda Avenue, Mountain View, California
1361 Rock Springs Road, Escondido, California
1806 Vincent Avenue No., Minneapolis 11, Minnesota
P. O. Box 532, The Dalles, Oregon
7009 W. Main Street, Belleville, Illinois
Elder Building, Coeur d'Alene, Idaho
150 Brouse Drive, Wadsworth, Ohio
1603 Cass Street, Niles, Michigan
631 California Avenue, Bakersfield, California
3115 Iowa Street, Pittsburg 19, Pennsylvania
P. O. Box 3207, Savannah, Georgia
253 No. Main Street, Pocatello, Idaho
708 Stahl, Midwest City, Oklahoma
311 No. 28th Street, Billings, Montana
7 Kyle Park Avenue, Uddingston, Scotland
1200 E. Washington Street, Iowa City, Iowa
Hedderich Building, Williston, North Dakota
3302 Barnard Avenue, Vernon, B. C., Canada
728 West 45th Street, Kansas City 11, Missouri
10121 Toltec Road NE, Albuquerque, New Mexico
432 South 88th Street, Omaha, Nebraska
8643 Chadbourne Road, Dallas, Texas
1545 Deilwood, Boulder, Colorado
2318 Fountain Way, Fresno, California
3164 Merrill, Apt. 205, Royal Oak, Michigan
312 South Palafox Street, Pensacola, Florida
1486 Wicke, Des Plaines, Illinois
Westland Drive, Spencer, Massachusetts
P. O. Box 115, Buckley, Washington
73 Willis, Richland, Washington
333 E. Washington Street, Syracuse 2, New York
P. O. Box 146, Chippewa Falls, Wisconsin
3317 "N" Street, N.W., Washington, 7, D. C.
P. O. Box 866, Asheville, North Carolina
33 No. Duke Street, Lancaster, Pennsylvania
6 Carmel Place, Chico, California
3297 Cedarwood Drive, Fairborn, Ohio
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