



APRIL, 1965

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

AUSTIN, TEXAS
TOASTMASTER TOWN OF THE MONTH

In This Issue:
A Plea For Plain Talk

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Volume 31

Number 4

April, 1965

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PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of clubs located in the United States, Canada and 50 other countries and territories. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92702. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1965 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92702. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization. Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

A Plea for Plain Talk

By WILL McCracken

"Damn the torpedoes, full speed ahead."

"Don't shoot till you see the whites of their eyes."

"Give me liberty or give me death."

"I have nothing to offer but blood, toil, tears and sweat."

"Nuts!"

"Ask not what your country can do for you; but what you can do for your country."

These are six quotations that will live as long as men read history. Each was spoken by a brave man, inspiring courage in others.

But the six quotations have something else in common. Look closely. You will note that they are basically composed of simple sentences. The sentences are short — the longest being 17 words. And the words, too, are short and simple. In all of the quotations, there is a combined total of 52 words. Of these, 44 are one syllable words. There are only two, liberty and torpedoes, which have as many as three syllables. Finally, even the two syllable words — ahead, promise, nothing, country — are words which are so simple and so frequently used that any

schoolboy would understand their meaning.

Why is it that these various quotations have earned a lasting place in history?

Obviously, it is because of the lofty ideals which they express. But men express lofty ideals every day. The thing which sets these quotations apart is the simple language, the plain talk, in which they are phrased.

But simple as the language may be, it is none the less eloquent. Can anyone imagine a more colorful, emphatic expression than the "Nuts!" which General McAuliffe used to reject the Germans' invitation to surrender at Bastogne? Who could resist a call to arms from a commander who orders, "Damn the torpedoes, full speed ahead?"

Each of the six quotations has this same eloquence. Graphic artists — painters, designers, architects — call it the beauty of simplicity. Simplicity in language has a beauty equal to simplicity in art. It flows, rather than stumbles over the hurdles of incomprehensible polysyllabic terminology.

And this, after all, is the function of language. Language is

a vehicle, a means of transportation, a delivery mechanism. Any communication — speaking, writing, drawing, or what have you — is a means of transferring an idea from one mind, the communicator's, to the mind of another, the listener, reader, or viewer. This transfer of thought is the important thing; language is merely the medium for effecting this transfer.

Nevertheless, the language is important in the sense that if it is inappropriate it fails as a delivery mechanism. If the language is too stilted or complex it will offend the listener. He will subconsciously close his mind. The cargo will be lost in transit.

Many of us, unfortunately, jeopardize the cargo. We turn our backs on the proven merits of plain talk. And almost invariably, our egos are the cause of the problem.

Writing in *The Quill*, the magazine of Sigma Delta Chi, professional journalistic society, Kenneth L. Calkins of the public relations staff of Boeing's AeroSpace Division, says:

"I've come to the conclusion that it is not so much ignorance

I have
nothing
to offer but
blood, toil,
tears and sweat



of clear writing methods as it is snobbishness."

Calkins' article, entitled "Untying the Giant's Tongue," discusses the desirability of clear, simple language in writing industrial communications. He continues:

"What else but snobbishness can account for a man saying that a clearly stated truth is not adequate because it doesn't sound 'professional!'"

"I spent a lot of time learning these words," one scientist will say. "Why should I write in some simple-minded fashion if I can use the technically concise terminology?"

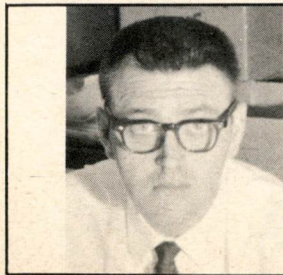
Why? Why, Dr. Whoever-you-are? Because you want your message to be understood. That's why. While you may not be simple-minded, there is every possibility that at least some of your audience, or readership, may be; hence, you must present your message in simple-minded language that will allow the message to get through. It is an accomplishment to speak in such a way that the message gets through. This "highly edu-

cated" man might well consider the speaking technique of other highly educated men who also attained important positions. For example, consider the men who spoke two of the quotations listed at the beginning of this article.

The man who spoke of blood, toil, tears and sweat was educated at England's Harrow, a journalist in his youth and therefore a man for whom words were the tools of his trade. He was the author of the definitive history of the second quarter of this century. He is already being described as the greatest man of our century.

And the man who said, "Ask not what your country can do for you, etc." was a Harvard graduate; also a journalist and historian, as a matter of fact the only Pulitzer Prize winner who ever occupied the White House. Some people say he was the most brilliant occupant of that position since Hoover and the most intellectual since Jefferson.

Speakers who use simple language, plain talk, are in good company.



Will McCracken is managing editor of Western Crops, a business magazine serving commercial crop producers and farm managers in the seven Far Western states. For the past year he has been a member of Quakertowne Club 19-F, Whittier, Calif. Prior to joining Nelson R. Crow Publications, publisher of Western Crops, McCracken was a staff correspondent for United Press International.

Toastmasters I have Known



By PAUL J. CATHEY

The right recipe for a successful session of Toastmastering calls for many ingredients — interesting speeches, alert listeners and hard-hitting, but diplomatic critics.

But the finished product will fall flat without the miracle ingredient that binds it together — a good Toastmaster.

How many club meetings have been ruined by an inept Toastmaster? The number is unknown, but I'd like to share with you recollections of Toastmasters I have known. These men are poor performers from the word go.

First, there's Lazy Louie, who doesn't take the time to find out the speakers' subjects or names beforehand. When called on to perform as Toastmaster, he comes to the lectern clutching a weird assortment of notes jotted down on canceled checks, menus, timetables, and old laundry bills.

Between frantic glances at

these scribblings he mumbles, "Well — yes sir — we've got an interesting program, tonight, real interesting. And to start off, our first speaker is Sam Cartilage, No, excuse me, it's Pete Popinjay.

"You all know Pete, so I won't go into any details about his background. Tonight he's giving — I'm sorry, Pete, what speech is it? BT 3? Yes, Pete's giving BT 5, which is either Hands Up or Vocal Variety. His topic is 'Ants of the Amazon.' No, it's 'Plants of the Amazon.'"

Obviously, when Pete gets up to speak he's got one thing working for him — the audience's sympathy. But what about Lazy Louie who didn't take the time to prepare for his job? He keeps blundering along, making the evening a nightmare.

You may not believe it, but there are worse Toastmasters than Louie. There's Nate Narcissus. Nate knows all about the speaker, but he can't stop talk-

ing about his favorite subject — himself.

Here's Nate's approach: "Our next speaker is Knute Moonbeam. I've known Knute since he joined the club two years ago. I remember the night he came in. I was sergeant-at-arms, had just been elected the week before. When I was introduced to good old Knute, I thought of my wife's brother-in-law. He looks just like Charlie — Charlie Noble, that is."

It is possible Knute may get to give his speech, but the odds are against it.

Henry Hyena is another Toastmaster to avoid. His specialty is jokes — old, tired, and possibly off-color. This is the way he operates: "Well, fellows, I see the next speaker is going to talk about books. Reminds me of the little green man who landed from Mars. It seems he was a librarian and he said, 'Take me to your reader.'

"No good? Well, that's a little far-out, but our speaker is a man with both feet on the ground. Not like the ram who ran off the cliff — he didn't see the ewe turn."

Nate's job as Toastmaster is second, a poor second, to his quest for laughs.

Speakers introduced by Lester

Larceny face an uphill battle. Lester delights in vocal theft — stealing the speaker's thunder. "Tom's talk tonight is 'Who Needs It?'" I'm not supposed to tell you more — but the 'it' refers to TV.



"He's going to discuss TV programming and what can be done about it. I think you'll especially like his recommendations on daytime TV. And he has an interesting story about the time his TV set went haywire. Also, watch for——"

But by now the bored audience is looking beyond Tom and his TV to the next talk.

Being introduced by Vincent Verbose is particularly frustrating. The reason: he takes the long way around to any mention of the speaker or the subject.

"Our next speaker," says Vincent, "is an expert on goldfish raising. I can't qualify as an expert in that area—but I do know this — everyone should have a hobby. We're all familiar with that tight bundle of nerves that can result when a man spends all his time working and worrying."

"Our next speaker isn't that way, he knows the value of constructive relaxation. Speaking of relaxing, I recall an experience I had."

Last in our gallery of tepid

Toastmasters is Cutting Carl. Carl doesn't understand he's the Toastmaster of the evening, not the general evaluator.

"Steve Sunshine is next on our program. Steve, you'll recall, has been having a little difficulty with his voice. Not enough volume, I believe. Well, Steve, we're all rooting for you tonight. We remember how you beat that annoying habit of leaning on the lectern.

"Steve's topic is 'How to Clean a Shotgun.' He's brought a gun to illustrate his talk so he shouldn't have any trouble with his gestures tonight. Anyway..."

None of these ways, obviously, is the right way to Toastmaster. But what is?

Many rules can be given, but these offer a good start:

Contact the speaker beforehand. Nothing is more important than this. Call him up, find out what he's trying to do with his talk, why he's giving it. Search for some different facts to use in his introduction.

Furnish all the facts in the introduction. Include the speak-

er's name, club rank or experience in Toastmasters, the Basic Training number of the speech, its purpose, and the title of the talk. Get all the facts down in writing, don't trust to your memory.

Give the speaker a reasonable buildup. Without stretching the truth, you can present the speaker and his subject so the audience will want to listen. Tell briefly why he's an authority on his subject. Point out why the talk is important.

Try to connect all the speeches in your introductions—but don't strain for effect. If the program has a central theme, work to build the introductory speeches around it. If not, look for a connecting link between the talks.

Above all, be pleasant. Your job as Toastmaster is to keep the program moving along smoothly. You are the catalytic agent that makes things happen, but doesn't enter into them.

Take pride in your assignment as Toastmaster. Enjoy it and make it important. You'll feel important if you do.

Paul J. Cathey is a member of Jenkintown, Pa., Toastmasters Club 2684-38 and has served as administrative vice president. A contributor of four other articles to The Toastmaster, Cathey is a senior editor of Iron Age magazine, the national metalworking weekly.



Medieval Speech

By FREDRIC BRODER

(This is the third article in a series tracing the history of public speaking. The first two articles, which appeared in the December, 1964, and February, 1965, issues of The Toastmaster, covered the Classical Period and the Roman Approach to Speech.)

In 410 A.D., the impossible happened. The Visigoths, under Alaric, conquered and sacked mighty Rome. They plundered the city, killing all who stood in their path, raping the women and destroying those treasures too large to be carried away or meaningless to their semi-barbaric culture. Yet, as converted Christians, they spared the churches and those citizens cowering within them. Thus, many

priceless manuscripts, among them numerous texts on speech training (or rhetoric), were saved.

The sacking of Rome, which for 800 years had remained inviolable, ushered in the final dissolution of the Roman Empire. For several hundred years the emperors had engaged in frantic political struggles of increasing brutality and the Roman citizens had no freedoms left after the fall of the Republic. Speech training had degenerated to elaborate and ornamental stylization and methods of delivery, applied only to those topics considered innocuous and inoffensive to the rulers. It was no longer possible to teach the rhetorical concepts of the great classical writers — Aristotle, Isocrates, Cicero and Quintilian — who encompassed speech as the communication of worthy and vital subject matter.

Rise of Christianity

As Rome slowly decayed under power-hungry rulers, a new religious concept swept through the empire, at first adding to the chaos, but eventually becoming the only unifying factor in what was left of the Roman civilization. Following the apostolate of St. Peter and St. Paul, the message of Jesus of Nazareth was spread to console the 100,000 Jewish slaves being used to build the Colosseum, but the concept of the meek inheriting

the earth and that a slave or a poor man could be the equal of the emperor soon drew converts from all oppressed peoples, slaves and citizens alike.

Though these Christians were frequently persecuted because of their refusal to venerate the emperor as a god, their ranks swelled so rapidly that their final acceptance was inevitable. Preachers and missionaries spread the doctrine of Christianity throughout the empire, setting up a network of church communities and, later, monasteries throughout Europe.

Hand-drawn copies of many of the scholarly works of the classical civilization, including many works on rhetoric, were brought to the libraries of these monasteries for the use of Christian scholars. Numerous important works which might otherwise have been destroyed in the fall of the Roman civilization were thus protected.

No Organized Rhetoric

It should be noted at this point that the leaders of many, if not all, of the early civilizations relied upon their speaking ability to arouse and inspire their people. Numerous leaders of the Biblical period — prophets, judges, kings, saints, and even Jesus himself — swayed and moved the masses through their speaking. But they relied upon their individual native abilities, rather than speech



training. Until the Greeks developed their rhetorical concepts, there were no systems of organized speech training.

Thus, the emergence of Greek, and later Roman, rhetorical training of the masses aided immeasurably in the continued expansion of Western civilization. It was the political breakdown in both cultures which eventually diverted the classical concept of meaningful speech into the paths of harmless sophistry.

Christianity grew amidst the flowery eloquence of this sophistry of speech. Though the Christian leaders trained preachers and missionaries for their roles in spreading the faith, they felt that speech was taught only for the glorification of the orator, not his subject matter. Therefore, they did not include speech training as a preparation for preaching the Gospel. They maintained that the Word of God was self-explanatory to all listeners and needed no sophistic showmanship."

There were some mild exceptions to this during the Second Sophistic Period of rhetorical history, 100-400 A.D., such as Julius Victor's *Ars Rhetorica*. Written around 300 A.D., the book was designed as a daily guidance on rhetoric for a young law student friend of Victor's. It stressed the use of all five classical canons of speech and defined the orator as a man "able

to make use of the science of speech so that it be credible and persuasive."

Julius Victor also introduced *Dictamen*, or letter writing, as an influence on rhetoric. His book is generally credited as the first text dealing with the art of writing letters.

St. Augustine's Rhetoric

Though Victor's work was drowned in the "sea of sophistry," some of the Christian leaders came to realize the value of proper speech training. In 391 A.D., a former lecturer in rhetoric was ordained to the priesthood, and five years later became the Bishop of Hippo (in what is now Tunisia). This scholarly bishop was later canonized as St. Augustine. His writings instituted the era of Christian preaching.

During the year following his appointment as bishop, St. Augustine produced three books of his *De Doctrina Christiana (On Christian Doctrine)*. The fourth and final book was not completed until 426 A.D. Resembling Quintilian's *Institutes of Oratory* in outlook and construction, although much more concise, it restored the pursuit of truth as the guiding principle of public speaking.

In *De Doctrina*, St. Augustine adapted Cicero's *De Oratore* to Christian preaching. He believed that rhetoric could be used in communicating the Word of

God. He held that to be effective, the Word of God needed to be translated into the words of man. He asks, "If evil is eloquent, why should not good men use eloquence to combat evil?"

The first three books of *De Doctrina* concentrate upon the creation of "telling arguments" based upon the literature preserved by the Church. Thus, the canons of *Invention* and *Arrangement* are restored to rhetoric.

The final book deals with the wise use of these arguments. St. Augustine stresses the use of Ciceronian style and delivery. He restores the three purposes of oratory: to inform, to please, and to move to action. He advises the preacher to be "charming," to choose his words carefully, to adapt to his audience, and not to be ashamed of the need for powerful oratory at times. Book four of the *De Doctrina* is still a useful manual to the serious student of speech. Unlike Cicero's *De Oratore*, it is available in English.

St. Augustine sought to install eloquence as a weapon of Christianity. "Wisdom without eloquence is wasted," he wrote. Gradually the Church accepted his view and began training preachers in rhetoric.

Rhetoric in the Trivium

Unfortunately, general education did not keep pace with the Church. A century after Augustine, Medieval scholars divided the classical concept of learning into three separate studies called the *Trivium*. *Dialectic* (logic) assumed the responsibility of invention and arrangement, *grammar* covered style, and *rhetoric* was consigned to the means of presenting ideas (delivery). The *Trivium*, plus the *Quadrivium* (arithmetic, geometry, music and astronomy), were con-



sidered the "seven liberal arts." Rhetoric became the least important third of the *Trivium*, covering only the oral presentation of speeches. Capella assigned rhetoric a pompous and noisy entrance in his allegorical *Marriage of Philology and Mercury*, written around 430 A.D. In this work, each of the seven liberal arts is portrayed as a personage, explaining its share in education.

Medieval Influences

Cassiodorus, who founded a Benedictine monastery in southern Italy which started the tradition of copying ancient manuscripts in order to preserve them, carried forward the concept of the seven liberal arts in his *Institutions*, written around

570 A.D. Rhetoric is only briefly covered as the "art of delivery," though Cassiodorus added the study of emotions to the realm of rhetoric.

During the seventh century, Isidore, the Bishop of Seville, tried to systematize all knowledge in a series of 20 books. Three of the volumes dealt with the liberal arts. Isidore verged on the classical concept of rhetoric, discussing the five canons and defining rhetoric as "the lore of speaking well on political questions in order to persuade men of what is just and good." But then he reverted to the *Trivium*, assigning to rhetoric the art of "speaking correctly" (delivery).

The Middle Period

Rhetoricians frequently call the middle of the Seventh Century the end of the period of Christian preaching. Rhetorical history then enters into the Middle Period, 650-1000 A.D. This was an uninspired time in the history of speech training. Little happened to alter the concept of speech as the "weak sister" of the *Trivium*. Aristotle's *Organon (Logic)* was still available to scholars, but not his *Rhetoric*. Hence, the scholars continued to separate logic and inquiry from rhetoric, which was merely the presentation of the results of dialectic.

One mild exception to this

trend was the *Rhetoric of Alcuin and Charlemagne*, written about 794 A.D. by Alcuin, whose background remains unknown. Written as a dialogue between two men, the book attempts to revive classical rhetoric and blend it with Christian preaching. Though based on Cicero, Alcuin uses Aristotle's definition of rhetoric, "The faculty of observing, in any case, the available means of persuasion."

Alcuin mentions several Medieval writers, Victor, Cassiodorus, Isidore, as well as the classical writers. He states the classical disposition of the five canons and attempts to emphasize the importance of invention.

Premature Renaissance

Toward the end of the Middle Period, there arose a group of monks in the monastery of St. Gall, Switzerland, who rediscovered the lost arts of Greece and Rome and tried to apply them to their own times. Notker Labeo, the monk who served as the director of the school around 1000 A.D., used the classical concept of the five canons of speech, but drew his examples from the present, rather than the past, in his book, *The New Rhetoric*. He states, "Human ingenuity daily invents new methods of persuasion." His illustrations were up-to-date and meaningful to his students. Though he still tended to sepa-

rate logic from rhetoric, he stressed the classical writings on the subject. "Rhetoric is a body of useful knowledge, gleaned from the practices of speakers who were eloquent by nature," he wrote.

This premature renaissance, or awakening, at St. Gall had far-reaching effects in many of the liberal arts, as well as rhetoric. It was there that the wordless embellishment of the hymn, "Quem Quaeritis" and a simple pantomime drama inserted into the Easter Mass, stirred the revival of the nearly lost theatre arts.

The Scholastic Period

For a 400-year span, from 1000 to 1400 A.D., known as the Scholastic Period, no writer really advanced the study of rhetoric, according to 20th Century rhetorician, Charles Baldwin. The only schools in existence were those run by the Church, which were open to the sons of both peasants and nobles preparing for the priesthood.

The average nobleman was as uneducated as his serfs. Though the classical works on logic were generally available, those on speech remained buried in the libraries of the monasteries, so speech training remained unessential adornment.

Hugh of St. Victor, in *Didascalion (The Lore of Teaching)*; Vincent of Beauvais, in *Speculum Doctrinale (Mirror of Teaching)*; John of Salisbury, in *Metalogicon*; Alain de Lille, in *Anticlaudianus*; and Brunetto Latini, in *Tresor*, all covered the training of speech but placed speech as the weakest link in the seven liberal arts.

Thus, the stage was set for the great rebirth of scientific inquisitiveness — the Renaissance. Speech training had slipped from its all-important classical vantage point to the meaningless study of delivery alone, the weakest of all the liberal arts. The Renaissance could not fail to have important significance to the study of rhetoric.

Fredric Broder is a past Founders District educational assistant, past area governor and former president of Lakewood Club 815-F. He is currently working on a Masters Degree in speech at California State College at Long Beach.



PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

Let us look at the pleasures and privileges of communication, while facing the fact that it is a daily necessity.

To communicate is the purpose of talking. We share our ideas and our information and experiences with other people, and they reciprocate. Thus we communicate by the exchange of our thoughts.

This process is basic in all human life and progress. We are not going too far when we say that all civilization is based on man's ability to communicate, for without communication there could be no cooperation, no understanding, no progress.

It seems quite obvious, then, that communication is one of the most important activities in which people may engage. Whether our communication is by word of mouth, or by written words, or by some sign language, its purpose is to produce understanding and to increase knowledge by our exchange of ideas.

You have ideas in your mind. If you do not communicate them, they accomplish little or nothing. If you share them with

others, they may produce results of great consequence, both to you and to those about you.

The commonest method for communicating ideas is through ordinary talking or letter writing. You do not need to mount the platform and address a large audience in ringing tones in order to be a speaker. You are making speeches every time you engage in conversation.

Since you are a speaker in spite of yourself, you ought to try to be as good a speaker as you are capable of being for the good of those with whom you converse. It is just as wrong to bore people in conversation as it is to bore them with dull utterances from the platform.

Thus you can see how favored you are in having such a wonderful chance to become a good speaker, painlessly and practically, through training yourself in your daily conversation. Your best conversational style may be your best style for public address, for most of the public speaking we hear is essentially "amplified conversation." This being so, you can practice your speaking whenever you talk.

Every conversation is a public speech. The size of the audience does not matter, whether it be one person or one hundred, so long as the speaker has something to say. Of course, when one addresses a large group, the voice must be raised so as to be heard at a greater distance, but the words and the sentences should be well chosen and well arranged in either case.

Do you get the idea? You are a public speaker, whether you realize it or not. You must communicate your ideas, your thoughts, or they get nowhere. For your own sake, you must learn to communicate well. In a word, you must learn to speak for yourself. If you can't or won't, you are going to lose out on many an occasion.

But what are you afraid of? You can face an individual and talk without fear or nervousness. You can talk with two or three, free from embarrassment. At just what point does your courage fail? Try a case study on yourself.

Do you get stagefright when the group around you increases to six, or to eight, or to ten? If you are not keeping count, nor telling yourself that you are making a speech, probably the presence of fifteen or twenty people, listening to how you caught the big fish, or how you made the hole in one, or how

you landed the big contract with a reluctant customer, will not raise your blood pressure by so much as a nickel's worth.

This may serve to show you how foolish and unnecessary it is to become disturbed when you face an audience of any size. The crowd is made up of individuals. You could talk to any one of them, without fear. Talk to them as individuals. If you can face one man and win the argument, you can just as well face a hundred and come out victorious.

Having ideas in your mind is much like having money in your pocket. It is good in itself, and it has potential value when shared, but the money buys nothing so long as it is kept in isolation. Only when it is put into circulation, offered in exchange for something, does the cash prove its worth. It is the same with your thoughts. They become really worthwhile when they are shared — exchanged with others.

EDITOR'S NOTE: Because of Dr. Smedley's illness, he is currently unable to write Personally Speaking. The articles appearing in Personally Speaking pages are reprinted from Dr. Smedley's earlier columns because we believe they are beneficial to Toastmasters.

LETTER FROM BRITAIN

*The Immediate Past President of TCBI reports
on activities in the British Isles . . .*

By **JAMES A. DUNLOP**

Three years ago when Territory No. 1 evolved from what had been District 18, many British Toastmasters expressed concern because they considered this as a breaking away from the parent body. We were able to satisfy them that this was in no way our intention and the change-over was smoothly and happily made. The measure of autonomy granted to us has given new life to the movement over here and our relations with World Headquarters are as cordial and as close as they have ever been. The former dissidents have been convinced and harmony re-established.

With steady growth in Britain, more particularly in England, over the past few years, there is a spirit of vitality in the air and a completely optimistic outlook. Growth is important, but there comes a time when attention must be directed to consolidating gains already made. In this direction we can report considerable success in the current session. Plans are well ahead for a change in our pattern of organization designed to cater more adequately to our clubs in the years ahead.

Unlike yourselves, we call a halt to Toastmasters meetings in March or April and resume in Autumn. This puts us at some disadvantage in that, with our members scattered, we are not always in a position to meet those American colleagues who may be here on holiday during the summer. In spite of this there are always some of us around who would be happy to add, even in a small way, to the enjoyment of our visitors if we were advised in advance.

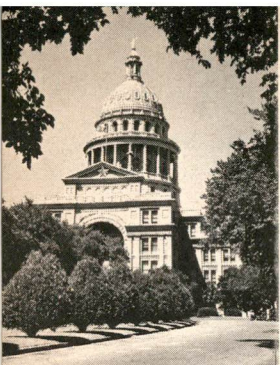
I look back over the years to our meeting with Dr. Smedley in Motherwell when he came to Europe. In the interval we have had Presidents Haeberlin and Nelson with us.

We are keeping in mind President Paris Jackson's *Youth Leadership Course* as set out in the November issue of *The Toastmaster*. It has to be said that in our younger men we have a reservoir of enthusiasm and ability; they are constantly looking for new worlds to conquer, always keen to explore new fields.

Alluding to Executive Director Maurice Forley's letter in the December issue of *The British Toastmaster* on "enjoyment" as an essential ingredient of Toastmasters training, I would say that a happy blend of enjoyment (in its broadest sense), camaraderie, club discipline, and worthwhile training gives us such success as we have achieved. It may be possible to develop this theme at a later date. It was stimulating to read the compliment paid to T.C.B.I. by Executive Director Forley in his annual report to the Denver Convention. As has been said before, if we cannot always command success we can, by our efforts, at least deserve it.

Our Annual General Meeting and Conference is to be held in Glasgow on April 24 when, apart from getting through a considerable amount of business, we will swap reminiscences with old friends and listen to the up-and-coming young men with ideas on how to make Toastmasters in Britain still bigger and better. The other day I had a letter from Will Goldie, that Grand Old Man of Toastmasters over here who, some 30 years ago, had the vision to bring the message from America. Will is not now in the best of health, but his interest in Toastmasters is unflagging. In co-operation with James Macaulay, he was instrumental in setting up the Glasgow Club as the first in Britain. Mr. Macaulay's son, Marshall, current President of T.C.B.I., asks me to convey greetings from our members to our colleagues over there.

James A. Dunlop is the immediate past president of the Territorial Council of the British Isles and ex officio member from T.C.B.I. of the Board of Directors of Toastmasters International. He has been a Toastmaster since 1955 and was editor of The British Toastmaster from 1956 to 1959. A graduate of Glasgow University, he has been headmaster in Lanarkshire schools for 31 years.



AUSTIN, TEXAS

Toastmaster Town of The Month

AUSTIN, TEXAS, the capitol city of the Lone Star State, had its birth on a cold February morning in 1839 when a group of five horsemen, delegated by President Mirabeau Lamar to locate a site for the capitol of the new republic, decided on the scenic setting along the Colorado River.

Today, Austin is a booming city of over 200,000 people and a shopping center for a 20-county trade area with a population of over one-half million.

Several blocks north of the capitol sprawls the 221-acre campus of Texas University, one of the nation's most richly endowed. It has an enrollment of approximately 22,000. Besides the state university, there are three other colleges, two private schools and two seminaries.

Beautiful scenery and recreational spots add pleasant living in Austin. Edged by rolling hills and sharp cliffs, Lake Austin brings boating, fishing and water sports within the heart of town. The Highland Lakes of central Texas, of which Lake Austin is the southernmost lake, are rapidly being discovered as one of the finest resort areas of Texas. The recreational opportunities of the lakes are highlighted every August during the Aqua Festival, a week filled with parades, entertainment and sporting events dedicated to the water wonderland.

Besides its recreational opportunities, Lake Austin represents an important factor in Austin's invitation to selective industry. It is the sixth in a series of lakes and dams forming the Lower Colorado River Authority. It is estimated that the average daily flow of water now passing Austin is 646,000,000 gallons — an amount equal to the total average daily consumption of all the major cities in the state.

There are four Toastmasters clubs in Austin: Tejas Club 966-56, Get Up and Go Club 1869-56, Capitol Club 2048-56 and Balcones Club 3407-56. *The Toastmaster* salutes Austin, Texas, Toastmaster Town of the Month.



Unusual Membership

An unusual membership makes up University Club 2526-13, recently chartered at the University of West Virginia Medical Center.

The club, with 33 members, has only one former Toastmaster, Arthur Ciervo, who worked with district officers to start the club within a 30-day period. And of the 33 members, 16 of them are doctors with either their M.D. or Ph.D.

**University Club 2526-13
Morgantown, W. Va.**

* * *

On Television

A recent meeting of Highlands Club 3100-4 was telecast "live" on KCSM-TV, a UHF station owned and operated by the College of San Mateo.

Members from San Carlos-Belmont Club 530-4 and Redwood City Club 27-4 participated in the program with the Highlands Club.

The telecast, titled "Anatomy of a Meeting," followed the basic Toastmaster meeting format and was narrated by Highlands President John M. Coppinger. The telecast ran smoothly and after the meeting a tape made by the station was played back so that members of the clubs could evaluate their own performances.

**Highlands Club 3100-4
San Mateo, Calif.**

Program Variety

Revenooers Club 3653-36, composed of Internal Revenue Service employees at the national office, has achieved unusual program variety.

Once a month the Revenooers have a special program. One meeting was devoted to a talk by a leading Washington clergyman. Another meeting took the form of a "city council" with members being assigned the roles of city officials and there has been a mock trial and radio broadcast. The club also plans to have a meeting at the United States Capitol Building after Congress recesses to offset the seasonal tendency towards summer doldrums.

**Revenooers Club 3653-36
Washington, D.C.**

* * *

Membership Drive

An "all hands" membership drive by Conestoga Club 2036-38 has resulted in a net gain of 18 members between the last two semi-annual reports. The membership rose from 12 to 30 members with a regular attendance of over 20 per week. Toastmasters Charlie McManus and Ed MacBean were chairmen of the drive.

**Conestoga Club 2036-38
Strafford, Pa.**



Spokesmariners Club 1961-36 members, United States Naval Academy, Annapolis, Md., enjoyed a unique "Icebreaker" speech recently. Lieutenant (Junior Grade) Frank X. Gorman climaxed his talk by showing the silver medal he won at the 1964 Olympic Games in Tokyo. He won the medal by finishing second in the three-meter springboard diving event.

NAA-RATORS Club 1398-50, Los Angeles, Calif., is conducting its second annual Speechcraft course with the cooperation of the North American Aviation Management Club. Thirty-two men are taking part in the course and company executives, who are giving their complete support to the program, have agreed to speak at sessions. In the photograph are Walt Rowland, Bill Purdon and Wally Yurs, kickoff night award winners; Ted Madura, president of NAA-RATORS Club 1398; and Ray Diederich, president of North American Aviation's Management Club.



An honorary membership in Dolphin Club 2711-53, U.S. Naval Submarine Base, Groton, Conn., was presented to Rear Admiral John A. Tyree, Jr., right, deputy commander, Submarine Force, U.S. Atlantic Fleet. The presentation was made by Captain A. W. O'Connell, center, president of the Dolphin Club, and Lieutenant Commander David Corey, USCG, district governor of District 53. In a brief address, Admiral Tyree stressed the importance of public speaking for present day Naval officers.

Rear Admiral Robert H. Northwood, commander of the Defense Electronics Supply Center in Dayton, Ohio, was recently made an honorary member of DESC Club 2781-40. In the photograph are W. A. Nessel, administrative vice president; Norman Call, president; Rear Admiral Northwood; and William Crawford, educational vice president.



Chief Petty Officer Jim V. Adams returns the honor guard salute as he leaves his retirement ceremony to enter civilian life. The honor guard consisted of Navy chief petty officers and master sergeants from the Marine Corps and Air Force. Adams and the members of the honor guard are all members of Sagamore Club 1878-12 located at the Pacific Missile Range, Point Mugu, Calif.

Toastmasters International President Paris Jackson, center, and Past International Presidents Jack Haynes and Joseph Rinent participated when Jewel City Club 29-52, Glendale, Calif., celebrated its 30th birthday. The club was chartered on January 28, 1935. Also attending were district and area officers, and 21 past members of the club. Haynes is a member of the club and served as Toastmaster for the evening.



William A. Barrett, United States Representative from Philadelphia's First Congressional District, was the featured speaker at a joint meeting and ladies' night held by five Philadelphia-area Toastmasters clubs. Clubs participating were Sea 'N Air Club 2314-38 and Sub 'N Surface Club 2886-38, both from the Philadelphia Naval Base; Tun Tavern Club 2325-38 and Staff NCO Club 3185-38, both from the Marine Corps Supply Activity; and Military Clothiers Club 3403-38 of the Defense Clothing Center. Area Governor John V. Haggard organized the meeting.

Founders District Governor H. L. Richardson, second from left, speaks to delegates at the conclusion of a district conference held at the Club El Mirador Hotel in Palm Springs, Calif. With Richardson are Fritz Conrad, Area Governor Mario Iacovino and Arthur Bowser.



Letter to a District

*A Toastmaster tells his District
Governor what he expects of him . . .*

Dear Newly-Elected District Governor —

WE EXPECT YOU, Mr. District Governor, to lead your district to its most fruitful and successful year to date. All Toastmasters hope that you will and we stand ready to help you in every way.

We know that you are an experienced Toastmaster and you've been elected to the highest office in your district on the basis of demonstrated ability and past accomplishment. We hope you are fully aware of the entire Toastmasters program and we expect you to see to it that your district not only knows of everything available from Toastmasters International, but also that it makes good use of all Toastmasters programs.

Mr. District Governor, we expect you to supply Toastmasters International with at least the minimum requirements set forth in the District Manual. We also expect you to go beyond these minimum requirements and really organize your district so that it will continue to grow and

prosper because of your able administration and not in spite of it.

Yes, Mr. District Governor, we expect you to have mapped out a complete program for your district and to see to it that it is carried through to a successful conclusion. You must be a leader and you must possess executive ability. Your district is a large organization and your administration must be a closely knit, cohesive unit that will permit you to know at all times just how your program is progressing. You must be able to delegate authority and remain close enough to your entire administration so that you can make adjustments and changes as the needs arise. Never leave anything to chance or someone else's good intentions. Follow through on everything and maintain steady progress.

Mr. District Governor, we expect you to give Toastmasters and your district a lot of time and effort. You have not been condemned to a year of servitude; you have been given the

Governor

By FRED G. THOMPSON



greatest training opportunity your district can offer. Remember one very important fact. We expect you to "budget" your time for Toastmasters and set up a priority system that will insure that your district gets the maximum benefit from every moment you spend on district work.

And speaking of spending, we expect you to give each and every individual Toastmaster in your district his money's worth in every expenditure you make of district funds. Your district budget is a very important document for it will clearly show your ability to plan for your district's needs and insure the greatest possible return for every cent spent.

Above all else, we expect you to make use of the organization and staff we've given you to work with. Although your lieutenant governors are elected to office on their own merits and proposals, they are under your direction and it is your duty to mold and create a "working team" that will strive jointly to achieve the goals you've selected.

Your senior lieutenant gov-

ernor for education is responsible for the educational program in your district. His work is not limited to planning the educational sessions for the district meetings. His job is a year-long project of introducing, improving, and expanding the educational work at every level within the district. His plans and programs should definitely complement your over-all plans. His work should be of a continuing nature and he should be given every assistance possible. Be sure that a good portion of your budget is allocated for this work and keep close tabs on its development, acceptance, and progress.

Your lieutenant governor for administration and organization should be just that. It should be his responsibility to keep in close touch with all divisions, areas, and clubs. It is his duty to make certain that all reports to the district and International are submitted at the time specified. He should be the district's official statistician and be able to supply you with data on the condition

of the district at all times. He should be your right arm in all administrative functions and keep you constantly advised as to the efficient productivity of all appointed officers. Please do not permit this job to become a "paper mill," flooding your administration with reams of reports, forms, and "red tape."

Mr. District Governor, we expect you to make proper use of your division lieutenant governors. Remember, these Toastmasters are "you" in their divisions. Do not assign them to the dungeon as "show horses" for special events. Make sure these men organize and train division staffs to carry through on district projects and programs. Make them super-salesmen of district activity. Allow them to get all the training they can get in this very important office. Consider their opinions and desires very carefully and encourage them with specific assignments that challenge their ability.

Area governors are the most important officers you'll be working with. They have been called the "backbone" of Toastmasters International, and deservedly so. These men can make or break your program. Choose them well and encourage them to start immediately training those who

may succeed them later on. Give them definite and specific goals to work for and help them find the best way to get their jobs done. DON'T load them down with multiple reports to submit as loads of paper can only serve to smother the flames of ambition, desire and enthusiasm that they embark with on this job. PLEASE, DO NOT consign to them the "leavings" of your budget. Give them the tools to work with — training,

Toastmasters manuals and supplies. Train them at district and division meetings. Encourage them to attend district meetings by having the district pay half their expenses to and at such meetings.

When listing your staff, we purposely left off your committee chairmen until now. Here, in most districts, is an untapped source of manpower and productivity. Proper planning with definite goals will produce astounding results.

We've previously stated that we expect you, Mr. District Governor, to budget and use district funds to obtain the greatest possible return for every cent spent. May we call your attention to your district publication? In some districts this item uses from 25% to 50% of the funds available for district operation. And, in



many districts, distribution of this publication is limited to members of the district executive committee and all club officers. Some districts believe the main purpose of the district bulletin is to try to impress other districts and International, and/or further the ambitions of some of its members insofar as International offices are concerned. We think this is wrong — absolutely and positively. The district bulletin or publication is important and should be a definite must on every district's program — but it should be for the sole purpose of keeping the district membership informed.

Mr. District Governor, we expect you to be the leader of all Toastmasters in your district in fact, as well as in title. Many districts, just as many clubs, suffer from too many PAST officers who relinquish the title of their office when their term of office expires, but don't allow their chosen successors actual control of district affairs. While these past officers might be motivated by the very

best and noblest intentions, their actions make it impossible for new leaders to implement new ideas and new projects.

Mr. District Governor, we expect you to be a real success in your job. The only way you can measure the success of your administration is to consider the actual results of your program. You can't measure the success of your administration by the number of new clubs during your term of office unless these clubs came into your district as part of your program for club expansion and as a result of the efforts of your staff. You can't measure the success of your administration on the number of weekends you are away from home or the number of miles traveled while you are in office.

Mr. District Governor, WE EXPECT you to impress all of Toastmasters International with the program you introduce in your district and with the actual results produced through activation of YOUR program. Good luck, and God-speed.

Fred G. Thompson is Area 3 governor of District 47. He has held several offices in his Toastmasters club, Pan Am Club 1652-47, and has been very active in church, civic and fraternal organizations in the Miami area.





"Buck" Engle, manager of the Membership Services Department at World Headquarters, points out the location of a new club to Executive Director Maurice Forley. The map shows the locations of over 3600 clubs in 50 countries and territories.

Membership Services Department

EDITOR'S NOTE: This is the fourth in a series of articles intended to familiarize Toastmasters with their world organization. Other articles will deal with other departments at World Headquarters, the Board of Directors, districts and other constituents of the Toastmasters organization.

Helping Toastmasters obtain more benefits and enjoyment

from club participation is the aim of the Membership Services Department at World Headquarters.

To do this, seven employees, headed by Manager "Buck" Engle, with the counsel and direction of Executive Director Maurice Forley, courteously and efficiently perform such functions as:

The review, revision and de-

velopment of Toastmasters educational materials;

The management of the World Headquarters Membership Building Program;

The conducting of surveys to keep abreast of the needs and problems of the membership;

The supervision of the Gavel Club Program;

The preparation and maintenance of address stencils;

The planning and supervision of educational sessions and speech contests at the International Convention;

The supervision of the Blue Ribbon Club Achievement program;

The collection of information necessary for the annual club directory; and

The answering of correspondence on many phases of the Toastmasters program.

The most important function is the constant revision of educational materials. There are approximately 125 educational and administrative items that

must be published, revised and updated to keep up with the needs of the membership. These include everything from the Basic Training Manual to a pamphlet on guest nights. In updating educational materials, the Membership Services Department works closely with the educational committee of the Board of Directors and World Headquarters department managers.

The Membership Building Program was recently updated, adding many new ideas that have been used successfully by Toastmasters clubs throughout the world. Included in the kit, offered without charge by World Headquarters, is a "Membership Building Program Check List" and brochures such as "Creating Community New Member Opportunities," "Special Guest Night," "Communications Meeting," "Flying Squad," and "Club Attendance and Membership Contest." Another innovation is the Toastmasters Opportunity Program (TOP) which has been



Betty Charle and Jane Stevenson process the new member applications received at World Headquarters. Mrs. Charle types receipts for the new member application fees. Mrs. Stevenson works at the automatic stencil typing machine which automatically types address stencils from Friden punch tapes.



Elaine Chamberlin and Celestia Lynch spend much of their time filing additions or changes in membership stencils. The cabinets behind them contain more than 130,000 address stencils used for mailing Toastmasters materials.

developed for use by both club presidents and area governors. The kit consists of a series of flip charts and briefings covering membership building, Speechcraft, club program planning, the Club Achievement Program, and evaluation.

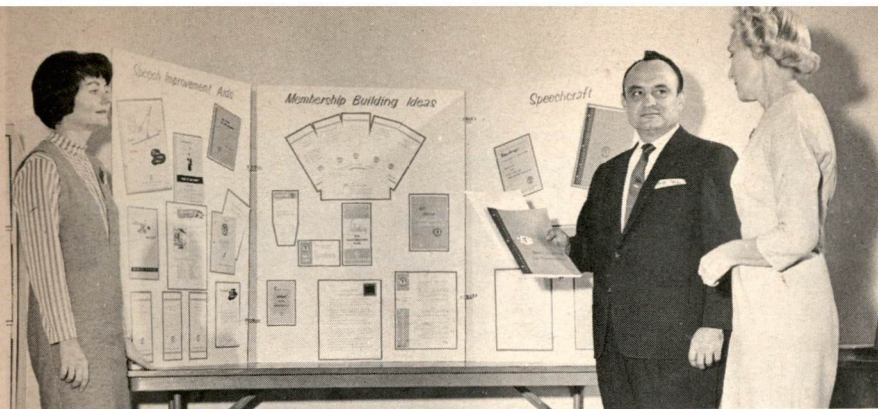
Periodic surveys are taken to pinpoint the areas where assistance is most needed in the Toastmasters organization. Surveys also provide information that can help membership building programs. For example, the results of a survey taken of men who had completed Basic Training showed that over 90% of those who answered the questionnaire reported receiving salary increases since taking Toastmasters training. The majority attributed their improvement in wages directly or partially to Toastmasters.

Twice a year the Club Evaluation Report survey is conducted by the districts for World Head-

quarters. From this survey, clubs, areas and districts, as well as World Headquarters, are provided with many new club management and program ideas. Clubs with problems are also brought to the attention of those who can help them.

I.B.M. equipment is now being used to process much of the information needed by the Membership Services Department and district officers. Membership information, club evaluation reports and club directory information are three of the items now being processed by I.B.M.

Department Manager Engle, a retired Air Force colonel, has been a Toastmaster for over 10 years. He served in many district offices and as consultant to the Executive Director on Military Club Affairs. In 1959 he was chosen Outstanding Toastmaster in District 8 for his work as educational chairman. He is



Membership Services Manager "Buck" Engle shows Audrey Rugh and Lavella Hester an educational display similar to one to be used at the International Convention in New York. Approximately 60 posters will be prepared by the department for display at the convention.

a graduate of Ohio University.

He reports that the Membership Services Department answers over 200 letters per month. Questions answered range from a request for a toast at a St. Patrick's Day celebration to the seating of dignitaries at a charter party, to help in planning a high school class reunion. Then there are the easier letters to answer, those that request help in their membership programs, Speakers Bureaus and evaluations.

Over 130,000 address stencils are prepared and maintained by the department for mailing Toastmasters materials. The preparation, adjustment and filing of these stencils requires the full time of four girls. From two to three thousand stencils each month are required for new members, new officers and address changes.

One of the most interesting functions of the department is

the Gavel Club program, initiated by Executive Director Maurice Forley in 1958 after Board approval. Today there are 146 Gavel Clubs. Membership in these clubs includes junior and high school students, 4-H clubs, Boy Scouts and persons in hospitals and correctional institutions.

The educational sessions and exhibits at the International Convention are the responsibility of Membership Services. The department tries to obtain the most outstanding programs and educational developments possible. This requires a review of many of the club and district bulletins and program schedules mailed to World Headquarters during the year.

Improvement is the key work in the department, according to Engle. He welcomes new ideas for consideration. Membership Services is striving to help YOU get more out of Toastmasters.

TOASTscripts

★ ★ ★ ★ ★

Dr. Ralph C. Smedley, founder of Toastmasters International, passes along his thanks and appreciation for the many messages and cards he received on his 87th birthday, February 22. Dr. Smedley has not been well for some time and the greetings from Toastmasters were especially meaningful to him this year. Dr. Smedley is convalescing and has not yet returned to his home.

A joint celebration was recently held by Huntington Park, Calif. Club 14-51. Olin Price, Toastmasters International president in 1934-35, celebrated his 37th consecutive year of continuous membership in Toastmasters and the club observed its 1639th consecutive meeting.

The club was chartered November 15, 1933. It has always limited its membership to 26 and today's roster includes 10 past presidents as regular members and six as associates. Ten members have an average of 22 years continuous attendance. But the most outstanding accomplishment of Club 14 is the fact that it has been responsible for

the formation of 20 Toastmasters clubs.

It is with regret that *The Toastmaster* must report the death of two noted Toastmasters. Although we usually do not report deaths of Toastmasters other than International officers, P. M. Phinney and Frank Paulding were instrumental in the organization's early growth.

Mr. Paulding passed away February 9 in Victoria, British Columbia. He was 83. Before retiring he was secretary of the Y.M.C.A. for 30 years and the founder of the first Toastmasters club in Canada.

Mr. Phinney was an early Toastmaster in Huntington Park, Calif., and served on the editorial board of *The Toastmaster* from 1942 to 1945. He was 76 and died in Lynwood, Calif.

An article on Toastmasters appeared in the Holiday issue of the *Delaware Today* magazine. The article stresses the benefits of Toastmasters to men who

want to enter public service or politics... The February issue of *The Tax Magazine* contains an article on "Personal Holding Companies Under the New Tax Law" written by LaVaughn Davis, a member of Oilmen's Club 1383-25, Fort Worth, Tex... And the December, 1964 issue of the *Advertiser's Digest* reprints an article that appeared in the July, 1964, issue of *The Toastmaster*. Entitled "Aces for Openers," it was written by Robert Haakenson...

An article in the *Portland Oregonian* informs us that Ben Medofsky, a member of *Beyond Basic Club* 1360-7, Portland, Oregon, was recently presented a special citation by the *Jewish National Foundation*. The citation read, "Jewish National Fund citation of honor for and in recognition of outstanding selfless dedication to the cause of land redemption and development and in tribute

for devoted service on behalf of the Jewish National Fund in Israel." The award also recognized his contribution of \$125,000 for establishment of a colony in Israel named Medofsky (Nachala) Village. A report from his club says that Medofsky visits other Toastmasters clubs in the Portland area at least three or four times a week.

CONGRATULATIONS: Toastmasters International Past President Alex Smekta recently won in his bid for re-election to a fifth term as mayor of Rochester, Minn... Roger Lachapelle was the winner of the 1964 French speaking contest conducted by Canadian Toastmasters. He is a member of St. Gabriel Lalemand Club 3679-61... W. A. Dunlap, Toastmasters International President in 1937-38, has been elected governor of the California Hawaii Nevada District of Kiwanis International...

Toastmasters International Executive Director Maurice Forley, Membership Services Manager "Buck" Engle and 1964 International Speech Contest Winner A. C. L. Bishop recently took part in the program at the annual statewide meeting of the Interment Association of California. In the photograph are Forley, William A. Simons, a member of the program committee and a past president of Rose Hills, Calif. Toastmasters Club 1050, Bishop and Engle.



The Speaker's Page

SPEECH SUGGESTIONS FOR APRIL

April is *Cancer Control Month*. Here is an opportunity for outside speaking engagements in support of a worthwhile cause. If you are interested, call your local branch of the American Cancer Society, Inc., or write to national headquarters, 219 E. 42nd Street, New York, N. Y.

Religious holidays that might provide speech material during April are *Palm Sunday* (11th); *Good Friday*, in commemoration of the Crucifixion (16th); *Easter Sunday*, celebrating the Resurrection of Christ (18th); and the 17th is the first day of *Passover*, an eight day observance of the delivery of Jews from slavery in Egypt. There are three weeks during this month dedicated to brotherhood — *International Good Human Relations Week* (18-24); *Free World Friendship Week* (18-25); and *Canada-United States Goodwill Week* (25-1st), sponsored by Kiwanis International.

Or you could choose your theme from *Bike Safety Week* (19th); *National Library Week* (25th); *National YWCA Week* (18th); or *National Artichoke Week* (15th). *National Secretaries Week* starts the 18th. If you don't want to speak about her, at least be kind to her this week.

The *National Cherry Blossom Festival* begins the 6th in Washington, D.C. ushering in the Spring season and celebrating the planting of the Japanese cherry trees along the Potomac River in 1912. And if you need more speech material, April is *National Hobby Month* — talk about your hobby.

POINT OF EMPHASIS

The point of emphasis for April is "Persuasive Speech." This is the month when Toastmasters concentrate on selling. The Club Program Manual (Code 1314) provides an outline for selling techniques. In addition, club members may review the material contained in Speech No. 2, "Be in Earnest," of the Basic Training Manual.

Clubs can also plan their evaluation programs to highlight this Point of Emphasis. Review the Speech Evaluation Manual (Code 202) and articles on evaluation that have appeared in The Toastmaster.

SPEECH STARTERS

It is a thing of no great difficulty to raise objections against another man's oration — nay, it is a very easy matter; but to produce a better in its place is a work extremely troublesome.

— Plutarch

Whoever found the headwaters of a stream by drifting with the current?

— H. D. Thoreau

There is no value in life except what you choose to place upon it, and no happiness in any place except what you bring to it yourself.

— Abraham Lincoln

Times makes us all equal; or use of time makes us all unequal.

In the school of experience tuition is sometimes high; also, you get the test first and the lesson afterwards.

Those who can command themselves, command others.

— William Hazlitt

Suppose the Water is Cold

By HOWARD E. HILL

Contrary to popular belief, captive audiences can be *cold*. And this paradoxical situation is often evident in group meetings of Toastmasters from the club level to the International Convention.

Obviously, this chilly or detached attitude is not always apparent but it is plainly one of the circumstances that every speaker seeking recognition for his efforts must reckon with when he is preparing the order and manner of his remarks.

During my early months as a fledgling Toastmaster, I read every article or book I could get my hands on covering the fascinating topic of "How to Make a Speech." In my voracious quest for information I was goaded on by three important factors: that old devil ego; a desire to be heard; and ways and means of improving my communications with my associates and superiors.

After 17 years association with

Toastmasters, I believe I have acquired some perspective.

Quite literally, during the years, I have heard hundreds of Toastmasters make speeches and quite often the speaker comes on like a lion and roars out like a mouse. This is no reflection on the skill or intent of the person who made the talk, but rather, it is the strong, sometimes blustering opener mistakenly perpetrated as a means of getting and holding attention. I, too, followed this practice until one day I was confronted with a situation that changed my whole point of view.

It seems that one of my associates in the writing craft was program chairman for a large group of working women of the press. For some reason, the person scheduled to speak was unable to attend and the program chairman needed a replacement, but fast. In this instance my assigned topic was, "How to Find and Create Feature Story Ideas."

Somehow I felt that three strikes already confronted my attempt to fill in with a talk to women writers. I had to assume that my captive audience, if not cold, was most certainly uncomfortably luke-warm. For example, I had little advance billing, consequently the build-up for my appearance left a great deal to be desired. Finally, the built-in resistance of career women to anything a man might

have to offer was a hurdle of no mean proportions.

To overcome this handicap, I began to riffle through my collected assortment of *speech hooks* — startling statements, literary gems, and thought challengers I used to “warm up” an audience. I encountered a brilliant quote from the essay, “Self-Reliance,” by Ralph Waldo Emerson, which I decided to use.

When I was introduced I went through the customary acknowledgements in a firm but pleasant manner and then I began, quietly, but with a mounting ingredient of intensity, to give the Emerson excerpt:

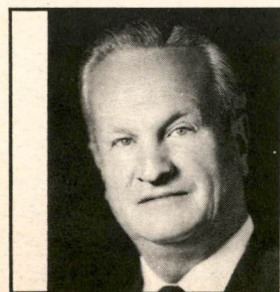
“To believe your own thought, to believe that what is true for you in your private heart is true for all men — that is genius . . .”

When I finished, the women were actually listening. Then I launched into my prepared speech. The result was little short of fantastic. For several months thereafter I was besieged with requests to give the

same talk before a wide variety of writing groups.

After this experience I took careful stock of my speech efforts. Cups and special assignments started to come my way, until the day my shining hour arrived — the Hollywood Foreign Correspondents Association asked me to “emcee” their third annual Golden Globe Awards presentation to the motion picture industry.

To sum up my experience, let me put it this way: always go on the assumption that your listeners are, at best, only mildly interested in what you have to say; accept the possibility that your audience is cold to your speech offering, and come out quietly with your strongest *speech hook* for an opener; come on like a soft-spoken but very determined mouse, and go out in a crescendo of challenges to thought, or action; and end with a summation that should be certain to win favorable acclaim from your fellow Toastmasters, evaluators, and, eventually, contest judges.



Howard E. Hill first joined Toastmasters International in 1946. He is a former president of Standard Club 43 in El Segundo, Calif. and served as public relations officer for District 50 two years. He has written several books of which the best known is “How to Create the Big Idea,” now in its seventh printing.

Toastmasters and Treasury Men

By HOWARD F. McHENRY

The relationship between Treasury Men and Toastmasters International, the latter a nonprofit, educational, and therefore tax-exempt organization, may seem at first to be somewhat obscure. However, such is not the case in the United States Treasury Department's Buffalo, N. Y., District of the Internal Revenue Service where, within the past two years, district employees, with the approval and active encouragement of management, have formed three Toastmasters clubs with a combined membership of about 70 men.

In Buffalo, F.I.R.S.T. Toastmasters Club 3619-65 received its charter in May, 1963, and in the Rochester, N.Y., sub-office of the Buffalo District, Statesmen Toastmasters Club 3639-65 received its charter in October of that year. In the Syracuse, N.Y., sub-office, a third Toastmasters club, SAFIRE 3833-34, was char-

tered in October, 1964. In addition, women employees in the Buffalo District, interested in the benefits of Toastmasters training but barred from membership in the all-male organization, solved the problem in typically distaff fashion by forming their own Prima Toastmasters Club 1363, also chartered in May of 1963.

This union of Toastmasters, an organization dedicated to the principles of effective communication, and the Internal Revenue Service, may well puzzle the average taxpayer who might be inclined to believe that revenue men — at least any he has met — have had little apparent trouble in communicating “effectively.” However, here in the Buffalo Internal Revenue District, we have found our union with Toastmasters a profitable and worthwhile association, supported by both management and



employees, because it produces desired results. Based on our experience, we believe that Toastmasters training makes a specific contribution to employee development and a general contribution to the administration of the federal tax laws by facilitating communications between the Internal Revenue Service and the taxpaying public.

The modern day Treasury Man is a highly skilled technical employee who operates in a complex and specialized field of endeavor. Civil

Service appointment as a revenue agent, revenue officer, or special agent (representing, respectively, the Audit, Collection, and Intelligence Divisions of Internal Revenue) requires a college degree, generally in the fields of accounting or law, and before an agent trainee ever makes his first official examination of a tax return he has spent many months in a government on-the-job training program. This training is, of necessity, almost wholly utilized in providing the trainee with an acceptable level of technical knowledge and competence needed to launch him on his career as a professional tax agent. The Internal Revenue Service has only limited time to develop in its trainees those qualities which have

been called "communication skills," and yet such skills are essential to a successful career as an agent. A journeyman agent in the field is required continually to conduct and participate in interviews and conferences with taxpayers and their representatives, and frequently to testify in civil and criminal tax proceedings. Public contact work in a sensitive area like taxation requires representatives who can handle language with skill. They must be able to express themselves clearly and effectively.

From Internal Revenue management's point of view, Toastmasters training for employees makes a most effective contribution to employee development by helping the Service produce articulate, as well as technically competent, agents. Especially gratifying to management is the fact that a substantial part of the membership in the three IRS Toastmaster clubs has come from the supervisory level where communication skills are of particular importance.

The Internal Revenue Service is charged with the administration and enforcement of the U.S. Internal Revenue Code. It knows that a taxpayer will voluntarily comply with the tax laws to the degree that he understands his

rights and obligations under those laws.

Given these two factors, a difficult and ever-changing tax law to administer, and the necessity for voluntary compliance based on understanding of the law, it can be said that in a very real sense federal tax administration is a *communications* problem.

The articulate, Toastmaster-trained Treasury Man is, therefore, a welcome figure on the general scene of communications between Internal Revenue and the taxpaying public.

First, the real meaning and equity of the tax laws evolves in the thousands of day-to-day contacts between agents and taxpayers. It is here that those valuable products of Toastmasters training—oft noted as better listening, thinking, speaking—show results, and in an undramatic but practical way contribute to a better understanding between the Internal Revenue Service and taxpayers.

Second, although the Buffalo District Toastmasters clubs are not officially connected with the

Service, the district has found in these groups an excellent source of voluntary and, most importantly, trained and effective speakers to assist in its public appearance program.

However, the real proof of the worth of Toastmasters training comes from the Buffalo District employees who are Toastmasters. The men of the Internal Revenue Service are, above all, practical men, a character trait acquired from the nature of their work. They would not invest their time and effort in Toastmasters training unless they were convinced of its worth from both a personal and a professional viewpoint.

In their behalf, this report on Toastmasters and Treasury Men can be concluded by leaving one word with you—a word which describes an all too common type of unintelligible governmental communication, something Internal Revenue can least afford. The word we leave with you is "gobbledygook." Thanks to Toastmasters, the Buffalo Internal Revenue doesn't need that word—any more.



Howard F. McHenry is a group supervisor (supervisory criminal investigator) in the Intelligence Division, Internal Revenue Service, Rochester, N. Y., and a member of Statesmen Toastmasters Club 3639-65, Rochester. He is past president of Pioneer Toastmasters Club 506-65, Buffalo, N. Y., and a past area governor in District 65.





JUST IN JEST

Golf is a lot like taxes — you drive hard to get to the green and then wind up in the hole.

* * *

A father was giving advice to his son. At the end of a rather stern lecture, he said: "Now, my boy, you understand perfectly what I mean?"

"Yes," replied the boy. "What it boils down to is this — If I do well it's because of heredity, and if I fail it's my own fault."

— *The Vista Toaster*

* * *

Big shots are only little shots who kept shooting.

* * *

An old subscriber recently wrote to the editor of the British magazine *Punch* and complained: "Your magazine isn't as good as it used to be." Replied the editor: "It never was."

— *Public Relations Journal*

*I ought to put some cash away
To guard against that rainy day;
But I can never save a dime.
It seems to sprinkle all the time.*

— *Burroughs Clearing House*

* * *

The late William Allen White once attended a testimonial dinner during which the toastmaster, in introducing speakers, spoke longer than the persons introduced. When it finally came to White's turn he began: "There are times when I enjoy playing with huge numbers. Right now, statistics regarding toastmasters keep running through my mind. It just struck me that if every toastmaster were placed end to end — it would be a really excellent thing."

— *The Vista Toaster*

* * *

A pioneer is a person whose annual property tax now exceeds what he paid for the place to begin with.

— *Changing Times*

REMEMBER: To keep your *Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. If possible, include a mailing sticker from a previous magazine.

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

Letters to the Editor

Members are invited to use the "Letters to the Editor" Department for any questions about Toastmasters International, its clubs, and any problems concerning club and/or district operations and activities.

I was pleased to see the article on Junior Achievement in the February issue of *The Toastmaster*. ("Helping Junior Achievers Achieve" by Bill Holman). We appreciate your help and cooperation in bringing this story of Junior Achievement to your readers.

Joseph J. Francomano
Administrative Vice President
Junior Achievement Inc.
New York, N.Y.

* * *

The article by "Buck" Engle in the February issue of *The Toastmaster* ("Join the Blue Ribbon Program") has generated considerable interest in our club to participate in the Club Achievement Program. We would appreciate you forwarding us a copy of the Club Achievement Manual.

Robert Fitzsimmons
Administrative Vice President
Mount Rushmore Club 1326-41
Rapid City, S.D.

* * *

During the past few months I have written several letters to World Headquarters. My letters contained many different questions pertaining to our club's operations: how to start a new club, technical questions pertaining to the Club Achievement Manual's point system, awards for distinguished service and others. Each of my letters received prompt attention and the answers to my questions were clear, concise and were sent to me within a couple of days.

I am most appreciative of the prompt, efficient and sincere service. In particular,

I am grateful to Maurice Forley and Robert Engle for their attention to the Monroeville Club's needs.

Robert W. Barrickman
President
Monroeville Club 2954-13
Monroeville, Pa.

* * *

I consider it an honor indeed to have an article included in *The Toastmaster* ("Listening — The Lost Art of Education" in the February, 1965 issue). You have an outstanding organization — one of which you can be very proud.

Billy O. Wireman
Associate Vice President
for Development
Florida Presbyterian College
St. Petersburg, Fla.

* * *

I missed Part I of The History of Public Speaking in the December issue of *The Toastmaster* but your Part II on the Roman Approach was one of the best things I have ever seen in the magazine.

The observations have a timeless quality and no serious reader can avoid modern comparisons in our society, our public figures and even our fellow Toastmasters.

The substance as well as the style of your article was superior.

Frank Stayduhar
Executives Club 335-19
Des Moines, Iowa

(Editor's Note: The third article on The History of Public Speaking by Fredric Broder appears on Page 8).

New Clubs

(As of March 4, 1965)

- 152-5 LEMON GROVE, California, *Mayflower*, 1st-3rd Mon. 7:15 p.m., Mayflower Hall, First Congregational Church, 2770 Gleberd 466-0503
- 697-11 FORT WAYNE, Indiana, *MMC*, Thurs. noon, The Executive Dining Room, Magnavox Company, Plant 1 743-9721 Ext 482
- 1947-31 BOSTON, Massachusetts, *Boston Edison Company*, Wed. 5:30 p.m., Steuben's 114 Boylston St., Boston, Mass. HA 6-3300 Ext 300
- 2223-65 ROCHESTER, New York, *Kodak Distribution Center*, Mon. 5:30 p.m., Distribution Center Eastman Kodak Company, Rochester, N.Y. GL 8-1000 Ext. 5894
- 2365-44 GOODFELLOW AFB, Texas, *Noon-Shiners*, Mon. 11:30 a.m., Officers Club, Goodfellow AFB, Texas 653-6179
- 2372-2 SEATTLE, Washington, *Monoway*, Tues. 5:06 to 6:51, Seattle, Washington RO 2-0101
- 2526-13 MORGANTOWN, West Virginia, *University*, 2nd-4th Mon. 6:30 p.m., Student Cafeteria, West Virginia University Medical Center, Morgantown, West Virginia 293-2322
- 2638-64 WINNIPEG, Manitoba, Canada, *Voyageurs*, Wed. 6:15 p.m., The Viscount Motor Hotel, Winnipeg, Manitoba, Canada 837-7258
- 3009-62 MUSKEGON, Michigan, *Executive*, Fri. 12 noon Y.M.C.A. Muskegon, Michigan PA 2-3741
- 3066-25 SHEPPARD AFB, Texas, *Sheppard*, Mon. 12 noon, Sheppard Officers Open Mess, Sheppard AFB, Texas 851-2603
- 3121-17 WOLF POINT, Montana, *Wolf Point*, Thurs. 6:15 p.m., Sherman Hotel, Wolf Point, Montana 53
- 3519-10 YOUNGSTOWN, Ohio, *Yohio*, Wed. 7:00 p.m. Y.M.C.A., Youngstown.
- 3636-F MONTEREY PARK, California, *California Driving School*, 1st-3rd Thurs. 7:00 a.m., Montebello Bowl dining room, Garfield at Pomona, Montebello, California PA 8-2108
- 3811-11 GARY, Indiana, *Steel City*, 2nd-4th Fri. 12:15 p.m., Gary Hotel, Gary, Indiana 885-7521
- 3855-26 CRAIG, Colorado, *Breezy Hour*, Mon. 6:30 a.m., Cosgriff Hotel, Craig, Colorado 824-6593
- 3872-6 FORT FRANCES, Ontario, Canada, *Rainy Lake*, Wed. 6:00 p.m., The Rainy Lake Hotel, Fort Frances, Ontario, Canada 274-5355
- 3873-47 DeLAND, Florida, *DeLand*, Wed. 6:30 p.m., Calico Kitchen, DeLand, Florida 734-1219
- 3874-7 PORTLAND, Oregon, *Fred Meyer*, Wed. 6:30 a.m. Eve's Restaurant, 3800 S. E. 22nd Avenue, Portland, Oregon 97292 235-8844
- 3876-15 ONTARIO, Oregon, *Ontario*, Fri. 7:00 a.m., Palomino Cafe, Ontario, Oregon 889-8012
- 3877-7 PORTLAND, Oregon, *ORE-ATORS*, Tues. 6:45 a.m., Imperial Hotel, Broadway & Stark
- 3878-35 MILWAUKEE, Wisconsin, *Courthouse*, Wed. 6:00 p.m., Westward Ho, Milwaukee, Wisconsin 276-5800 Ext. 781
- 3879-6 ROSEMOUNT, Minnesota, *MINNKOTA*, alt. Thurs. 6:30 p.m. Rosemount Jr. High School, Rosemount, Minnesota 423-2640
- 3880-7 NEWPORT, Oregon, *Newport*, Tues. 7:00 a.m., Moby Dick's Restaurant, Newport, Oregon 265-2827
- 3881-65 JAMESTOWN, New York, *Jamestown*, 1st-3rd Wed. 7:30 p.m., Hotel Jamestown, Jamestown, New York 484-7502
- 3882-47 SEBRING, Florida, *Sebring*, Mon. 6:00 p.m., Howard Johnson's Restaurant, Sebring, Florida EV 5-0350
- 3884-52 LOS ANGELES, California, *S.C.G.F.*, 1st Fri. & 3rd Mon. 7:30 p.m., Federation Office, Rm. No. 210, 125 Weller Street, Los Angeles 749-0542
- 3885-TCBI YORK, Yorkshire, England, *York*, Tues. 7:45 p.m., Queens Hotel York, York-Yorkshire, England
- 3886-36 WASHINGTON, D.C. *John E. Murray Memorial*, 1st-3rd Fri. noon, Conference Rm., Directorate, Special Investigation, 4th & Adams Dr., S.W. Washington, D.C. 696-8048

DISTRICT GOVERNORS 1964-1965

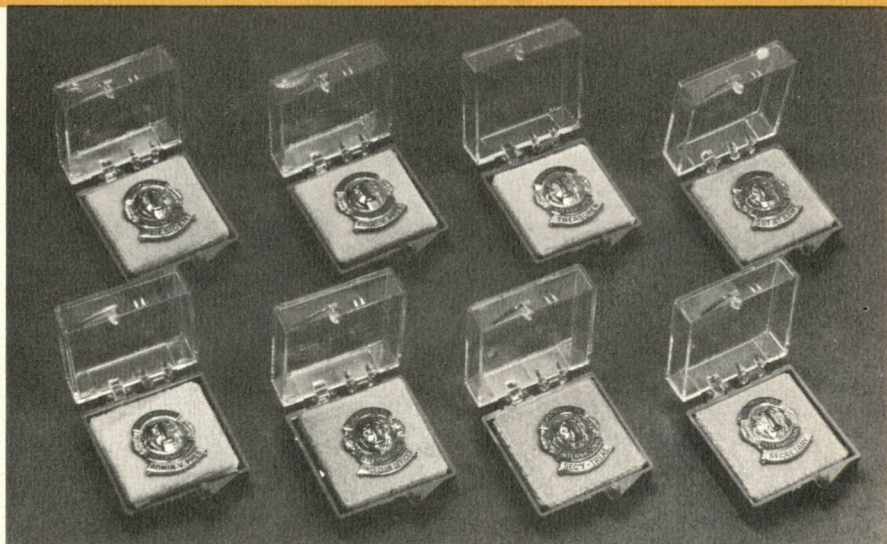
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