

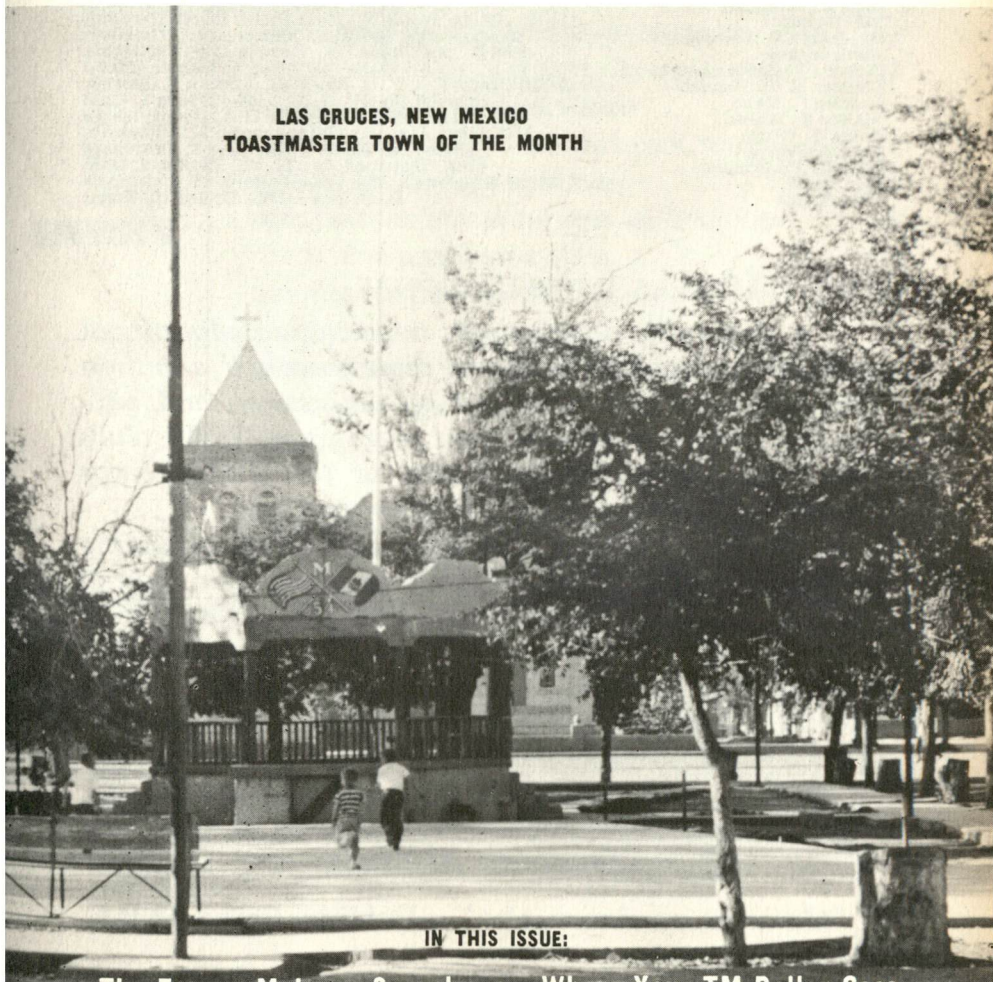


APRIL, 1961

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

LAS CRUCES, NEW MEXICO
TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

The Five Minutes That Make a Difference - Where Your TM Dollars Go

OFFICERS

President—**GEORGE J. MUCEY** 144 N. Main St., Washington, Pennsylvania
 1st Vice President—**HERMAN E. HOCHÉ** 408 E. Minnehaha Parkway, Minneapolis 19, Minnesota
 2nd Vice President—**FRANK I. SPANGLER** 5271 N. Bay Ridge, Milwaukee 17, Wisconsin
 Past President—**EMIL H. NELSON** 1367 Bayard Ave., St. Paul 16, Minnesota
 Founder—**RALPH C. SMEDLEY** Santa Ana, California
 Executive Director—**MAURICE FORLEY** Santa Ana, California

DIRECTORS

Dr. Leo Anderson 500 Beach St., York, Nebraska
Robin Dick 1259 W. Keith Rd., North Vancouver, British Columbia
Dr. Arthur E. Dracy South Dakota State College, Brookings, South Dakota
John J. Franczak 1734 East 72nd St., Chicago 49, Illinois
Bill Hylton P. O. Box 5174, High Point, North Carolina
Dr. Ralph G. Iverson 900 Oakwood Heights, Menomonie, Wisconsin
Paris Jackson 9068 E. Las Tunas Dr., Temple City, California
Richard V. Keim Rte. 5, Nampa, Idaho
Thomas B. McDonald c/o Retail Credit Co., P. O. Box 4081, Atlanta 2, Georgia
Charles C. Mohr Sun Oil Co., P. O. Box 920, Toledo 1, Ohio
Walter P. Moran 852 Thomas Rd., Lafayette Hill, Pennsylvania
Helge G. Olson 5305 Penn Ave., So., Minneapolis 19, Minnesota
Fred J. Payne 507 Central Station, Memphis 3, Tennessee
John D. Puddington 4989 Fleetwood Dr., N. W., Canton 9, Ohio
Max Sacks 7601 Kittyhawk Ave., Los Angeles 45, California
Dick Smith P. O. Box 18595, Dallas 18, Texas

TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,200 clubs which are located in every state of the Union, every province of Canada and in 39 other countries.

A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop 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.

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 27 NUMBER 4 APRIL, 1961

INDEX

| | |
|---|----|
| THE FARMER MAKES A SPEECH—By Paul La Vine..... | 2 |
| WHERE YOUR TM DOLLAR GOES—By Maurice Forley..... | 7 |
| NO VACANCIES—By Ernest S. Wooster..... | 11 |
| YOUR EARS WIN TWO TO ONE—By Lorin K. Schoepfoerster.. | 14 |
| THE BIG SIX—By Roger W. McKinley..... | 16 |
| NIGHTMARE OR SHOT IN THE ARM—By Lothar Salin..... | 25 |
| TM DATE IN WASHINGTON STATE..... | 30 |
| TEN TIPS FOR TABLE TOPICS—By Robert P. Joslin..... | 34 |
| TOWN OF THE MONTH, 18 — CLUBS IN THE NEWS, 19 — PERSONALLY SPEAKING, 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

TOASTMASTER INTERNATIONAL is a non-profit educational organization of 3,267 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.

THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1961 by Toastmasters International. 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 Cincinnati, Ohio, and at additional mailing offices. Mailing prepared at Cincinnati, Ohio, by S. Rosenthal & Co., 22 East 12th St., Cincinnati, Ohio. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

APRIL, 1961

*Beset by more than their
share of problems these past few years,
the men who till the soil are stepping forth
as informed, articulate spokesmen.*

The Farmer Makes A Speech

By PAUL LA VINE

Farm Advisor, University of California
Agricultural Extension Service

“ALL FARMERS drive Cadillacs, own \$40,000 homes with swimming pools, are responsible for the high cost of living, cause higher taxes by their insistence on government handouts, and are poi-

soning the populace with sprays used on their crops.”

The foregoing statement is a composite of opinions I have heard expressed many times by those who live in urban areas. As a farm ad-

visor, I have long been aware of the poor communication that exists between the farmer and his city cousin. I have attended many long, frustrating agricultural meetings and public hearings where I have witnessed the better trained city speaker talk circles around the farmer. While the farmer was struggling to find words to tell his side of the story, the city speaker had sold his case.

Clearly, the situation called for action. If no one could speak for the farmers, the farmers should learn to speak for themselves. But how and where?

As a former Toastmaster, I had no difficulty in deciding that there was one organization thoroughly equipped to do the teaching—Toastmasters. The farm advisor would assist in the organizational problems with the local Toastmasters group acting as sponsor for the farmers clubs.

The project was presented to County Director of Extension G. A. Cross, now retired. Mr. Cross was at first dubious. He felt the plan would require too much time on the part of the farm advisor. It was pointed out to him that in the dairy industry, the program with which he was most familiar, there were only four men who could be depended on to represent the dairymen of Stanislaus County. In Stanislaus County there are some 2,000 dairymen, and upon these four men fell the job of leading practically every issue confronting the county dairymen. They were also impor-

tantly involved in state issues. In other commodities an equal paucity of representation occurred. Certainly this condition pointed to the need for a method of training public speakers from agriculture. Mr. Cross reversed his position and gave the go-ahead signal.

After the county director had given the program his endorsement, the ideas were presented to the regional director, N. D. Hudson. Mr. Hudson was enthusiastic, and suggested that the secretary of the Stanislaus County Farm Bureau be approached for appraisal of the program.

Secretary Fred Thiemann was equally cordial to the idea. “At the last three State Farm Bureau meetings,” he said, “the resolution was made that the Agricultural Extension Service had shown farmers how to grow two blades of grass where only one used to grow. Now they should show them how to sell the additional grass. This speech club idea appears to me to be a step in the right direction.”

Still trying for reactions we asked representatives of the local newspapers for their impressions of the program. They promised publicity. One newsman said, “This is really a timely undertaking. I reported a meeting recently and one of the speakers—a farmer—called me up and said ‘Why don’t you write what I mean instead of what I say?’” Charles Mendenhall, agriculture editor of the *Modesto Bee*, added, “It’s a fine project. Speech clubs



should be an excellent source of material."

With so much enthusiasm behind us, we next approached some key growers. We talked with Al Terry, a peach and walnut grower and chairman of the board of directors of the Tri-Valley Co-op, a canning co-op of 1500 members; Carl Muller, dairyman, peach and boysenberry grower, director of Bushberry Marketing Order, director of Tri-Valley Co-op, and director of Milk Producers; Paul Couture, fruit and melon grower and shipper; Homer Vilas and Vic Laid, grape and walnut growers and directors of the Modesto Co-op Winery; Frank Pirrone, vineyardist and owner of the Pirrone Winery. When they were asked if they thought farmers would be interested in learning to speak in farmers' Toastmasters clubs, they agreed that the need for better trained farmer-speakers was so great the plan couldn't help but be successful!

The local staff of the Agricultural Extension Service was also helpful. Earl Olson, dairy farm advisor; Dick Fleming, 4-H Club Advisor, and Norman Ross, tree fruit and nut farm advisor, suggested that their mailing lists be used.

Many things had to be considered in presenting this program to the farmers themselves. For one thing, we wanted to determine the general education level for the group. The average school grade attained, for California farmers is the ninth, which is above the national average

for farmers. In Stanislaus County this information was not available, but discussions with Dr. Fred Beyer, county superintendent of schools, indicated the level in our county was considerably above the state average. Many local farmers had had either junior college or non-degree work at university level.

We also had to take into account that for reason or reasons unknown, many farmers feel inferior to city people. Perhaps this dates back to early times when the term "farmer" was used in a derogatory manner to denote someone slow and plodding, with hayseed in his hair. This feeling of inferiority was not expressed by any farmer in conversations with us. Yet there was a unanimous opinion that if clubs were formed, they should be expressly for farmers and people in related industries. We therefore stressed in our newsletters, newspaper releases and radio announcements that the speech clubs would be only for people interested in agriculture. The plan was also mentioned briefly by the farm advisors at each meeting they attended, although at this time they confined their announcement to a brief statement of the existing need and said that the program would soon be started.

Now we began to move into high gear. We talked with Jim Crane, membership chairman of Modesto Toastmasters 609, to determine the amount of assistance the club could give. Jim arranged a meeting with 609's president, Al Frad; Owen



Murphy, area governor; himself, and the farm advisor. There they decided the best way to dramatize the program and arouse interest would be for Club 609 to hold a regular meeting to which farmers and other interested persons would be invited. The meeting would be held at the County Center No. 3 auditorium, where there would be enough space for visitors.

The farm advisor sent out a newsletter to 3000 farmers, news articles appeared in eight county newspapers, and four radio stations broadcast announcements.

We made no special provisions for determining the degree of acceptance of the program among the farmers. It soon became apparent, however, that they were enthusiastic. The farm advisor received a number of calls from farmers who said they would not be able to attend the meeting with Club 609, but they were interested, and if local clubs were formed, they wished to join.

That first meeting attracted 150 farmers! Toastmasters literature was available. The farmers were asked to fill out a form indicating a willingness to join a local club. They were also asked to suggest a friend who might be interested. Of the 150 men present, 123 stated they would join if local clubs were formed. This was a distinct indication that farmers not only realize the plight they are in, but they want to do something about it.

Club 609 has no farmer members, but they planned their meet-

ing around agriculture and its problems. Each of the topics assigned in the table topics session was on agriculture. The farmers became so interested that, as in an old-fashioned melodrama, they began cheering and applauding the speaker they favored on a controversial topic and booed those with whom they disagreed. Special emphasis was put on this portion of the program to impress the audience that although the speakers were non-farmers, they were prepared to speak on any issue, pro or con. I believe the impression made by this topic session was the most important factor in obtaining the large sign-up.

We initially planned to form five clubs. But because we had started in the spring when the farm work load is at its peak, some of the clubs requested they postpone until fall the installation of officers and other

formalities. As I write this in late January, 1961, two clubs are now definitely formed; one, the East Stanislaus County Club, has obtained its charter; the other, the Wood Colony Club,

will charter this week. The third club will be started some time this month. The farmers who have joined Toastmasters are extremely enthusiastic, and their enthusiasm makes it easier to form additional clubs. Farm women, not to be outdone, have asked that I help them form a Toastmistress club!

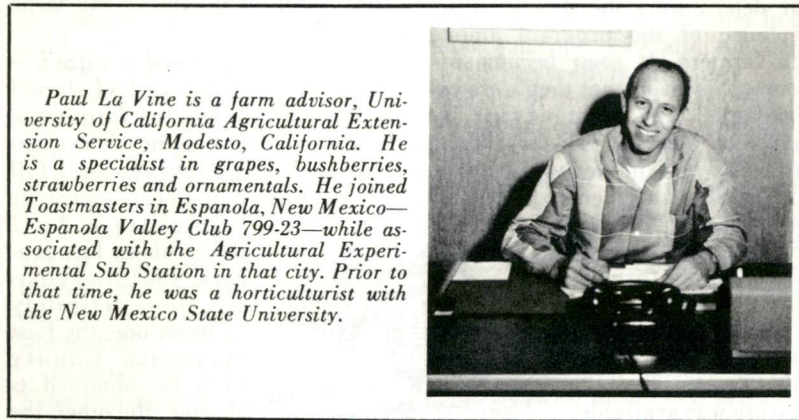
We could not have accomplished this without the help of the Modesto Toastmasters. In fact, if it had not



been for their support, I am sure the whole idea would have died a sudden death. Much of the credit for the success of the project belongs to Owen Murphy, Jim Crane, and other officers and members of the club.

Through the University of California, publicity has gone far and wide. The story was released by the UPI news service. Farm advisors from Santa Clara County and San Diego County have written for information on how they can set about getting clubs started in their areas. In addition to THE TOAST-

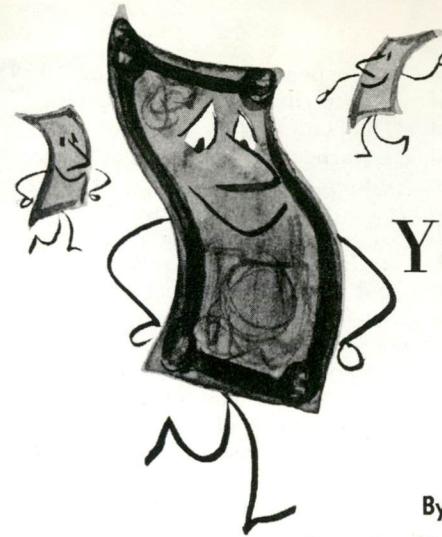
MASTER, two other national magazines have indicated an interest in writing articles about the program. It would appear the idea is gathering momentum and will spread even wider than I had envisioned at the beginning. Perhaps similar programs will be started all over the nation, and eventually farmers and ranchers will learn to stand on their own two feet and explain their problems—thereby destroying much of the misunderstanding which surrounds them today. The farmer has decided to speak for himself. It's a healthy sign for the nation. ❖



Paul La Vine is a farm advisor, University of California Agricultural Extension Service, Modesto, California. He is a specialist in grapes, bushberries, strawberries and ornamentals. He joined Toastmasters in Espanola, New Mexico—Espanola Valley Club 799-23—while associated with the Agricultural Experimental Sub Station in that city. Prior to that time, he was a horticulturist with the New Mexico State University.

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 Henry Huxley



Where Your TM Dollar Goes

By MAURICE FORLEY

Executive Director, Toastmasters International

IN MUCH OF THE WORLD April is associated with springtime, when budding flowers and the song of birds herald the re-awakening of nature; it is notable in our organization as the month when semi-annual per capita dues are payable to Toastmasters International. From time to time our members ask, "Where does our money go?" and "What do we get for it?"

These are good questions. They ought to be asked. More important, they should be answered, and every member ought to know the answers. We, as well as district, area and club officers, are trustees of your funds. We are all accountable to you for expenditures of your money, obligated to spend it to produce benefits to you. Hence, this report.

Don't forget that more than 500

men join Toastmasters every week. Hundreds drop out in the same period. And because we have more than 4,400 invoices going out each month, (incidentally, two years ago we averaged 3,000 invoices per month), pending the annual examination of our records at the close of our fiscal year, June 30th, by an outstanding firm of national auditors, we can only give you close statistical approximations. The annual report of the auditors is always available for inspection at the Home Office. It was distributed to all delegates at the Atlanta convention and in October, 1960, a copy was mailed to each club secretary.

The first point to clarify is this: When you ask, "Where does our money go?" we must ask, "Which money are you talking about?"

Your club fees and dues? Subject to approval of the Board of Directors, each club (and that means you) established the amount the club collects from its members. We believe membership costs should be moderate—only enough to cover reasonable costs of reasonable activities and obligations of the club so that no member need give up his Toastmasters training because of the financial burden.

When your club reviews its fees or considers any added revenue, it is your right and duty to ask, "Is

this expense necessary?" and "Will it contribute to our purpose?" That's up to you.

Each club pays Toastmasters International (through its Home Office and world headquarters) \$7 per year in two semiannual installments of \$3.50 each (in April and October) for each club member on its roster at April 1 and October 1. Let's talk about this money. We promise not to mention that the cost of living index and the price of services and supplies have been rising for several years—that the 1960 convention action raising the per capita was the first increase in many years and that all of this increase was earmarked for specific needs.

What becomes of your \$7 when it reaches the Home Office?

The district receives a direct allocation of \$1.25 of your \$7. The district decides its own expenditures, submitting its budget for approval and its audited report at the end of the fiscal year to the Home Office for verification. Your club has two delegates and two votes in the District Council. The District can only spend sums authorized by its clubs through its representatives.

Some districts find that the \$1.25 per member allotted to them is not enough to cover essential district expenses. These districts



\$199,451—to write, print and mail instruction and advice for you

may prorate the cost of additional activities and ask their clubs to contribute sums to cover the expenses. Toastmasters International cannot and does not prevent its clubs from contributing in this manner; *Toastmasters International can and does protect its clubs against injudicious assessments by providing in the District Constitution, Article VIII, that "it shall not impose any financial obligation on any Club without the consent of such Club."*

Here again, the financial commitment is your decision; it cannot be imposed. A district must provide genuine service and benefit to its clubs to justify a request for contributions. You and your club have a right to expect such a return. If it is not forthcoming, your club has its voice and its vote in the District Council to influence the district.

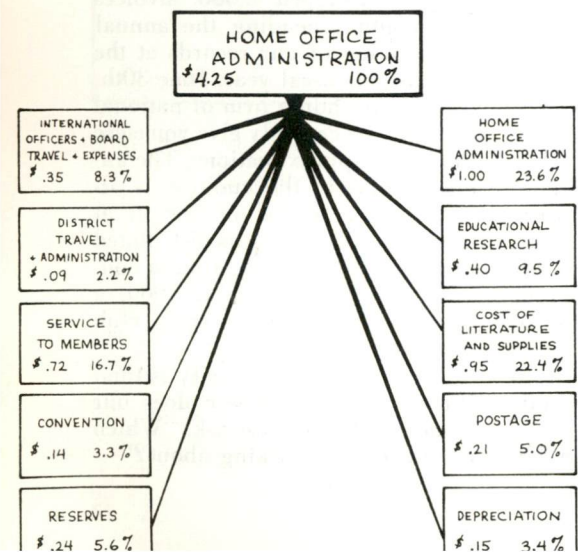
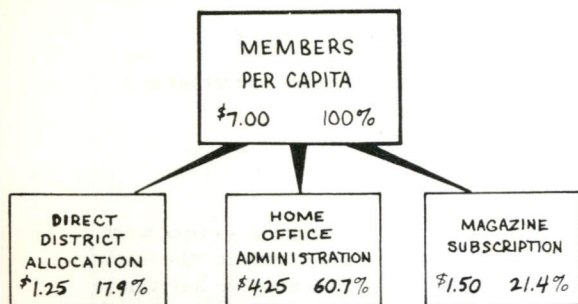
THE TOASTMASTER magazine receives another \$1.50 of your \$7. Many members forget that although the magazine is a monthly, they receive 13 issues a year, including the special club directory issue. The subscription price, which includes the postage, amounts to about 11½¢ per copy. Where can

you get as much information and titillation for slightly more than a dime? It's one of the biggest bargains in or out of Toastmasters. If you apply what you read, THE TOASTMASTER magazine value to you will be many times greater than its cost.

Having separated \$1.25 for the district and \$1.50 for THE TOASTMASTER magazine from your \$7, the Home Office has \$4.25 remaining. If percentages help you, 17.9% of your annual per capita goes directly to the district; 21.4% is for the magazine; that leaves 60.7% of your \$7 for the Home Office.

What becomes of the \$4.25?

This is spent for several organizational activities, of which Home Office administration is only one. Travel expense for district officers attending zone conferences and the International Convention, and the cost of servicing the districts accounts for 9c. Another 35c pays travel costs and per diem for Board meetings of International officers and directors. Since convention registration and meal charges do not cover all convention costs, 14c of your per





The Toastmaster magazine: \$91,182—\$1.50 to you

capita helps defray the deficit for this annual event. Postal charges for member mailings of all kinds and for correspondence consume another 21c. Depreciation—the accountant's word for wear and tear on equipment, requiring money to replace it when its useful life ends—takes another 15c. This item enabled us in part to replace nearly \$60,000 worth of equipment in the last two years to expedite service to our members. Every prudent manager, from housewife to Directors of Toastmasters International, sets aside a little for a rainy day, additional equipment purchases and emergencies. Last year this sum amounted to 24c per member.

These items, totaling \$1.18 of the \$4.25 of "Home Office funds," leave \$3.07 of your \$7 per capita to pay for the educational materials, educational research, services to members, production costs and purchase of supplies, salaries of 35 members of the Home Office staff, legal and auditing fees, rent and taxes. At the rate of \$3.07 per member per year, these Home Office activities cost each of you a fraction more than 25c per month, or the equivalent of the price of one package of cigarettes.

Here's the breakdown of the \$3.07: services to members, 72c; educational research, 40c; cost of

literature and supplies, 95c; Home Office administration, \$1.00. The accompanying chart should help you visualize the distribution of your per capita.

We have explained what happens to the \$7 per capita when it is received in the Home Office. You must not assume, however, that you receive the equivalent of \$7 worth of services, materials and organizational activities. You receive much more than this. All these cost Toastmasters International substantially more than what you pay through your per capita. In other words, we could not give you the present Toastmasters International program were we to rely on your per capita alone. We receive additional necessary income from service charges for new member materials and from a small markup for some items purchased from the pages of our Supply Catalog. Since profit is not our motive nor our objective, we do not use conventional retail markup ratios. The additional income enables us to keep our per capita as low as possible. Some of the services we are able to provide without additional cost because of our added revenue include club officer kits, district and zone conference manuals and continual additions of educational and informational materials at all levels without extra charge.

Because of these sources of additional income, we can boast that we return to our members services, supplies, skilled personnel and organizational activities having a dollar value substantially in excess of \$7 per year each of you pays to Toastmasters International. ♦

Some workable ideas to insure your club . . .

No Vacancies

By ERNEST S. WOOSTER

IF YOUR CLUB has a full membership, if attendance is at a maximum, if you have more guests than you can handle, and if your membership turnover is low, this article is not for you. But if your club is looking for new members and ways to maintain the interest of its present members, then read on, for this is a "how-to-do-it" article based on the successful experiences of dozens of Toastmasters clubs.

There is no substitute for sound programming—thoughtful or provocative table topics, proper parliamentary procedure during the business session, prepared and informative speeches, and considerate and constructive evaluation. But you can increase membership interest by varying your program.

Inviting wives, bosses, sons and daughters to special meetings is not particularly imaginative, but

it does cause your program participants to put their best foot forward. Many clubs are providing a new experience for their members and, incidentally, advertising their clubs, by presenting a streamlined Toastmasters meeting before civic groups and on local radio or TV stations. Some clubs have produced a series of radio and TV programs.

Exchanging speakers and evaluators and holding joint meetings with other clubs offer interesting possibilities.

How do clubs attract guests and how do they turn guests into members?

The personal approach is always the best way to invite guests, but there are other methods which have also proved successful—news releases, radio spot announcements, notices on company bulletin boards, stories in company publi-



Spokane Valley Club 308-9, Dishman, Wash., kicks off its football membership campaign.

ications, letters to selected groups or to members of a particular business or profession.

One club increased membership by forming two football teams within the club. A miniature football field was constructed, including a scoreboard. The teams gained yardage for attendance, punctuality, program participation, bringing guests and enrolling members. They lost yardage for tardiness, failure to wear their Toastmasters pin, failure to perform as scheduled, and for various other infractions. Baseball lends itself to the same type of club competition.

A Southern club points out that you have little success in recruiting members when you sell your club on the basis that it needs members. "We have a membership vacancy," is this club's approach and they make it clear that membership is not open to anyone having the membership fee, but only to those sincerely interested in self-improvement.

A Western club makes certain every member knows how to sell

Toastmasters. The club has a salesman member conduct a class in selling Toastmasters. There are only four "students" in each class and each one is required to demonstrate his ability. The classes are conducted during the regular meeting until every member has learned how to make a successful sale.

Some clubs have found that when they invite a man and his wife as guests, the wife will do most of the selling.

If your club bulletin offers educational material as well as club news, your members will look forward to receiving it and will accept it as a membership bonus. How long has it been since your club evaluated its bulletin? Does your bulletin contain your club and district numbers, time and place of meeting, and your city and state? Is it good enough to send to local editors and to guests? Do you exchange bulletins with other clubs? Do you send copies to your district governor and to the Home Office?

Many bulletins help members become better acquainted by printing brief biographical sketches of officers and members. Some bulletins publish the attendance record of members, while others report "excused" and "unexplained" absences. The bulletins which report coming events have a much higher readership than those which waste space on a detailed report of the previous meeting. When announcing the next meeting the alert bulletin editor features the speech with the most interesting or provocative title.

An informal survey indicates

that the guest who attends twice is likely to request membership. Special efforts should be made to bring guests back for a second visit. Aggressive clubs follow up a guest's visit with a "glad you came" letter, enclosing a copy of the club bulletin with the report of his visit. Guests should also receive a call or visit from a club officer following their attendance at a meeting.

The news that an 80-year-old Toastmaster won first place in an area speech contest suggested to several clubs that the field of senior citizens should not be overlooked when seeking new members.

Conducting a Speechcraft course has increased members as much as 300% for some clubs. Careful timing of each meeting and a conscientious effort to welcome cordially all guests and members at each session are essentials for a successful Speechcraft course.

One club attributed its average attendance of 28 to a good sergeant-at-arms and a friendly welcoming committee.

Many clubs have found that new members easily become discouraged if their early efforts are severely criticized. To help the new man, they assign a "buddy" to work with him, or they offer other special help. The friendliness and helpfulness of early evaluation may be the determining factor for continued membership. One club retains the interest of its past presidents and profits by their experience, by assigning them to help new members.

Since its inception, Toastmasters training has helped more than a half-million men. There are millions more who know they need speech training. They're waiting to be invited. They want to be shown. ♦

Our minds are finite, and yet even in these circumstances of finitude we are surrounded by possibilities that are infinite, and the purpose of human life is to grasp as much as we can out of this infinitude.

—Alfred North Whitehead

Until you have become really, in actual fact, a brother to every one, brotherhood will not come to pass. No sort of scientific teaching, no kind of common interest, will ever teach men to share property and privileges with equal consideration for all. Every one will think his share too small and they will be always envying, complaining and attacking one another.

—Dostoevsky

Your Ears Win--Two to One

By LORIN K. SCHOEPHOERSTER

THE OBSERVATION "He approaches every situation with an open mouth" seems to be as true today as ever. Industry after industry is investing money in all kinds of public speaking courses. Toastmasters International is only one example of a training institution which teaches how to open the mouth to express yourself fluently, precisely and interestingly.

This is fine. I'm all for the trend. But there's another side to the picture. I'm reminded of an occurrence that happened several years ago down at our state capital, at a large committee meeting of public officials. One of the committee members was talking at great length on a relatively minor subject. Finally an elder statesman rose to his feet, rapped for order and, looking directly at the tiresome speaker, stated in a deadly effective voice, "Sir—the good Lord gave you two ears and only one mouth. He had in mind that you listen twice as much as you talk."

I recently was asked to comment at a meeting about the single greatest problem facing all business today, regardless of the industry involved. What was the real problem behind many of the seemingly different areas of concern between industries?

I found you could boil this Number One problem down to one word

—*communications*. Across the world, more problems exist, more time is wasted, more needless expense is created due to failure of communications than any other single factor.

What do we mean by communications? Usually we think of speaking or writing. But there's really more to it than that.

Most business people recognize that something is wrong with communications, but we have a difficult time in saying exactly what it is.

Perhaps we should take a tip from nature. Perhaps we need much more emphasis on the receptive side of communications and less attention to transmitting information. Since beginning to consider this subject, I have paid particular attention to people, and it is a fact—ears outnumber the mouth by two to one. There may be some exceptions—but two to one is a good average.

If listening is so important, where should we start learning more about the subject? I'd like to mention two thoughts which appear pertinent.

First, is not listening to yourself. This actually happened to a college professor who was noted for his ability of concentration. He could literally turn off contact with the outside world and concentrate on one thought regardless of the noise, movement, confusion or

pretty co-eds that surrounded him. This professor recently was lecturing to a college class. After about 30 minutes, one of the students interrupted him to request that he repeat a statement made several minutes earlier. The professor's face took on a look of bewilderment and he asked, "Does anyone remember what I said? You know—I never listen to myself."

I suppose this happens to all of us at times. But it raises an interesting point. Shouldn't we always be listening to what we, ourselves, have to say? If we don't have sufficient interest to listen to ourselves, aren't we being presumptuous in expecting others to listen to us?

Even though a patent has now been issued for a device which the inventor claims gives the user the equivalent of four ears, I believe the average person can hear himself very well with the two with which he is naturally endowed, especially since nature was kind enough to locate his mouth centrally half way between.

My second observation is "where do we start?" and is in essence, a salute to Toastmasters International. When we evaluate another speaker, we do more than assist him. We take a constructive step in training ourselves to listen. This is true when we time talks, or act as grammarians. These tasks are

not as easy as they may first appear.

For example, I've noted time-keepers who fail to start or stop the stopwatch on time. I've noted grammatical errors completely missed by the grammarian. I've noted excellent choices of words on which neither evaluator or grammarian complimented the speaker, and speakers unnecessarily repeating the same word time after time. In retrospect, I realize I've done all these things myself.

Why? Because *I and the others involved weren't really listening*. Our minds were not on the same wave length as that of the speaker. We were only going through the motions of listening.

Toastmasters is firmly and correctly committed to the task of aiding all of us to become better listeners. In the section of the Basic Training manual on being an evaluator are these words: "Listen analytically to all the speeches you hear." In a self test included in the same manual is the question, "Can I listen critically to others?"

Yes—there is an advantage in using both ears when listening. It is well worth while to lean forward mentally when others speak. There is, in fact, no better way to become known as a good conversationalist than to develop the ability to keep the mouth closed and the ears open. ♦



Lorin K. Schoephoerster, Chartered Property and Casualty Underwriter, is Director of Education and Research for the State Auto Mutual Insurance Company of Columbus, Ohio. He is a member of Beechwood Club 859-40.

Planning can be easy if you learn to use . . .

The Big Six

By ROGER W. MCKINLEY

HAVE YOU EVER FELT the need for better planning, in your home, on your job, or as a Toastmaster? It has been truly said that: "A man who works from day to day without any plan is little better off than a ship without a rudder." If you have felt yourself in this rudderless position, have you also sought a relatively effortless method of planning?

Planning is one of the subjects emphasized by the hundreds of successful corporations which advocate employee development. In their supervisory development programs for employees they have provided, in conjunction with certain educational institutions, a partial solution to the problem of planning. They point out that the first step is to establish objectives and to organize to achieve the objectives. Among the tools they recommend for better planning and organizing are the *Big Six*.

The *Big Six* will be familiar to everyone who has ever studied or practiced journalism. Rudyard Kipling once referred to them in a poem as his "Six honest serving men." They are the six basic questions which must be satisfactorily

answered before you are able to attack a problem and find a solution. They are as brief as they are basic:

What? Where? When? Who? Why? How?

If major corporations and educational institutions recognize their merit, the *Big Six* should also be helpful tools for Toastmasters. Their existence, however, is only a partial answer, because (as in the case with any tool) they provide satisfaction only when they are used.

To emphasize their value, let us apply them to a series of situations which could be encountered by a Toastmasters club and its members.

First, visualize yourself as a club president confronted by a club whose attendance has reached a desperately low ebb. You need action. The *Big Six* are called into play. A plan of action is developed.

What?—An executive committee meeting (conference style) to discuss meeting attendance.

Where?—Conference Room B.

When?—Tuesday, 12 noon.

Who?—ALL club officers.

Why?—To outline a plan for improving attendance—and possibly a drive to obtain new members.

How?—Each member of the executive committee shall present two ideas designed to improve meeting attendance.

Next, picture yourself as a member of the executive committee. You are attending the conference. One of the suggested solutions is a grandiose plan for the club's next installation meeting. This too, utilizes the *Big Six*.

What?—A special Installation Meeting.

Why?—To establish esprit de corps; to create a realistic atmosphere; and to introduce the new officers.

Where?—The Ebony Room of the Naval Weapons Plant Officer's Club.

When?—The 1st Wednesday in April, 7 p.m.

Who?—All Anchor Toastmasters; their wives and friends; and area governor.

How?—By having a social hour and dinner; by having all members participate; by having the Governor install the new officers; and by subsidizing the meeting to the maximum limitation of the treasury.

Finally, after the installation meeting has been a rousing success, club spirit has been rejuvenated, membership has reached the limit permitted by the by-laws, and club attendance has zoomed, you

feel that recognition is due the member who presented the idea which generated all of this positive action. Again our friends, the *Big Six*, have a role to play.

What?—An award; a Toastmaster's pin.

Where?—At the next gigantic Installation Meeting.

When?—The 1st Wednesday in October, 7 p.m.

Who?—To the member most responsible for our club's current success.

Why?—For outstanding service to the club; and to stimulate the interest and aspirations of all Toastmasters.

While this brief series of events—and you can name thousands more—demonstrates the value of the *Big Six* to a Toastmasters club, their use is applicable wherever

planning and organizing are required.

Remember, however, that tools must be used to be effective, and the more they are used, the more effective they become in the hands of their user. Just as a skilled artisan develops a blueprint using a template, a compass, and a ruler, you can plan and organize by using the *Big Six* in a Toastmasters club, in better planning in your home, on your job, and as a Toastmaster. ❖



Roger W. McKinley is a member of Anchor Toastmasters Club 1110-36, Washington, D. C.

LAS CRUCES—

Toastmaster Town of the Month

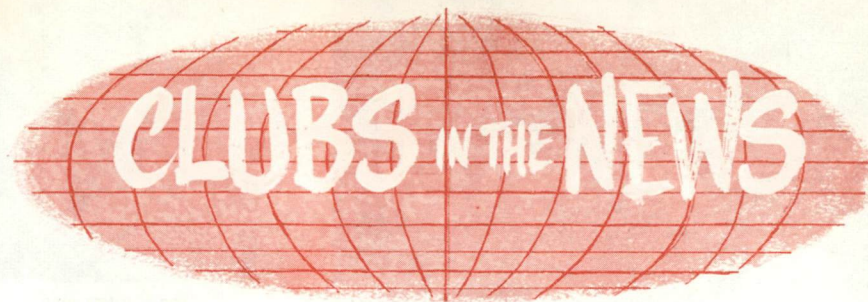
THREE CROSSES CROWNING A SUNNY HILL in southern New Mexico, three highways converging at its base, and three cultures blending in its environs mark Las Cruces as a city of "threes."

Greater Las Cruces, with its 36,000 people, is now in its third historical era. The first began in 1536 when Cabeza de Vaca and his conquistadores marched up the Rio Grande; it culminated in the colorful "Old West" of the Butterfield and Chisholm trails and the famous trial of Billy the Kid in the Plaza at Old Mesilla (see cover picture). The Plaza was also the site of the signing of the Gadsden Purchase of 1854, whereby the United States obtained over 45 thousand square miles of territory from Mexico. The hilltop crosses are relics of an Indian massacre.

The second era, ending with World War II, saw agriculture develop steadily in this land of 85% average daily sunshine; the gross agricultural product exceeds \$3 million annually, with cotton the principal crop. The third and present era started with a bang. White Sands Missile Range, a few miles to the east, has provided a rocket-like thrust to the economy and has brought many of the world's leading scientists to the area. More than \$60 million in new construction is in immediate prospect at White Sands. Of equally great importance is New Mexico State University, with over 3,200 students including 100 freshmen who earn their tuition by tracking U. S. space satellites. The University's Basic Research Center and Physical Science Laboratory play a major role in America's outer space program.

Even Toastmasters clubs come in threes in Las Cruces. Club 1938-23 was founded in November, 1955, and has supplied three area governors and one district governor. It also helped organize San Andres Club 2772 and University Park Club 2984. The three are currently organizing a fourth club in nearby Anthony, New Mexico.

Some Las Cruces old-timers say this portion of the Land of Enchantment has only three seasons: warm, cool, and a bit sandy. But thousands of new residents agree that the city of "threes" boasts a way of life second to none. Tourists arriving on the three U. S. Highways—70, 80 and 85—have a way of becoming permanent residents.



Clubs Debate Collegians

Can you stand your ground with a college debating team? Toastmasters of District 25 (Texas) tried, and came out winners over Baylor University of Waco. A second try against Southern Methodist University of Dallas is in preparation.

The program was conceived by District 25 Lieut. Gov. Bernard Cohen, who challenged each university debating team in the district. "It's a real challenge to come up against these young fellows," Toastmasters report. "It makes you wonder how much you've forgotten since college." The program has also aroused much interest in debating throughout the district, and colleges are becoming more and more cognizant of the training afforded by Toastmasters. Public reaction has been excellent, the project is gaining momentum, and District 25 looks forward to a year of lively and educational debates.

**District 25,
Texas**

Honorary Membership Awarded

Olmsted Toastmasters 2521-38 recently awarded the club's first honorary membership to John Price, news manager of WHP Radio and TV station, Harrisburg, Pa. Mr. Price has a daily, one-hour

conversation program on WHP radio. Since the beginning of 1960, the Olmsted Club has furnished a member, each week, to appear on the program. Now, each Thursday evening, the program is called "Conversation with Toastmasters."

In addition to the radio program, Mr. Price has furnished television coverage of many of the club's special events.

**Olmsted Club 2521-38
Olmsted AFB, Pa.**

* * *

Father and Son Night

The Speak-Easy Club of North Hollywood, Calif., held a Father and Son banquet with a meeting theme of "Have a good time with Dad." Members who did not have sons of their own borrowed nephews and sons of friends for the occasion. Speeches of the evening were chosen with an eye to capturing the interest of a youthful audience, as Chuck Baker's talk on model airplanes and Eddie Ilan's discussion of "How an Orange Grows." The boys were given an opportunity to enter the table topics discussion, and Max Steiner's son Eddie was judged the winner on his speech "Mayor for a Day."

**Speak-Easy Club 1259-52
North Hollywood, Calif.**



Andrew Shu-En Hsu, public relations consultant for the Chang Hwa Commercial Bank, Taipei, Republic of China, observes Mrs. Dean Sowards (L) and Mrs. Dale Winterbourne in the Production Department at the Home Office. Mr. Hsu is visiting various TM clubs in the U.S., Japan and Philippines during an extended business trip.



Dr Wm B. Whitaker, Chief, Presentation Div. of the Secretariat, Hq. Pacific Air Force and charter member of Torii Club 1373 (R), discusses member status board with Ed. V-P John M. Lorie, Samurai Club 3033-U, Fuchu AS, Japan.



Dr. Franklin Alcorn exhibits chest X-ray to admiring D.G. Robert Foley while Area Gov. Mike King gets a check-up from Dr. LeRoy Faber before officials are allowed to install John King (center) as 1st pres. of Medical Center Club 1746-30, Chicago, Ill. New club has 10 doctors and 20 members of administrative staff of Presbyterian-St. Luke's Hospital.



Toastmasters land for charter party of NCO Club 2417, Jacksonville, Ark. L-R: MSgt. Herbert H. Wolf, pres. 2417, D-43 Gov. Bill Dunning, Lt. Gov. Ronald Thompson, MSgt. Donald Holt, Club 2417.



"Don't drop that egg," say TM's of D-46 to D.G. Bill Gerber at buffet dinner preceding 2nd Annual Ed. Conf. of Area 5, Westchester, N.Y. L-R: Lt. Gov. Bernie Becker, Area Gov. Murray Simon, Gerber, Ed. Chm. Carl Hammer, Ass't Area Gov. Phil Hoffman, Club 863 Pres. Marv Ericksson.



Capt. P. G. Schade, new president of Officers 2890, Sembach AB, Germany, receives gavel from out-going Pres. V. R. La Berge. L-R: Sec. H. C. Poindexter, Ad. V-P R. R. Cunningham, Schade, Ed. V-P. D.E. Brucker, La Berge, Sgt.-at-Arms W. J. Zwartjes, Treas. H. O. Boynton.



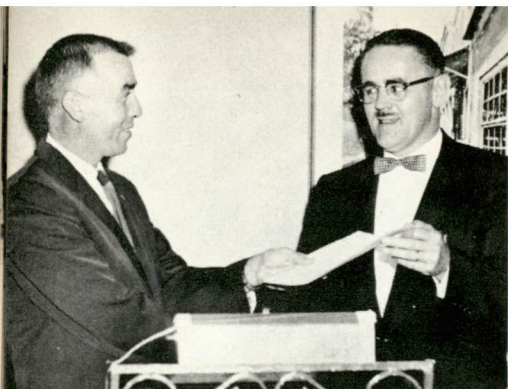
Col. Van H. Tanner, Lt. Gov. D-36, Washington, D. C. (center), confers with Pres. Robert E. Wascher (L), of Lynchburg, Va., Blue Ridge Club 2094, before addressing club on his 100th visit to clubs within the district. (R) Burton Harrison of Club 2094.



Executive Board of "Flying" Club 203-5, U. S. Naval Air Station, San Diego, Calif., meets to discuss club business. L-R, seated: Past Pres. Jim Irvine, Adm. V-P Bill Hewitt, Pres. Larry Becht, Sec. A. DeBaca, Treas. Hugh Goss. Standing: Phil Sullivan, Chairman, Policy Committee, and Chauncey Dirks, Ed. V-P.

Pres. J. P. Jones (L) and Ad. V-P Homer H. Taylor, Paso del Norte Club 1163-23, El Paso, Tex., present "The Story of Toastmasters" to Miss Elizabeth Kelly, head of El Paso Public Library.





Major George S. Burson (L), Personnel Services Officer of Keesler AFB, presents award for outstanding Toastmastership to M/Sgt. Ralph A. Allison

Special Events Keep Enthusiasm High

Skyline Club 1038 of Denver, Colo., reports a number of special activities during the last six months: First, three joint meetings with other clubs in the area—two planned, one occurring accidentally when it was discovered that another club had changed its regular meeting night for one meeting only, and members were gathering in the same hotel.

Second, two guest nights to which every member of the club brought a guest. The club plans to repeat this activity as often as possible.

Third, "Surprise Night"—a regular Ladies' Night, except that only the executive committee and the wives of the members were informed beforehand. The executive committee arranged for transportation of the ladies to the meeting, which they had urged their husbands to attend. A top attendance was registered at a very alert meeting.

Fourth, "High School Night"—each member invited a high school student to the regular meeting in an attempt to create interest in public speaking in the

upcoming generation. As a part of the formal program, two Regis High School students delivered prepared speeches under the watchful eye of their instructor. In return, the same two students invited Skyline Toastmasters to furnish judges and evaluators for their next speech contest.

Skyline Club 1038-26 Denver, Colorado

* * *

Awards Night

"A military man must be able to speak clearly and concisely. No one can learn to speak effectively without practice, and Toastmasters clubs provide the best practice."

With these words, Major George S. Burson, Personnel Services Officer, Keesler AFB, Miss., emphasized the value of self improvement in oral expression to members of the Gulfport Club during a recent awards night program.

An award for outstanding service to the club was presented to M/Sgt. Ralph A. Allison of the base Resident Auditor's office. A six-year Toastmaster and member of the Gulfport Club for three years, Sgt. Allison is a charter member and past president of the Rocker Club 1609 of Ernest Harmon AFB, Newfoundland. Additional honors went to T/Sgt. Manual Lorona, Mr. John F. Jackson and A-1C Robert A. Johnson, all instructors at the base.

A letter of appreciation from Maj. Gen. John S. Hardy, Keesler commander, commended the club for the Veterans Day Safety talks recently presented by the club. The low accident rate, he said, was attributed in large measure to the impressive lectures conducted by the Toastmasters.

Gulfport Club 1945-29 Biloxi, Miss.

Proclaim Toastmasters Day

Mayor Robert S. Carr of Orlando, Florida, recently proclaimed "Toastmasters International Day." The proclamation stated that it was given "in honor of [Toastmasters] International President, George J. Mucey of Washington, Pennsylvania, who is conducting a tour of Florida. . . ."

Other Florida cities have presented President Mucey with keys to the city. Picture shows Mayor M. E. Marable of Sarasota, bestowing city key, while Mucey in turn presents the mayor with "The Story of Toastmasters," as District 47 Governor Charles Swan, of Sarasota, looks on.

District 47 Florida

* * *

Honor Lieutenant Governor

Clubs of the Philadelphia, Pa., Wilmington and Dover, Del., area attended a dinner in honor of Darrel O. Neidigh, lieutenant governor of District 38 and founding member and first president of First State Club 1679. Toastmaster Neidigh is employed in the design division engineering department of the DuPont Co., and is being sent to Hiroshima, Japan, where he will be concerned with the instrumentation design of a new plant being constructed by the DuPont Co. and the Mitsui Co. of Japan.

District 38 dignitaries who attended the meeting included District Governor Edmund Thelen, Past Governor George Flannery, Lieutenant Governor James Dallas, Area Governor Bernard Rausch and Educational Chairman Matthew Jasulski.

Area 15, District 38, Delaware and Pennsylvania



Int. Pres. George J. Mucey (center) receives key to City of Sarasota from Mayor Marable (L)

Club Features Chinese Festival

A Chinese Festival was featured by Sunrise Club 74 at a recent meeting. The theme was evident at the beginning, when members were greeted by President Walt McCracken and Secretary Dave Jenkins in oriental costume. Assignments were stuffed in fortune cookies and the morning "warm-up" concluded with three banzai cheers. Instead of applause, banzai yells were given at the conclusion of each speech.

For those who failed to participate in evaluation, a "Banzai" brush was awarded, and the Ong Fool Oong Badge was presented for the biggest boner of the day.

Sunrise Club 74-3 Phoenix, Ariz.

1961 International Convention Seattle, Washington July 27-29

Pre-registration, hotel reservation forms and other details will be given in the May issue of THE TOASTMASTER magazine.

Table Topics Enrich Treasury

Topicmaster Jack Fields recently evolved a table topics session of Lincoln Club 403-24 into a successful fund-raising project. He contributed several useful articles of equipment (pocket watches, inexpensive cameras, flashlights, etc.) to be sold at auction.

Topic speakers served as auctioneers and the members of the club acted as buyers. Periodic changes in auctioneers allowed the auctioneers to become buyers; some attempted to be both at the same time. Every item was sold after spirited bidding, and the money received was added to the club treasury.

Another stimulating topic session was held when Topicmaster Howard McKinney produced a grab bag full of kitchen gadgets, toys and other assorted articles. Each topic speaker was requested to select an article, name it, explain its proper use and tell why he would give it to some particular relative or friend as a gift.

**Lincoln Club 403-24
Lincoln, Nebr.**

* * *

Old-Timers Night

Northshore Club of San Diego, Calif., welcomed back to the club over 30 former members in one of the most successful "Old-Timers" meetings in club history.

Timothy Aller, first president of the club, brought along his first vice-president, and together they told the group of their struggles in organizing the club in 1936. World War II forced the club to go inactive until its reorganization in 1946. Six members from this reactivated club were present.

**Northshore Club 66-5
San Diego, Calif.**

Celebrate First Birthday

The Sanford, N. C. Club 3081-37 recently celebrated its first birthday with a Ladies' Night program, which featured "balloon" table topics. Questions were inserted in balloons suspended over the table; each wife was asked to burst one with a pin and read the question to her husband, who replied in a two-minute topic speech.

Though still a young club, Sanford has 25 active members who are determined to make their club the best in the area. A series of inter-club visits is planned, a local radio station has agreed to work with the group on a weekly program and a speakers bureau is in process of formation.

**Sanford Club 3081-37
Sanford, N. C.**

* * *

Theme Programs Prove Successful

Theme programs are outstandingly successful with our club. Not only do they help make a publicity story, they also permit association with local business and industry. For example, the Communications theme was tied in with television station WITI-TV, whose personnel treated us like visiting royalty. Lights in the meeting room were suspiciously bright, but we were unprepared for the surprise—a closed circuit showing of the first part of the meeting, filmed in candid camera manner. An electronic gift enabling us to see ourselves as others would see us!

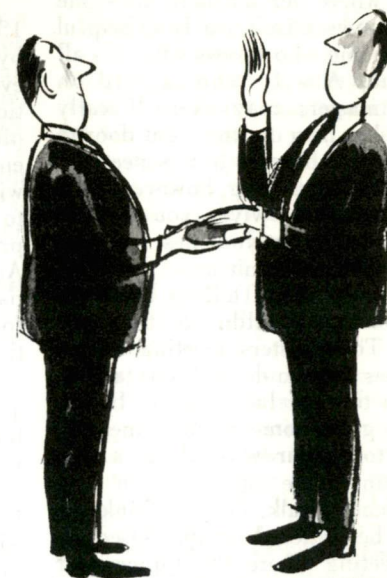
Other theme meetings have included a visit to a nuclear power laboratory, a drug firm, a university and an airport.

**Milwaukee Club 466-35
Milwaukee, Wisc.**

Your Officer Installation can be . . .

Nightmare or Shot in the Arm

By LOTHAR SALIN



WHICH WILL IT BE—a plethora of inanities perpetrated at the greatest missed opportunity of the year, or one of the most memorable occasions in your club's history? One of these will be the story of your next club officer installation.

I am sure that very few clubs actually plan to make it a particularly dismal or boring occasion. They don't forget *on purpose* to do any advance scheduling, they really don't *intend* to call an installing officer at 5:30 to "invite" him to their party at 6:30 the same evening (which has happened to me twice). It just turns out that way. The reason is that many clubs have no clear understanding of how to set up an installation party and what it can do for them.

Admittedly, there are times when little or no effort is made and the meeting falls flat on its face. But in the majority of cases, an unsuccessful installation could have been made effective—not by putting forth more effort, but simply by having a clear concept of what is desired and how to achieve it. I propose to lay out a few ground rules that have worked well in my experience. Doubtless there are others, but these at least are a start.

The first question generally asked is: Should the installation be a ladies' night? Let's counter this by asking: Is there any better opportunity, not only to get the girls acquainted with Toastmasters, but to show them your club at its very best? Let's not forget that

the wife who has only a vague notion about that funny speaking club where her husband goes one night a week isn't nearly as helpful as the one who knows what it's all about. A wife who is sold on Toastmasters may even literally push her man out the front door to make sure he goes to the meeting! A word of warning, however. Having invited the wives, you are now obligated to put your best foot forward. This doesn't mean such elementaries as not telling the dirty stories that shouldn't be told at a stag Toastmasters meeting either. It does have to do with not talking down to your lady guests. If you have gone home from a meeting and told your wife about a rip-snorting table topics session or a fascinating talk, do you think she will be flattered or impressed by a meeting where the topicmaster asks, "Who does the dishes in your family?" or the speeches deal with housework and children? Don't be surprised when she prefers to stay home next time.

While this represents the wrong kind, it is nevertheless necessary to plan a special program for the occasion. The installation is the featured attraction and everything else should be built around it. Many minor features of a regular meeting are extraneous at this meeting—this is definitely not one of the occasions when "every member must have an opportunity to speak." It is discouraging and ungracious to have the installation treated as an extra—dragged in after interminable table topics, five prepared speeches, joke session,

evaluation, timer and grammarian's report.

It is best to have a short, maybe 15-minute topic session followed by three prepared talks. You may even wish to dispense with evaluation for just this one evening, since obviously you can't (or shouldn't) embarrass a man in front of his wife. At least limit the evaluation to demonstrating the underlying principles of speech presentation. At all times, consider the early part of the meeting as a buildup for the Grand Finale—the installation itself.

Of course this should be a gala affair, and it is poor judgment to hold it at a cheap, "greasy spoon" restaurant just to save a few nickels on the cost of the dinner. But I recall, also, an occasion where my wife and I were treated to filet mignon at one of San Francisco's finest restaurants—but the price was so steep, only a few couples could afford to attend. Let's not forget that most of our members are young family men on the way up, and expenses have to be held within a limited budget.

The basic points established so far, then, amount to: inviting the ladies, selecting a place which will serve decent food without exhausting the family bankroll, eliminating all non-essentials from the program, and prodding your members to come up with some stimulating ideas. The next step is the selection of an installing officer, and here my suggestion may surprise you.

Many clubs seem to feel their best and almost only bet is to find the highest-ranking officer in the

district hierarchy. But frequently the "lowly" area governor turns out to be the best performer, for a number of reasons. He has been in touch with the club officers already, and thus is a person to them, not merely a name on a letterhead. And he is eager; installations are new with him, and he may well put much more effort into the installation than the man to whom the whole thing is old hat.

In any case, if your club officers have been attending district council and training meetings as they should, they will know who can be expected to set an inspirational example to the club. Since the installing officer's main purpose is to instill some *esprit de corps* into the new club officers, his ability to accomplish this should outweigh mere rank as a criterion in his selection.

Booby traps for the unwary, however, lurk in choosing for this duty men not associated with Toastmasters or former club officers who have let their membership lapse. Certainly it is preferable to choose an installing officer from outside the club, but if you can't get a good one, don't pass up the capable men in your own club in favor of an outsider completely

ignorant of what constitutes Toastmasters.

One final item for the check list: having prepared your meeting carefully and having selected your installing officer with equal care, *let him know what you expect of him*. If he understands that you've given a lot of special attention to this occasion, it will be a stimulus to him to put forth some extra effort of his own. If you tell him you are looking forward to a solid inspirational talk from him, he will work on it a little harder, and unless you run into an incredible streak of bad luck along the line, your club should have an installation meeting which will be talked about for months to come.

The suggestions I have given are, of course, generalities, and broad ones at that—but they are based on my personal experience. This experience has indicated that the failure of many installation meetings was in direct proportion to the number of these considerations which were disregarded, and conversely, when these principles were observed, the meeting was a success.

Now, how about that next installation of yours? ♦



Lothar Salin, owner-manager of the Salin Printing Co., San Rafael, Calif., was founding governor of District 57 and a member of Tamalpais Club 1755. He has participated in the programs of the last three TMI conventions, and holds BBT Certificate #259.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Now Is the Time

April is the month when, in most Toastmasters Clubs, new officers take on the duties for which they have been chosen. For the man who really understands what is involved, it is a time of opportunity—a time of the beginning of a new and important phase of his training.

Serving as an officer of a Toastmasters club is an invaluable experience in leadership. It is an experience which can lead to great things if the officer takes it seriously and makes the most of it.

Whether he is the president of his club, or the secretary, or the sergeant-at-arms or some other officer, the wise man finds in the performance of his duties a chance to learn and develop. Of course, if he disregards the opportunity, slights his duties, and takes his assignment lightly, he can miss all these benefits; but if he is faithful in learning what he should do, and then doing it with all his might, he can gain himself more than he dreamed was possible.

We hear much about the need for "leadership training." Many people think of this as something which should be taught in formal courses, or treated in books. Some men pay high prices for "courses" in leadership, expecting the expen-

sive teacher to make them into leaders by lecturing them. But the wise ones realize that this is not the way to learn it.

Recently, I heard the president of one of our large industrial organizations state before an audience of intelligent men: "You cannot teach leadership. The way to produce leaders is to take men who have the qualities which make for leadership, and place them in surroundings favorable to leadership, and then let them develop. Leaders are not taught to be leaders, but are permitted to develop through experience in a favorable atmosphere."

I do not know of any atmosphere more favorable to development of the qualities of leadership than that afforded the officer of a Toastmasters Club. Here he has duties clearly defined, and opportunities galore. If he fails to perform well, not only does the club suffer, but he loses the chance of a lifetime. If he does perform well, the club is helped, and he, the performer, learns lessons which will be of benefit to him throughout his lifetime.

The point to all this is that serving in an official capacity is one of the privileges as well as one of the obligations of the member of a Toastmasters club, and that the man who does his duty well will be the better for having done so. Let

each club officer start off with a determination to do his best, first, by learning all about the responsibilities involved in his office, and second, by getting right down to business in the performance of his duties.

Mr. Educational Veep

Of course we realize that every officer is important, and that the work which each one performs is vital to the successful functioning of the club; but if the Educational Vice-President fails to carry out his obligations as the educational planner and director, he nullifies much of the work of his fellow officers. Our work is educational, and if education is neglected, the whole thing deteriorates.

You, as Educational Vice President, will inform yourself as fully as possible on the purposes and methods of the Toastmasters Club. You will acquaint yourself with the many educational materials provided for your guidance. With this knowledge as the background and foundation, you will work with the members of your Educational Committee in planning a program of variety for your club which will best meet the needs of the members, and enable them to progress.

When you encounter problems requiring assistance and advice, you will ask the Educational Chairman of your area or district, who should be ready to give aid insofar as he is able. If you ask him questions which he cannot answer, you will write to the Home Office at Santa Ana, California, where help is always available.

It is your obligation not only to

plan programs which will help the members, but to help those members to understand the importance of these programs in relation to their own improvement. Help those members to understand the twofold significance of their activities in the club. Every performance of a member carries two values. First, it should contribute to the general work and welfare of the club. Second, it should help the member to prepare himself for similar service outside the club.

Thus, the man who speaks before his club is fitting himself to talk in other organizations and groups with which he is associated. As he gains experience in chairmanship and the handling of business in a meeting, he prepares himself for similar work in other organizations. When he serves on a committee, the experience thus gained should help him to be useful in leadership and planning in many situations. Never forget that activities in a Toastmasters club are a preparation for service in other fields.

In the information provided for you by the Home Office, you will find listed the duties and responsibilities which devolve upon you. Familiarize yourself with the educational materials which are available. This is important, and frequently it is overlooked. It is amazing how many club officers are ignorant of these helps which are provided for them.

Master the essentials. Find out what you are supposed to do, and do it to the best of your ability. This is part of your training. ♦

It's not too early
to plan your

TM Date

in Washington State

TOASTMASTERS WHO JOURNEY to Seattle in July will find a city decked in holiday bunting. There will be dancing in the streets, torchlight parades and hydroplane races—a whole town in a carefree carnival mood.

July 27-29 is not only the time for the 30th Annual Toastmasters International Convention in Seattle, it also marks the opening of the annual gay and gaudy Seafair celebration. For ten days, this maritime mardi gras turns Seattle into a colorful fun-fest.

Although Toastmasters will have a full schedule of business and educational meetings, breakfasts, luncheons and dinners during the three-day convention, there will be time for delegates and their families to enjoy the Seafair festivities. And those who care to remain after the convention will find the Seafair activities continuing in full swing.

"Building Better Toastmasters" will be the convention theme. Educational sessions will cover "Building Better Communications," "Building Better Programs" and "Building for More Productive Living." The convention program will also include the annual business meeting and elections, International Night program, Fellowship Luncheon, President's Banquet, Breakfast with the Founder, and the Regional and International Speech Contests.

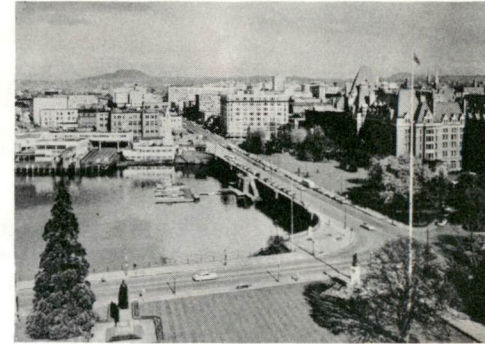
Les Bridges, past governor, District 2, is chairman of the Host

Committee for the International Convention. Working with his committee are representatives from districts 7, 9, 15, 21, 32 and 33.

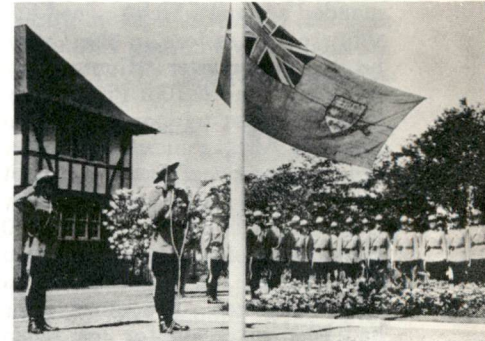
Chairman Bridges reports that Seattle Toastmasters are planning a salmon barbecue for the delegates and their families. In nearby British Columbia, District 21 officers are preparing to welcome post-convention delegates to Victoria—a bit of old England—and Vancouver, third largest metropolitan area in Canada.

For delegates who wish to continue their vacationing after the convention, Pan American Airways is providing an eight-day package tour of Hawaii, leaving Seattle July 30 and returning August 6. Price of the trip, which includes transportation, hotel accommodations, meals, and an island tour, is \$347. Tour members may arrange for an additional week in the Islands if they desire. Reservations may be made by writing Bill Wunch, Whitley Travel Agency, 621 17th Street, Denver, Colo. Additional information concerning the tour may be obtained by writing Past International Director Harold J. Carper, P.O. Box 446, Denver 1, Colo.

The 1961 Toastmasters International Convention is being held in one of the most beautiful areas in North America. It's not too early to plan your date in Washington State.



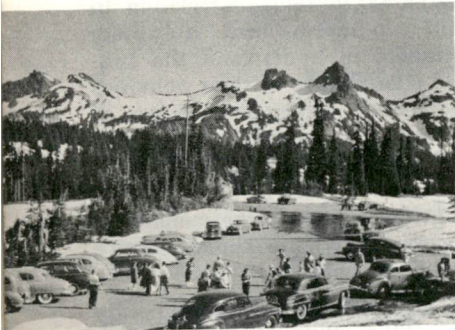
Near-by Victoria, B.C., offers old world charm and hospitality to convention visitors crossing the border.



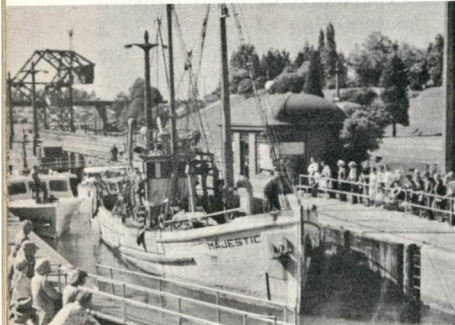
Tourists thrill to the Royal Canadian Mounted Police, the scarlet-coated 'Mounties' of song and story.



From sea to ski is a scant half-hour's trip in



Tatoosh Range, here seen from Paradise Lodge in beautiful Mt. Ranier National Park, overlooks Seattle.



The General Hiram M. Criddenden Locks, some of the largest in the nation, provide access to Lake Union and Lake Washington from Elliott Bay, Seattle's seaport.



Colorful Aqua Follies highlight Seattle's fun-

HOME OFFICE

TOASTscripts



WE ARE PLEASED to report that Toastmasters around the world continue to distinguish themselves in a variety of ways.

First Lieut. Martin A. Hinote, a member of Club 2634-14 (Turner Air Force Base, Ga.), recently made headlines when he commanded a plane which rescued five shipwrecked sailors in the Caribbean. Toastmaster Hinote is a member of the 1370th Photo Mapping Wing on temporary duty at Albrook AFB, Panama. The five sailors were saved as the result of two separate rescue operations by Lieutenant Hinote and his RB-50 crew. Two of the men had been shipwrecked for 14 days on a Caribbean reef. The other three had been given up for lost when they were sighted on a raft by the lieutenant and his crew.

Toastmasters Kenneth Collier, Kenneth Coyle and Jack Goldberg were among 17 U.S. Air Force personnel called on to brief Philippine Air Force officers during a tour of the Air Materiel Command at Fairborn, Ohio.

Wayne F. Bower, a member of Essayons Club 2265-7 (Portland, Ore.), has been selected "Federal Man of the Year" in the Portland metropolitan area for

having "best served his community, his Government and his agency during calendar year 1960." Toastmaster Bower, executive assistant, Portland District Corps of Engineers, organized and was the first president of the Essayons Club.

Forty-six employees of the Department of Agriculture, Washington, D. C., recently received a tribute from department heads for completing a 26-week course in Oral Communication. The course was taught by **Toastmasters L. Kenneth Wright and Gardner Walker**, members of Potomac Club 827-36 (Washington, D. C.). Toastmaster Wright is director, Administrative Services Division, Agricultural Marketing Service. Toastmaster Walker is chief, Records and Communications Branch, Farmers Home Administration.

Henry Horne and Max A. Robinson, Jr., are among the members of the Gulfport Club 1945-29 (Gulfport, Miss.) Speakers Bureau who have been invited to present graduation speeches for classes at the Instructor Training Branch, Keesler Field.

Seven marine members of Tun Tavern Club 2325-38 (Philadelphia) served as volunteer speak-

ers for the United Fund drive in the Quaker City. Proof of their effectiveness was demonstrated at the Reuben Donnelly Company. Last year, the average United Fund contribution for Donnelly employees was \$17. This year, after a Marine Toastmaster spoke at a company meeting, contributions jumped to almost \$24 per employee.

Both radio and press publicized a symposium on civil defense presented by **members of Butler Club 630-13** (Butler, Pa.).

International officers and directors have also been making news.

For the sixth time in 15 years, **International President George J. Mucey** has received the Baltimore Life Insurance Company's President's Trophy. President Mucey is the insurance company's Washington, Pa., district manager. In addition to winning the trophy six times, his district has been runner-up on five other occasions.

Second Vice President Frank I. Spangler has been elected vice president of the A. O. Smith Corporation Credit Union, Milwaukee, Wis. He has also been nominated for the Alumni Council of the Beloit College Alumni Association.

International Director Robin Dick has been appointed executive secretary of the Vancouver, B.C., Rotary Club.



TMI Pres. George J. Mucey (center) receives trophy from Henry E. Niles, Pres., The Baltimore Life Ins. Co. (L), and Fred I. Wunderlich, Vice President.

International Director Thomas R. McDonald has been appointed assistant vice president, Retail Credit Company, Atlanta, Georgia.

International Director Max Sacks has been appointed director, Western Division, PICKus Institute for Sales Education.

Ten years ago, **International Director Ralph G. Iverson**, dean of Student Affairs, Stout State College, Menomonie, Wis., developed the first Annual Guidance Conference for Wisconsin educators. Approximately 100 persons attended that first conference. This year, Dr. Iverson presided over the 10th Annual Guidance Conference with 130 program participants and an attendance of 1400!

* * *

From a club bulletin: "Tom McGuire reported that the police photographer would definitely be at our next meeting to take pictures of the Speechcraft class."

Try These Ten Tips for TABLE TOPICS

By ROBERT P. JOSLIN

TABLE TOPICS can make or break your meeting, and the manner in which the topic session is conducted is frequently an accurate gauge of the club's strength or weakness. Everyone who has ever acted as topicmaster will agree that good table topics are important, but where to find them, how to use them, has baffled many a Toastmaster.

The purpose of table topics is to benefit the member by encouraging him to get on his feet and speak, to be at ease when speaking and to marshal his thoughts quickly and present them gracefully. The topicmaster who asks his "victim," "Would you please comment on . . . ?" is setting up an excellent occasion for a brief speech. Variety, however, is the spice of meetings as well as of life, and the following verbal communication situations may perhaps stimulate the imagination and act as thought-starters for the table topics chairman who is groping for something different.

The Interview:

An interview is generally a man's first encounter with a particular

person or audience, and because of this, it is frequently approached with a certain amount of nervousness. The interview between an employer and a prospective employee is the first situation which comes to mind. We should not overlook, however, such types as a reporter out to get a story from a visiting dignitary, a prosecuting attorney questioning a witness, a "roving reporter" seeking reactions to a question of public interest, a master of ceremonies presenting a guest star.

When adapted to table topics, the interview involves two people, the interviewer and the interviewee. For humor and variety, try frustrating the interviewer by pre-arrangement with his opposite number, having the men interviewed be garrulous, unresponsive, or addicted to changing the subject.

Always remember that an interview is not an inquisition, and extreme tact is required in avoiding a direct question or a direct answer.

"You Were There":

People love to tell of experiences, and those who hold their audiences have learned to touch the responsive chord which makes their

hearers live the experience with them. Set up a specific situation where the speaker may use his imagination, remembering that the key here is good word pictures.

Ask him to describe: a great moment in sports; a surgical operation, either as patient, doctor or attendant; a great moment in history; a high spot in his personal experience.

The Sales Pitch:

We all have to sell, and the first two minutes of any sales pitch is the most effective. For variety, let the topicmaster bring objects to be sold. Utilize the speaker's work experience, ask him to sell a commodity he dislikes or an idea contrary to his convictions. Remember that we sell things, ideas, and people, including ourselves. Include all of them in table topic possibilities.

The "Touch" or Appeal:

At some time or other, we are all asked to solicit contributions, money or assistance. Practice the "touch" in situations assigned by the table topics chairman. They might include neighborhood solicitation, office collections, alumni

contributions—even the collection of club dues. Don't forget the occasion when you ask someone to do something that involves not money but help.

For humor, create situations such as: caught on the bus without the fare, wanting the other fellow to pick up the dinner check, needing \$10 till payday, and others as your imagination directs.

The Defense or Apology:

Everyone can make mistakes, but what happens after the mistake is made separates the great man from the small one. The topicmaster may create the situation or have another member state a complaint for his counterpart to settle.

The Nominating Speech:

The nominating speech is not an everyday occurrence, but it provides an opportunity for eloquence. Try nominating fellow members for imaginary offices or nominate men of your choice for important political or federal offices.

Reading Effectively:

Members are often faced with the necessity of reading a resolu-

tion, statistics, or quotations. It is not easy to read with feeling and accuracy, and it is hard to communicate in someone else's language. For training, give table topics participants something to read to the group; instruct them to read it with feeling and emphasis.

For variation, have someone else check a duplicate copy for accuracy, throw in some tongue twisters, have a script requiring use of several voices, or have dull material such as a shopping list or a page of a telephone book, read with intense emotion.

Description or Directions:

The topicmaster can distribute objects and ask for a sales description, a testimonial, directions or demonstrations of how to use. Remember: eloquent descriptions sell; accurate descriptions and directions satisfy.

The Appraisal:

Appraising is the opposite of selling. A searching appraisal breaks down the sales pitch, and induces further information. In our study of communication we should learn more about the verbal appraisal. We may wish to discourage a salesman or have someone accept an apparently negative appraisal of an idea without discouragement and with the incentive to provide more ideas.

For table topics interest, the ap-

praisal can be coupled with the sales pitch or the interview. It can also be a speech on how to appraise an object handed or pointed out to the speaker and can be good "hands up" or "pointing to" practice.

The Illustrated Lecture:

Most effective communication engages the eyes as well as the ears of the listener. We can use more on drawings, written lists and charts. The topicmaster may furnish a chart and ask for a talk with reference to it. He may also provide a blank chart and crayon, or blackboard and chalk, and ask the speaker to illustrate or list while talking.

As table topics chairman, use your imagination to locate and practice all communication situations. For example, can you say "thanks" without being either cute or effusive? Can you make small talk? Can you introduce yourself without self-consciousness? Try a table topics session on any of these.

In general, it would seem that the table topics session should concentrate on communication situations where a prepared speech may not be in order. It is the practice situation where you learn verbal effectiveness while learning to be at ease on your feet. ♦

Robert P. Joslin is Research Director of the Fairmont Foods Company, Omaha, Nebr. He is a member of Omaha's Yawn Patrol Club 1852-24.

We are here to add what we can to, not to get what we can from, Life.

—Sir William Osler



JUST IN JEST

White-faced, a patient rushed into his doctor's office, "Oh, doctor!" he cried. "The ghosts of my departed relatives come and perch on the tops of the fenceposts all around my garden at dead of night. They just sit there staring—staring. What can I do?"

The doctor thought a moment and then replied helpfully, "Sharpen the posts."

If all the breath expended on fatuous words could be converted into power the atom would become a has-been fast.

By the time the average man learns where he stands, his knees have buckled.

A lumber dealer had tried for many years to figure a way to collect long-overdue accounts without coming right out and saying, "pay or else." Finally he hit upon the following idea which is reported to have worked rather well. In letters which he sent out with requests for payment of accounts over six months old, he wrote:

"It has been said that a man who squeezes a dollar never squeezes his wife. In looking over your account, it has occurred to us that your wife is not getting the attention she deserves!"

"Quote"

Boys will be boys; but they look pretty silly if it's their second time around.

Some folks entertain a new thought as if it were an unwelcome relative.

One little boy on our block has come up with a patriotic reason for not drinking his milk or eating his spinach. He says he doesn't want to grow up to be too big to fit into a space capsule.

Capitol and labor both realize time is money, but they can't agree on how much.

A tourist in Alabama saw a large sign on a gasoline station that said, "Mississippi State Line Two Miles Ahead—Last Chance for 28 Cent Gas." He pulled in and had his tank filled.

"By the way, how much is gas in Mississippi?" he asked as the attendant was handing him his change.

The Alabaman replied, "Twenty-four cents."

The biggest objection to outdoor sports is that it's all they can talk about.

"Why didn't you report the robbery at once?" an insurance agent asked a woman claimant. "Didn't you suspect something when you came home and discovered all the drawers opened, and the contents scattered?"

"Not really," she replied, "I thought my husband had been looking for a clean shirt."

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)

President Raymond J. Kline, Xenia Club 2221-40, indicates that their Ladies Nights are more successful because dinners are scheduled at establishments which do not serve intoxicating beverages. He reasons that ladies desire to be known for characteristics of femininity, and prefer sober husbands. The Xenia Club normally entertains forty or fifty members and their lady guests each ladies night.

This item appears noteworthy because most of the Clubs in Area 6 have been unsuccessful in their latest ladies nights . . . perhaps because these were scheduled where intoxicating beverages were served.

One of the most favorable characteristics of your fine International Convention in Atlanta was the apparent absence of intoxicating beverages. I profited more from your program because there wasn't the temptation to "wet the whistle" with the boys . . .

Otto H. Althoff
Lt. Gov. D-40
Fairborn, Ohio

A recent article written by Major Rodney L. Cron, United States Air Force, which appeared in the January 1961 issue of *The Toastmaster*, entitled "Strike a Blow for Freedom" regarding communism was most interesting to me, and I am sure to many other readers.

The message . . . is a warning to every American to combat this growing menace . . .

Douglas K. Kirk
Club 2284-47
St. Petersburg, Fla.

We agree with Lexington Club President Offutt on his comments in the January, 1961 issue that broad occupational representation of a club appears to be the essence of the organization.

Our club, chartered in October 1959, has been richly blessed with an ever-growing membership, now just short of our goal of 40, with members who represent many walks of life. In the professional category, we have an architect, a chiropractor, tax assessor, credit manager, dentist, trade relations, council for the blind, actuary, contractor, realtor and appraiser, railroad supervisor, insurance, photo engraving, advertising and sales, and structural engineers.

Other members represent special services and products, mostly in managerial or directorial capacities or district representatives, such as dry cleaning, high vacuum equipment, coffee, spark plugs, fruits and vegetables, ink, cosmetics, rope and twine, industrial chemicals, auto parts, dairy products, national chain of auto stores and laboratory supplies.

Responses to topics are often most impressive, usually filled with quotes, facts and witticisms. Some members say this is due to the alert, clear mind of an early-rising member who is sober and hungry at 7:45 a.m. on Saturday morning . . .

C. H. Pullen, Pub. Rel. Dir.
Club 2840-47
Jacksonville, Fla.

In the February issue of *The Toastmaster*, under "Toastscrips," reference was made to Thomas E. Strotman (Club 76-F, Covina). Please be informed that Tom Strotman has been a member of Club 2436-F, "Westwinds" of West Covina, Calif., since October of 1960.

J. H. Dagne, Sec.
Club 2436-F
West Covina, Calif.

(Sorry; we goofed—Ed.)

Re: Rhubarb over serious vs. humorous speeches.

If a man can win a prize with a silly speech then there may be something lacking in the serious competition.

A really humorous offering is admittedly rough competition, but then so is a really good serious speech. It has been my observation that a Toastmaster audience is quick to recognize a competent job in either category.

John Kalbach
Olympia Club 84-32
Olympia, Wash.

"Put Your Club Through the Wash," *The Toastmaster*, Nov. 1960, written by Mr. Ernest S. Wooster, would have been more effective had his references to the Pledge of Allegiance been omitted. . . . We are certain he didn't really mean what he said. If he did, we'd like to answer his question, "Why repeat it each week?"

Repetition, he says, weakens the Pledge of Allegiance, renders it good for a short time only, expires like a library card and falls due the same as a tax report. We disagree.

At a time when Americans need more patriotism in facing the Soviet challenge, such a move appears unwise. The two defectors who recently gave Central Intelli-

gence Agency codes to the Reds needed the Pledge. So did the Rosenbergs and Korea's turncoats. Perhaps the Pledge of Allegiance would have given them strength, the conviction and the patriotism they needed. The price of our nation's liberty has been costly. Too often we need reminding and if anything, more than once a week at Toastmasters.

Dave W. Jenkins, Sec.
Club 74-3
Phoenix, Ariz.

Enclosed is a snapshot of a poster we have placed in all barber shops here in Coldwater. The pocket contains a stamped self-addressed envelope.

I had these made up in color after reading a recent article in a *Toastmaster* magazine, written by a member who had seen a Toastmasters ad while waiting for a haircut.

Now that Toastmasters has a poster of its own, this may not be as newsworthy as it was when I first contacted the painter (4 months ago).

H. Van Kampen
Club 1587-62
Coldwater, Mich.

(But still an excellent job; we congratulate Toastmaster Van Kampen. The new TMI display card makes the job easier for other clubs.—Ed.)



New Clubs

(As of February 15, 1961)

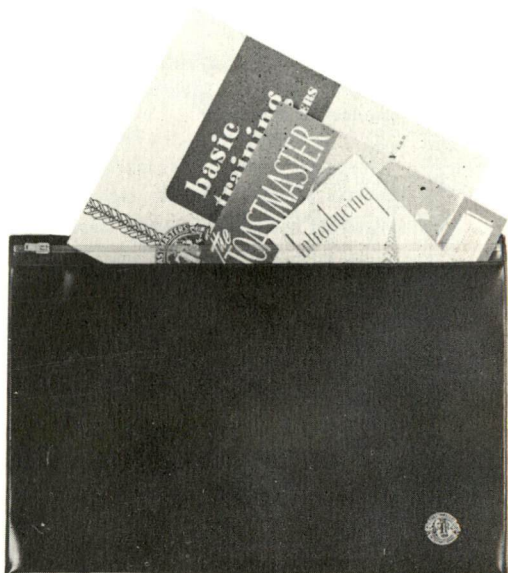
- 240-9 BREWSTER, Washington, *Three Rivers*, Wed., 6:30 a.m., Winnie's Cafe.
 1005-17 CHINOOK, Montana, *Chinook*, Wed, 7 p.m., Harry's Cafe.
 1789-17 GARDINER, Montana, *Yellowstone*, Wed., 12 noon, Bank Cafe.
 1977-54 GENOA, Illinois, *Genoa*, 1st & 3rd Fri., 6:45 a.m., Leich Elec. Co. Cafeteria.
 2180-U ROTHWESTEN/KASSEL, Germany, *Hessenland*, Wed., 11:45 a.m., Rothwesten Officers and Civilians Open Mess.
 2181-25 WACO, Texas, *High Noon*, Tues., 12 noon, Elite Steak House.
 2283-47 CORAL GABLES, Florida, *Miracle Mile*, Thurs., 12:15 p.m., Cookie's Restaurant, 139 Miracle Mile.
 2664-46 BROOKLYN, New York, *Brewers*, Tues., 12 noon, Jos. Schlitz Brewing Co., 43 George Street.
 2908-11 GARY, Indiana, *Gary*, 2nd & 4th Wed., 6:30 p.m., Gary Y.M.C.A.
 2985-U ELMENDORF AFB, Anchorage, Alaska, *Polaris*, Mon., 12 noon, Elmendorf AFB Officers Club.
 3009-62 ITHACA, Michigan, *Ithaca*, 1st & 3rd Wed., 6:45 p.m., Central Cafe.
 3216-6 AUSTIN, Minnesota, *Cedar Valley*, Tues., 6 p.m., Gus Young's Supper Club.
 3223-U PARAMARIBO, Surinam, *Suriname*, 2nd Mon., 8:15 p.m., Hotel Vervuurt.
 3225-12 LANCASTER, California, *Eye (I) Openers*, Wed., 7 a.m., Yucca Coffee Shop, 400 West Avenue I.
 3227-35 MILWAUKEE, Wisconsin, *Bluemound*, 1st & 3rd Mon., 6 p.m., Black Steer Restaurant.
 3229-38 MOORESTOWN, New Jersey, *Victor*, 1st & 3rd Tues., 7 p.m., Ivystone Inn, Route 130, Pennsauken.
 3230-36 HOPEWELL, Virginia, *Hercules*, Wed., 12 noon, Hercules Powder Company Office.
 3231-6 MINNEAPOLIS, Minnesota, *XIV Army Corps*, alt. Tues., 11:30 a.m., meeting various places.
 3232-29 MOBILE, Alabama, *Hilltoppers*, Tues., 7:30 p.m., The Merchants National Bank, Spring Hill Branch.
 3233-U POITIERS, France, *Langage Chatie*, Mon., 11:30 a.m., Poitiers Officers and Civilians Open Mess.
 3234-34 WEST NYACK, New York, *Tappan Zee*, 1st Mon., 12 noon; Wed. following wk., 5 p.m.; Thurs. following wk., 5 p.m.; Snug Harbor, Route 9W, Haverstraw.
 3235-48 ATHENS, Alabama, *Town & Country Talkers*, Tues., 7 p.m., Town-Country Restaurant, Highway 31 South.
 3236-38 BETHLEHEM, Pennsylvania, *Christmas City*, 1st & 3rd Wed., 6:30 p.m., Linden Hotel, Linden Ave. & Union Blvd.
 3238-47 JACKSONVILLE, Florida, *Greater Jacksonville*, Tues., 7:30 p.m., Carolina Insurance Group Building.
 3239-56 HOUSTON, Texas, *Texaco Houston*, 2nd & 4th Wed., 5 p.m., 15th floor auditorium of the Texaco Bldg., 1111 Rusk.
 3241-64 SWAN RIVER, Manitoba, Canada, *Swan Valley*, Mon., 7 p.m., C. V. Cafe.
 3242-29 NEW ORLEANS, Louisiana, *US Army Transportation Terminal Command*, Gulf, Thurs., 11:45 a.m., US Army, Transportation Terminal Command, Gulf.
 3243-47 RIVIERA BEACH, Florida, *Riviera Beach*, 1st & 3rd Wed., 7 p.m., Seaview Hotel.
 3244-64 CRANBERRY PORTAGE, RCAF Station, Manitoba, Canada, *700 Club*, Tues., 6:30 p.m., Mess Hall Theatre.

DISTRICT GOVERNORS

1960-1961

- F Amos W. Randall
 2. John H. Lee
 3. Dr. Ivan J. Shields
 4. Robert E. Giesell
 5. Wm. F. Loerke, Jr.
 6. Jack R. Pelinka
 7. Richard V. Case c/o NW Natural Gas Co., 920 S. W. 6th Ave., Portland 4, Ore.
 8. Carlos E. Harrison
 9. William G. Edward
 10. Victor F. Vance
 11. Vincent A. Miller
 12. Robert H. Robinson
 13. Pascal N. DeLacio
 14. Robert E. Perkins
 15. William B. Kerr
 16. O. Willard Holloway
 17. John E. Austreng
 18. Ian F. Brock, A.C.I.S.
 19. Randall E. Winters
 20. Lloyd H. Nygaard
 21. James W. McEvay
 22. Arthur E. Bone
 23. Jack Gilliam
 24. Paul E. Quinlan
 25. Wm. F. Scarborough
 26. Frank M. Krasovec
 27. Howard L. Crouse
 28. James E. Nally
 29. Moses E. Brener
 30. Peter Stanley
 31. Edward G. Hines
 32. Wilfred Woollett, Jr.
 33. Lee W. Bickerstaff
 34. C. Robert Otis
 35. Richard W. Garde
 36. Maurice L. Etzell
 37. Robert S. Galloway
 38. Edmund Thelen
 39. A. Carter McClure
 40. Henry M. Anderson
 41. Alvin G. Reher
 42. Roy V. Maber
 43. Billy J. Dunning
 44. William W. Densford
 45. Deane S. Stevens
 46. William Gerber
 47. Charles Stacey Swan
 48. Paul W. Markwood, Jr.
 49. Joseph G. Blackburn
 50. Douglas H. Johnson
 51. Charles L. Hutson
 52. Richard C. Nelson
 53. Charles H. Leiper
 54. William H. Stoermer
 55. Edward M. Smyth
 56. Dave Horgor, Jr.
 57. Roy Kahn
 58. John Sanders
 59. Alexander Coon
 60. Stanley Ditchfield
 238 Goodram Dr., Shore Acre Heights, Burlington, Ontario, Canada
 31. Noel Savoie
 62. Donald J. Hack
 63. Troy E. Lynn
 64. Douglas H. Wheeler
 341 W. Orange Grove Ave., Pomona, California
 3551 92nd N. E., Bellevue, Washington
 127 E. 15th St., Tempe, Arizona
 122 Benito Ave., Santa Cruz, California
 1625 Linwood St., San Diego 1, California
 13414 Garfield Ave. So., Savage, Minnesota
 641 Warrenton Dr., Kirkwood 22, Missouri
 2340 Ninth Ave., Lewiston, Idaho
 Mt. Pleasant Rd., Box 524, RD 2, Clinton, Ohio
 2817 E. Oak St., Evansville, Indiana
 112 Princeton, Las Vegas, Nevada
 9 Carleton Dr., Pittsburgh, Pennsylvania
 1090 McConnell Dr., Decatur, Georgia
 1390 12th St., Idaho Falls, Idaho
 1503 No. 33rd, Lawton, Oklahoma
 1814 Sanders, Helena, Montana
 8 Scotland St., Edinburgh 3, Scotland
 3728 River Oaks Dr., Des Moines, Iowa
 1714 No. Seventh St., Bismarck, North Dakota
 401 Treebank Dr., Victoria, B. C., Canada
 912 E. Commercial St., Springfield, Missouri
 1105 Caminito Alegre, Santa Fe, New Mexico
 2435 Winthrop Rd., Lincoln, Nebraska
 1408 Shields Dr., Sherman, Texas
 1535 So. Franklin, Denver 10, Colorado
 3517 N. Hayston Ave., Fresno 3, California
 1508 Gould Rd., Toledo 12, Ohio
 830 Audubon Bldg., New Orleans, Louisiana
 1144 Maple Ave., Evanston, Illinois
 99 Putnam St., Quincy 69, Massachusetts
 Rt. 5, Box 387, Bremerton, Washington
 417 S. 59th Ave., Yakima, Washington
 Willobob Terrace, Fulton, New York
 Oak Lane Dr., Beloit, Wisconsin
 3406 No. Kensington St., Arlington 7, Virginia
 2230 Farmington Lane, Charlotte 5, North Carolina
 140 N. 21st St., Philadelphia 3, Pennsylvania
 1828 Maryal Dr., Sacramento 25, California
 1919 Westwood Ave., Columbus, Ohio
 841 Idaho S. E., Huron, South Dakota
 2530 Albert Ave., Saskatoon, Sask., Canada
 P. O. Box 3313, Memphis 17, Tennessee
 P. O. Box 6072, Amarillo, Texas
 Friendly Acres, Strong, Maine
 169 Columbia Heights, Brooklyn 1, New York
 1538 So. Orange Ave., Sarasota, Florida
 1609 Tenth Ave. Ct., S. E., Decatur, Alabama
 3119 Kaohinani Dr., Honolulu 17, Hawaii
 2520 Sierra St., Torrance, California
 9713 Kauffman Ave., South Gate, California
 3625 W. Sixth St., Los Angeles 5, California
 223 Granby St., Hartford 12, Connecticut
 507 No. Base, Morrison, Illinois
 P. O. Box 833, Rawlins, Wyoming
 Box 1960, McAllen, Texas
 16106 Via Lupine, San Lorenzo, California
 P. O. Box 1231 Greenville, South Carolina
 1860 Alexander Hamilton Dr., Reno, Nevada

The
**TM
Brief
Case**
Made especially
for YOU!



The handy way to carry
your TM materials

Navy blue simulated leather with TM seal
embossed in gold . . . plastic zipper . . .
light . . . flexible . . . scuffproof . . .

Price \$1.50
(Add 10% Federal tax)

Order from:
Toastmasters International
Santa Ana, California
(Include club and district numbers)
(Calif. Clubs add 4% sales tax)