

APRIL, 1963

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



EVANSVILLE, INDIANA

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

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# The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Volume 29

Number 4

April, 1963

## INDEX

"ZO LATE SCHMARDT" — By Frank I. Spangler.....	2
THE VOICE WORTH HEEDING — By Charles E. Clarke.....	6
SEEK OUT THE SUN — By R. Bartlet Bradshaw.....	9
MAN ON THE KNOW — By Maurice F. Ronayne.....	11
DEVELOP YOUR RESOURCES — By Gerald F. Finch.....	15
PLEASURE IN INTRODUCING — By Ray Frazier.....	24
GIVE OF YOUR OWN — By Richard T. Frothingham.....	30
BUT WHAT DID YOU SAY? — By Clinton W. Raymond.....	34
MEETING ON THE MISSISSIPPI.....	36
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.	

172 PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of 3588 active clubs located in the United States, Canada and 43 other countries. First Toastmasters Club established October 22, 1924. Incorporated December 19, 1932. World Headquarters—2200 N. Grand Ave. Santa Ana, Calif. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.

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*The TMI President suggests ways clubs may avoid becoming . . .*

# “Zo Late Schmaradt”

By **FRANK I. SPANGLER**  
President, Toastmasters International

LOOKING BACK on my Toastmasters experiences, I am reminded of an old saying we have in Milwaukee: “Ve get zo zoon oldt, und zo late schmaradt.”

I'm sure that all of you who have worked through the various offices of club, area and district, who have attended area, district and zone conferences and been intimately involved in long-range planning of programs and meetings, will bear me out in this. Without doubt you have come face-to-face with the real-

ization that the Toastmasters way of life is much more encompassing than you had originally believed.

It took me many years to learn this simple truth. For a long time after becoming a Toastmaster I thought that about all there was to it was having an audience to listen to me. It differed from an ordinary audience in that it gave me some feedback. The Toastmasters club? It was just a nice bunch of guys who talked while I listened and listened while I

talked. Then, after hearing my fumbling efforts, they told me in a kindly way—sometimes not quite so kindly—how to speak better.

From my observations, I deduced that all the club officers had to do was arrange for a meeting place, run the meeting, encourage new members and collect dues. Oh yes—they also had to have a program chairman to schedule the speakers. Not much to it really. All we expected to learn was how to talk better.

And, in those early club days, to talk a little better was all we actually did learn. We learned it in a slow and laborious manner. Many members did not stay in the club long enough to learn even that.

Then as the years passed, we discovered that there was more—much more. We became aware that there were other processes at work. This was stronger medicine than we had realized; there were powerful forces shaping our attitudes and our personalities. We were being forced by the strength of these influences to become not only more effective speakers, more analytical and questioning listeners, but also *leaders*. We were being carried along on the flood to a place where we became of service to our fellow men.

It was frightening. Many times we were tempted to run for the

cyclone cellar. We weren't sure we could take it. Most of us felt that way; some of us fell by the wayside and called it a day. Some stuck it out.

It was during those years that our club came of age. Our club, Milwaukee Toastmasters 466-35, recently celebrated its 16th anniversary. But we had fumbled around for a full ten years before we really began to get the message. It is only in the past six years that we have used even a small part of all Toastmasters has to offer.

After we found ourselves, we stopped being a weak, ineffective group and became a strong, dynamic organization. This is not something that has happened only to our club; it has happened to many. Some clubs have found the talisman sooner because they heard and heeded the message. Some, unfortunately, have not yet heard the call.

At this point you're probably asking, “O.K., now tell us *how you did it.*”

All right. But I'll say at the beginning that it isn't easy. And I know that those of you who have taken part in district officer training sessions, in idea sessions at district and zone conferences, and have done some thinking as you went along—I am sure you have developed many of the answers for yourselves. For if you want yourselves and your clubs to mature and attain full



stature, you can. *But you must want to.*

Briefly, here are some of the ways:

*First. Elect club officers for a full year, not for six months only.* I'm aware this may sound like rank heresy in some quarters, but if so—make the most of it. Our primary and paramount responsibility is to our Toastmaster members, not to the training of more club officers—or to their half-training, which is about all that can be managed in a six months period.

*Elect your new officers four months before they take office.*

After they are elected, have the new officers meet with the current officers to be carefully instructed in what is expected of them, and warned of what pitfalls they might be facing. During these months, have the newly elected officers meet frequently and make complete plans for the coming year. Let them question the club now and then to find out what the members want to get out of their club experiences. Let them build these suggestions into the program.

*Second. Build a complete program for the entire year.* This should include themes and format for all meetings (a few may be left open if the members

wish, but not too many), and special events, such as ladies nights, officer installation, speech contests, summer steak fry or picnic. Set the dates for these. Hold to them.

Plan for special educational features such as Speechcraft, speech engineering, vocal variety, parliamentary procedure, and others. Plan for speaker and evaluator exchanges with other clubs. Plan for participation in area, district, regional and International events.

Provide for special climates. Plan to meet occasionally at places other than your regular meeting spot. For instance, try meeting at a local TV station on "Communications Night"; meet at City Hall when local government is your theme for discussion.

Most important: *Present these plans to the membership for discussion and approval.*

Is that all? Well, not quite. The new officers should appoint committees and brief them on their duties. *Put every member on at least one committee.* Require them to do the work assigned and report to the club at regular intervals.

Make plans for the proper greeting of guests and for club follow-up on them. Be careful of small, important courtesies.



Insist that the assigned toastmaster of the evening take *complete charge* of his program and prepare his speakers well in advance of the meeting.

What happens when all this is done?

For one thing, when the new administration takes office, there is neither letdown nor confusion. Everything moves smoothly. The plans are made; everyone knows what to do. The officers and committee members see their opportunities and accept their responsibilities.

Beyond this, however, there is more—far more. You will find that the climate of your club will change—from the indeterminate and static to the positive and dynamic. The members begin giving better speeches, emphasizing content and purpose rather than mechanical form and technique. They find they *enjoy* belonging to a dynamic club. Attendance stays at a high level. Assignments are accepted and fulfilled.

Guests sense this feeling of club vitality immediately. They do not need to be "sold" on the values of Toastmasters training; the values are obvious; guests are anxious, even clamor, to belong to such a club.

To those new members who

have not as yet discovered the deeper resources of Toastmasters, my counsel is—stay with us awhile. Try to find the deep, positive values. Don't decide to leave because you have learned some of the more obvious, more immediately useful tools and techniques. The superficial qualities are not difficult and they may pay off fairly quickly, but don't fall into the false assumption that this is all there is to Toastmasters. Stay until you have dipped deep into Toastmaster philosophy. You will be the richer for it, and your community and your fellow men will thereby be the richer for you.

The wise man learns from others. Only a fool insists upon learning from his own experience alone. He doesn't have the time to learn much. Civilization, it is said, was built upon the errors of others.

As I look back over my years in Toastmasters, I find that the best advice I can give is this: Put your training, your energies and your talents to use in *building an outstanding club*. The rewards are great.

And then you will not find it necessary, years from now, to say sadly—as many of us old timers have said—"I got zo zoon oldt, und zo late schmaradt." ♦

★ ★ ★

The infallible test of a blameless style: namely, its untranslatableness in words of the same language, without injury to the meaning.

—Samuel Taylor Coleridge



# The Voice Worth Heeding

By CHARLES E. CLARKE

VOICES ARE ALL around us, striving to be heard and heeded. Tricks and techniques, ranging from subliminal appeals to the subconscious mind to frenzied incitement of the prejudices of the masses, are daily employed to further some purpose. The mental agility of the listening public is sorely tried to keep apace, absorbing, sifting, retaining or rejecting the messages that keep pouring in. Which voices are worth heeding?

The careless speaker expounding only surface thoughts, neglecting research but concentrating on the tools of his trade, betrays his obligation to his audience. Like his purposeful kin, the huckster, he succumbs to the fiction that his responsibility ends with delivery. Such voices, effective with the gullible or uninformed, are not worth heeding.

The voice worth heeding, as the Toastmaster learns in his training, is the voice that expounds with clarity a message that will withstand critical listening and examination.

## Does an audience listen?

All audiences listen. The speaker who has mastered his techniques can expect that his audience will hear the words he says. A portion of his audience will be influenced by his statements. Some will rely on the information he has imparted and some will repeat what he has said. Some will react wholly, some partially, or not at all; but the likelihood is that most of the listeners will form an opinion of the speaker and his message.

The basis of audience respect for public speakers is *reliability*. No thinking individual fails of indignation at attempts to hood-

wink through emotional appeal or mislead through the presentation of unreliable information. Nor is it likely that listeners will return to hear again the speaker whose conclusions have been completely refuted. Audiences may not be inclined to put forth a great deal of effort, but they rightfully expect that *the speaker will*, and perhaps more important, they may be willing to believe that *he has done so*. The audience expects something from the speaker that will justify the time spent listening to him. The "something" expected is not perfect gestures nor dramatic bodily action, but rather, *content of value*.

## The problem of technique

In essence, analyzing the mental position of an audience on the subject to be discussed is the problem of the speaker who desires to convince. Acknowledging the unpredictable variance in individual perception, the situation where the speaker can feel certain he has framed his talk with maximum effectiveness is rare. Unless a poll is taken, a survey made, or the results tested through some other measure, he will never *know* how successful his effort was.

The challenging task of gauging the audience is exceeded, perhaps, only by that of effecting prompt action. Even when understanding is achieved there

may be no urgent impetus toward doing anything as a result of it.

This recognition of reality leads the speaker beyond the basic tools of language, expression and bodily action, to advanced steps designed to achieve responsiveness. The relating of the subject matter to special interests, the use of drama, interpretation of terms and the choice of motivation may entice the apprehensive speaker into the spurious realm of half truths, distorted facts and invalid conclusions.

## The public good

The speaker always has a goal. He tries to establish a relationship between himself and the audience that will lead to the achievement of some end. He recognizes that this goal requires that his message be absorbed and must, therefore, relate in some way to the interests of his listeners. He must recognize that his words must be vivid enough to get through the mental sifting of his listeners and stir up an emotional response. Whether he chooses to appeal to affection, esteem, self-realization or whatever, is important. No matter how well chosen the approach, individual reaction will vary with individual perception. It is the interplay between the meanings the speaker successfully presents and the meanings already



held by the individual listeners that solidifies success or failure. *This process the speaker never witnesses.*

To be sure of fulfilling his moral responsibility to the public good, the speaker's facts must be carefully checked and authoritatively accepted; his reasoning must be valid and worth while; the emotion he seeks to evoke must be related to his purpose and his conclusions must be, within reason, the result of the careful consideration of a balanced intellect.

#### Avoiding the pitfalls

Unreliable information, if relevant at all, must be identified as being subject to question, even though this may tend to weaken argument. There is more gain than loss in this, since argument based on such data is largely supposition.

The extension of known facts into some unexplored area to show that certain results will follow from certain existing courses of action should be free of misleading elements. If some known course can be imaginatively projected to be leading toward some new position, the reasons why, although not provable, should be clearly in good faith.

The conclusion drawn should be tested for validity. Whether or not the conclusion withstands the listener's examination is the basis of conviction. The conclusion must be the end product of logical reasoning based on reliable information. The emotion called forth must be clearly relevant.

The speaker who observes the basic tenet that he has a responsibility to the common good can stand solidly before his public as a voice worth heeding. ♦

*Charles E. Clarke of Madison, Wis., is past president of Club 2395 and educational director for the Southern Division of District 35. A career reservist with the U.S. Air Force (Major), he is employed in credit management. He is a member of the Wisconsin Regional Writers of America.*



★ ★ ★

It is native personality, and that alone, that endows a man to stand before presidents or generals, or in any distinguished collection, with aplomb—and not culture, or any knowledge or intellect whatever.

—Walt Whitman

By R. BARTLET BRADSHAW  
Assistant Vice President, American  
Telephone and Telegraph Company

I SUGGEST THAT one of the most pernicious metaphors ever perpetrated upon man was to call him a *human dynamo*.

The misguided author of this dubious phrase, confused alike in his science and in his psychology, must have meant that men are self generators of power. How pitifully false! At best, we are storage batteries and must therefore be recharged.

Consider Telestar, our great communications satellite. Telestar's cells must soak up solar energy on the sunny part of their travels if they are to perform their work the rest of the time. To do this, Telestar must *seek out the sun*.

Humans revitalize bone and muscle with food and exercise. Where and how do we recharge the mind, the spirit?

We touch other sources of mental and spiritual power. We read books. We listen to music. We experience religion. We listen to speakers.

And there are many other "suns," in the light of which we may bask.

In reading a book, have you never been startled at something that quickens your pulse, that flashes a new idea across your mind? At a symphony concert, have you never felt a great

# SEEK OUT THE SUN



APRIL, 1963



surge of power that seems to translate you to other worlds? Have you never been electrified by a great preacher or a great speaker—galvanized into new thoughts, new actions?

*These are our solar charges!*

These are the ways by which we recharge our human batteries. And I plead that we consciously make room for such contact; that we program plays, books, concerts, walks in the hills, meditation in the temple—for we cannot always expend. We are not inexhaustible. We are not human dynamos. We must make frequent contact with sources of inspiration—or our power will weaken, our light will dim.

Follow the wisdom of Tele-

star—*seek out the sun!*

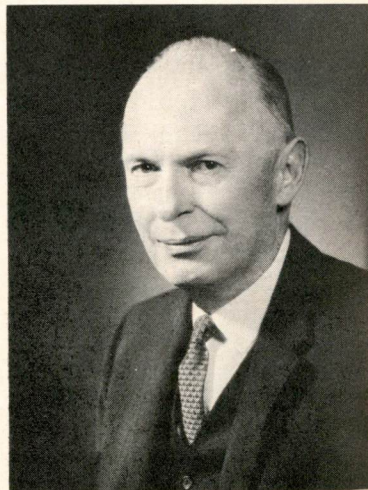
Then, having charged our cells, we must use them. A battery can go dead through simple disuse. Inspiration and expression; both are required.

My deep and abiding belief in this simple principle is behind my enthusiasm for Toastmasters clubs. Here you touch each other. Just talking together helps renew your power. But to this you add practice before friends in expressing yourself, thereby exercising your own talents and stimulating others at the same time.

Your activity gives opportunity for both inspiration and expression. And therefore, I believe Toastmasters is well suited to the nature of man. ♦

*R. Bartlet Bradshaw, assistant vice president — administration, American Telephone and Telegraph Company, has had a long career in communications, joining the New York Telephone Company in 1922, immediately following his graduation from Princeton. Active in community as well as business affairs, he serves as a trustee of The Protestant Episcopal Society for Promoting Religion and Learning in the State of New York. He is a member of The Economic Club of New York, The Academy of Political Science, Financial Executives Institute and the Telephone Pioneers of America.*

*This article was adapted from a speech before a joint meeting of the six Bell System Toastmasters Clubs in the New York area: Broadway 1000, We Kearny 1898, Long Lines 3040, White Plains 1798, Murray Hill 3260, Whippany 2655.*



*Your club secretary is the . . .*

## Man On The Know

By MAURICE F. RONAYNE

“THE MINUTES STAND approved as read,” announces the club president.

To many of the members present, this signifies that the secretary’s job has ended until he once again reads “the minutes of the last meeting.”

But those more experienced in organizational work know that a secretary’s job is much like the iceberg, which shows only its smallest segment above the water’s surface.

An efficient secretary, one who knows and does his job well, can be a major force in the success of any club. It has been said that an army moves on paper; not much can be done until a paper authorizes the action. So it is in Toastmasters—and the secretary is the club paper-mover *par excellence*.

In a successful Toastmasters club the secretary works closely with the president. He is a member of the club’s executive committee. In some clubs, his post may be combined with that of the club treasurer.

According to the pamphlet “You the Secretary,” prepared by World Headquarters of Toast-

masters International and included in the material sent by WHQ to all club officers, an efficient secretary should possess these qualifications:

1. He thoroughly understands the purposes, ideals, and methods of the Toastmasters club, and is in sympathy and harmony with them.

2. He takes time to do the work delegated to him, and he does it well, even though it may involve some tiresome details.

3. He has an orderly mind, capable of handling details and grasping routines of procedure and record keeping.

4. He is friendly without being obtrusive, and he knows how to meet and deal with men.

5. He is willing to learn.

Let’s review some of the main duties of the secretary of a Toastmasters club.

An efficient secretary prepares the order of business for the club president. He calls the attention of the president to important items on the agenda. As the meeting begins, he counts the house to insure that enough members are present to constitute the necessary quorum.



Mr. Secretary should be no slouch when it comes to parliamentary procedure. To expedite the discussion of club business, he should be familiar with *Robert's Rules of Order* and Dr. Ralph C. Smedley's *The Amateur Chairman*. He should understand and have available a copy of the club's constitution and bylaws.

A good recap of the role of the secretary in taking minutes is found in the O & M Bulletin, London, December 1957. Entitled "Committee Work — Duties of the Secretary," it is worth repeating here.

"At the meeting the chairman takes the center of the stage. The secretary, at his side, is fully occupied with the job of note-taking; he has to aim at getting down the sense—not the actual words—of what is said as fully as possible, for he cannot know how the discussion will develop and what points will later become important. At the same time he must be ready to draw attention by a word in the chairman's ear to any point on the agenda which is being missed, or any serious misapprehension of fact which is hampering the discussion. If he is not clear what the committee have decided (and they may not be very clear themselves), he must ask what to record in the minutes. Apart from

this he should in general be seen and not heard, unless an appeal is made to his expert knowledge."

Minutes should state clearly and concisely (1), the problem; (2), points made in discussion, and (3), the conclusions. Needless to say, all parliamentary motions should be recorded exactly as stated. Final disposition of motions should also be recorded by the secretary.



In writing up the minutes the secretary reports *only on action taken*. Discussions, debates, side issues, entertainment or other events of general interest preceding or following the business meeting are not recorded. Nor does a conscientious secretary try to make his minutes humorous at the expense of accuracy. As Toastmaster Joseph A. Shirley wrote in "Mind Your Minutes" (*The Toastmaster*, November, 1961) "As a history of the organization, accurate minutes are of inestimable value. They should be well kept and well guarded, for the present and future."

The club secretary must also handle club correspondence. Routine correspondence includes sending in World Headquarters Form 400 to report all new members promptly, writing club letters and keeping correspondence in an orderly file, notifying TMI

Headquarters of the election of new officers and forwarding details concerning club changes of meeting place, day or time.

However, an efficient secretary will not limit himself to routine. To do so means he is not growing in his job. An alert secretary soon develops a personal intelligence system. Continuously aware of news concerning members, and without needing specific instructions, the secretary writes timely letters of congratulations, regret or sympathy when such are in order. This is one method for helping the club to grow strong. For what sensitive member can fail to respond warmly and loyally to a club which shares with him his moments of triumph or sorrow in life?

The secretary has a big responsibility for sending accurate and prompt reports to TMI Headquarters. Semi-annual reports are due in April and October; the secretary receives the necessary forms some 30 days before their due date. There is no excuse for procrastinating! New officers should be reported to World Headquarters immediately after their election.

One item clubs and secretaries often overlook is filing the Federal income tax return. I was once a member of a club where a frantic search had to be made, three years and several secretaries back, for data to reply to

Uncle Sam's stern question as to why the club had not sent in a return. The secretary can avoid this unnecessary embarrassment to his club simply by sending in Informational Tax Return Form #990, some time between January and April. President and secretary sign all returns; the club pays no money. Above all—a *copy of the return should be kept in the club files*.

The secretary can help his club to attract new members by getting the name (correct spelling, please!), address and telephone number of each guest. His occupation or profession is useful information to have, also. His sponsor should be noted. One copy of this information should go into the club files and another to the administrative vice president, who is usually the membership chairman of the club.

A friendly letter to the visitor thanking him for coming, can remind him that some club members have similar interests and backgrounds. I used this approach during my term as secretary of Club 640-36, Junior Board of Trade Toastmasters of Washington, D.C., and I can state from personal experience that *it works*. Copies should go to the membership chairman and to the visitor's sponsor.

When his term of office is almost completed, the secretary makes sure that his papers are in apple-pie order. When his suc-



## TEN TIPS FOR THE CLUB SECRETARY

1. Make up new club roster as soon as possible; include brief biographies. Don't skimp on copies—give one to each member, send two to World Headquarters, district and area governors. Give the rest to the sergeant-at-arms for distribution at meetings to guests and new members.
2. Take notes at all meetings, especially noting who is present. Send warning letters to members who miss two meetings without an excuse, notify member when he has become inactive. Remember—this is a device to keep members coming to meetings, not to get rid of them!
3. Keep accurate minutes of all meetings, all executive committee meetings, and obtain minutes of other committee meetings from chairmen. Keep one copy for official records; if desired, mail one copy of minutes of all meetings to each member of the club executive committee.
4. Obtain information from club members attending area, district, zone or International functions and write them up for club files.
5. Insert one copy of each club newsletter and program into the files.
6. Get names and addresses of all guests, follow up with friendly letter containing application form. Make sure to include time and place of next meeting. Enclose stamped envelope addressed to the membership chairman.
7. Put into the club record files any interesting thing members may have done: outside speeches, promotions, honors, publicity.
8. Send letters of congratulation or sympathy to members when necessary.
9. If you can not attend a meeting, be sure to arrange for an adequate substitute.
10. Use club and district numbers on all correspondence and official records.

cessor is elected, he personally acquaints the new man with his duties, and also urges him to attend area officer training sessions.

Mr. Secretary is the *man on the know*. He's a key member of the club officer team, the man

who understands how, when and where things should be done in the business of the organization.

If your club has a good secretary, then count your blessings; he's worth his weight in solid gold paper clips. ♦

*Maurice F. Ronayne is president of Junior Board of Trade Toastmasters 640-36, Washington, D.C. He is an advisor to the U. S. Department of Labor on automatic data processing systems.*



THE TOASTMASTER

*Selling fundamentals applied to speaking...*

# Develop Your Resources

By GERALD F. FINCH

SELLING FUNDAMENTALS are a "human natural resource developer" when understood and properly applied.

Some months ago I made this statement in an article published in *The Toastmaster* (The Case of the Added Benefits, November, 1962). Since that time I have had many letters and calls asking, "Please tell us more about these selling fundamentals."

The article went on to say, "This approach is different from the magic and miracle so often associated with sales training, for it is directed at the human attributes given all of us at birth." Recognition of these attributes, bringing them into practice daily, can result in a fuller and happier life, with far fewer obstacles. For most of the things we think of as obstacles are really created by our own lack of understanding.

Toastmasters provides a wonderful opportunity to practice these fundamentals, for every properly prepared speech con-

tains a message that sells something, that asks others to take some action. Each time we stand before our club audience practicing the art of public speaking, we are also practicing the science of salesmanship.

Let's think for a moment in terms of building a speech, and incorporate into the structure four basic selling principles. I believe you will agree that the application of these principles will not only result in a better speech presentation, but if continually practiced will also make of us each a better person.

So what are these selling principles which can be applied also to speech?

*First, let your personality show through.*

There are many definitions of "personality," but the best one I have ever heard is: "The ability to be interested in and serve others." Stop and think a minute about who your close friends are—the ones you think about as having a good personality. They



are the people who have an interest in you—the ones who would do anything for you in time of need.

Our thinking in preparation for creating a speech begins at this point. It begins in terms of recognizing that the audience is a body of potential friends. They are not there to worry or frighten you; they are there to consider what you have to say. They are interested in you, and you are interested in them. The opening remarks in your speech should demonstrate this sincere interest in the audience, letting your personality show through. It is when the audience begins to feel this interest that they become warm, and the barriers begin to fall.

But interest alone is not enough. This interest must be fortified by offering an answer, a solution to a problem, or assistance.

In the field of professional salesmanship, we recognize that before we have a prospect, we must find the person who has a need. He becomes a potential customer only if we can offer a solution to fill this need. If we cannot, then we are wasting valuable time by pursuing the matter.

If we give a speech that does not contain an interest in the

audience, nor offer a service in the form of answering a need, then we have wasted a valuable opportunity.

Every day of our lives we come upon situations whereby we can develop our personalities through a genuine interest in other people. We can pursue this interest by offering our service.

*Second, every speech provides an opportunity to practice the fundamentals of human relations.*

There is only one rule in human relations: give in at least equal measure for what is expected in return. Practice fair exchange in a "let's swap" atmosphere. After you have informed your audience what you have to offer, then carefully explain what it means

to them in terms of exchange—what they must give or do for what they will receive.

A professional salesman always demonstrates his products in terms of benefits. He stresses those things his product, service or ideas offer over and above what the customer must pay in return. The minute an exchange becomes one-sided and "somebody gets short-changed," human relations break down. What is most greatly to be desired, of course, is giving more than is expected in return. We are all familiar with the phrase, "the joy of



giving." As a matter of fact, these first two fundamentals are most clearly expressed by the Golden Rule.

So if we are to give a successful speech, our first considerations are: our audience, what is troubling them, what solution we offer, and what they must do in exchange for the filling of their need.

*The third fundamental is the art of communication.* Toastmasters is communication. In my article, "The Case of the Added Benefits," I mentioned how Toastmasters was responsible for all the happiness and satisfaction I am getting by having discovered the joy of expression. Now I am able to share my experiences with others.

We usually think of communication in terms of mechanical devices, but the art of expression is the true communication of immediate importance. All the ideas, experience, knowledge and purposes in the world do very little good to the man who keeps them to himself, because he cannot convey his thoughts to others. Salesmen use presentation kits, visual aids, samples. But they must still build word pictures. If customers raise objec-

*Gerald F. Finch, past educational vice president of Sunrise Toastmasters 74-3 of Phoenix, Arizona, is branch manager in Phoenix for the Ortho Division of the California Chemical Company.*

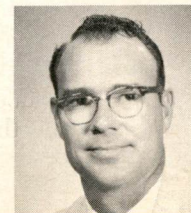
tions, what they are really saying is, "I don't understand. Tell me more."

The ability to communicate is the ability to lead. All great leaders have been expert in expressing their ideas—which brings us to our *fourth and final fundamental—leadership.*

A good speech expresses leadership by directing towards and finally asking for action. Most people are mentally a little lazy; they resist change and will avoid decisions whenever possible. If a speech states a case that is mutually understood and performs the function of decision, then a reaction does follow as requested.

In selling, we know that to receive an order, the final decision must be made as easy as possible for the customer. One thing is sure—if we do not ask for the order, we do not receive it.

As a Toastmaster, you can become a leader by using these four selling fundamentals. If your speech is properly prepared, your audience will fully understand your purpose, will realize the cost relative to the value received, will feel your interest in them and welcome your service. They will follow—and appreciate—your directions. ♦







## EVANSVILLE, INDIANA

# Toastmaster Town of the Month

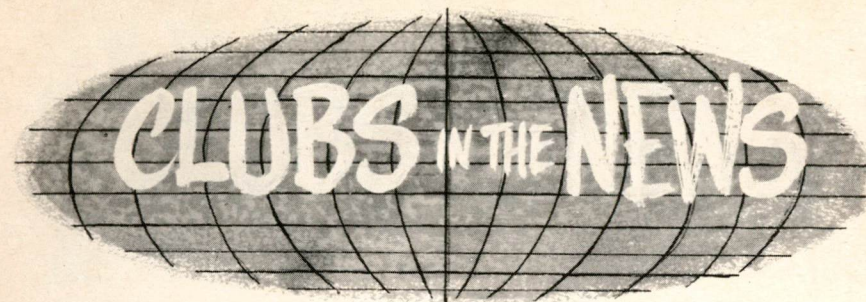
EVANSVILLE, IN THE SOUTHWESTERN CORNER of Indiana and on the north shore of the Ohio River, was once the site of a large Indian village. Named after Col. Robert M. Evans, one of the three founders of the city in 1817, Evansville is the largest city within a 127 mile radius, with a metropolitan population of nearly 200,000.

Large enough for big city advantages and still small enough to be friendly, Evansville is located in an area rich in agriculture, mining and oil. It has a large number of manufacturing firms and a well-organized program of originating and coordinating civic improvements.

Evansville College, a private, co-educational, fully accredited four year institution of more than 3,000 students, is situated on a beautiful 70 acre campus on the east side of the city. A new Museum of Arts and Sciences overlooks the Ohio River. Mesker Zoo, one of the largest zoos in the Midwest, is famous for its more than 600 species of animals and birds, many in barless enclosures in their natural habitat. Mesker Park with its outdoor amphitheater and Stockwell Woods are vast areas of natural beauty. Thirty-one smaller parks and ten public swimming pools make relaxation easily available in all sections of the city. The Ohio River attracts thousands of boating enthusiasts each year, providing water skiing, fishing, swimming and cruising. Roberts Municipal Stadium seats 14,000 people and is the scene of many events such as basketball tournaments, public ice skating, the Indiana Jazz Festival, rodeos and expositions.

Evansville is proud of its more than 300 active professional, civic, cultural and social clubs, among which are six dynamic and growing Toastmasters clubs: Evansville 337, Evandin 418, Foremost 507, Adelpia 747, Whirlpool 1216 and Mead Johnson 3148. In 1958, Evansville clubs under the leadership of H. F. Sanderson, member of Club 507 and past lieutenant governor of District 11, sponsored Gavel Club No. 17, located at nearby Evansville State Hospital.

This month, April, 1963, Toastmasters of Evansville and the Southern District of District 11, will be hosts to the District 11 Spring Conference. Toastmaster visitors to Evansville, whether attending the conference or dropping in at some future time, will find a warm-hearted welcome awaiting them. ♦



### Panel Airs Views

Toastmasters of Oklahoma City, Okla., make up the latest TM group to become regular panelists in a current events discussion over the air. Station KYFM of Oklahoma City presents a 30 minute panel show during prime air time of 5 p.m. each Sunday. The panel is composed of four Toastmasters, with State Senator Cleeta John Rogers as moderator. Public response has been excellent, according to Farris C. Purviance, Jr., lieutenant governor of District 16.

District 16 is making good use of communications media in advertising Toastmasters. Station KWTW presents regular station break flash cards which say "Toastmasters means better communication." Program Director John Pritchard has donated this time for almost a year.

District 16  
Oklahoma

### Bilingual Speechcraft

Speechcraft offered in Spanish and English is the unusual achievement of Sunrise Toastmasters of Phoenix, Arizona. Presented as "a new adventure in speech training—learn to understand the ways and thinking of the Latin people and in turn be understood by them," the course was opened to both Spanish and English-speaking

businessmen of the city. The invitation letter stressed that a knowledge of Spanish was not necessary.

The course was under the general direction of Dr. John J. Rozboril, Speechcraft chairman.

Sunrise Club 74-3  
Phoenix, Arizona

### People-to-People

Padres Toastmasters Club 1742 of San Diego, California, in observing People-to-People Week, had a delightfully entertaining and educational time, according to Club President Robert A. Thomas. Special guests at the meeting were three foreign students attending San Diego State College: Asrat Wolde, an art major from Ethiopia, Ali Hebshi and Abdoallah Army, public administration majors from Saudi Arabia and Indonesia.

Although the guests had no previous knowledge of Toastmasters, they participated freely in table topics and offered comments at the close of the meeting. Each expressed enthusiasm about Toastmasters and spoke of joining or starting clubs in their own countries on their return.

The Padres Club enjoyed the meeting so much that they are planning to make it a recurring feature.

Padres Club 1742-5  
San Diego, Calif.





In the presence of many prominent dignitaries, the first Toastmasters club in Cyprus, 3570-U, receives its charter. Left to right: Dr. Kiazin, vice president of the Turkish Communal Chamber; Mr. Antoniou; Mr. Wyman; Dr. Spyridakis, President of Greek Communal Chamber; Mr. Noble, club president; the Hon. Fraser Wilkins, U.S. Ambassador to Cyprus; Mr. Farrell; Mr. Fisher; Mr. Evangelides.



Charter Party Night of the Fukuoka Toastmasters Club 3405-U, Fukuoka City, Japan, was a gala event. Club was founded by Professor Nobushige Tadokoro of Fukuoka University, and is the first Toastmasters club with all Japanese membership.



Welcome Wagon hostesses of Honolulu, Hawaii, receive "Introducing Toastmasters" pamphlets from MCAFAN 737 Club President Larry Scott. Through the Welcome Wagon, Toastmasters of District 49 are inviting the men of new families in the area to visit their nearest Toastmasters Club.



Winners of "Operation Patrick Henry" contest of the Wissahickon District, Valley Forge (Pa.) Council, B.S.A., and the Wissahickon Toastmasters who coached them are congratulated by event chairman and TM Michael Bailey (2nd from left). Club President Renzo D'Allimonti, right, holds presentation plaque.



TM Sam Carusi of the Domei Toastmasters of Naha AB, Okinawa, addresses a Community Center audience of members and their families at club's "Family Night" program. Toastmaster Elmer L. Russell, left, evaluates.



District 38 officials took time out at bi-area educational conference at Carlisle, Pa., to discuss plans with Carlisle Club President Gordon Howard (left). Standing, right, is District Governor Louis Rubenstein; seated, left to right, Deputy Governor Richard Thomas, Lieutenant Gov. William Freund.



Naval Civil Engineering Laboratory (NCEL) Club 1192-12 of Port Hueneme, Calif., celebrates its 10th anniversary with the assistance of all past presidents of the area. Holding cake is Club President Stan Takahashi, making first cut is Past President John A. Bishop.

For his support of the Toastmasters program at Norfolk (Va.) Naval Supply center, Rear Admiral Hugh C. Haynsworth, Jr. (2nd from left) is presented with a certificate of honorary membership in Club 2541-66. Left to right: Club Secretary Guy Taylor, Admiral Haynsworth, Club President W. F. Smith, Educational Vice President Cdr. Walter Clare, and Past President H. V. Pelton.







Nor'easter Toastmasters meet for briefing in United Funds campaign.

### For Community Service

The Nor'easter Toastmasters of Philadelphia, Pa., have been actively participating in making United Funds spot announcements to the 5,000 employees of the Aviation Supply Office, Naval Supply Depot, Defense Industrial Supply Agency, and Naval Air Technical Services Facilities.

Picture shows Club President Jack Redden at the microphone. Clockwise are: Dave Goldberg, past educational vice president; Pat McKeowan, past president and governor of Area 9, District 38; Frank Hughes, founder and charter president of the Nor'easters; Frank Swiacki, club past president; George Bellazza, Jack Ahearn and Mel Silver, educational vice president. Between Redden and Silver is Fred Cornish.

Nor'easter Club 2494-38  
Philadelphia NASD, Pa.

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### Club Judges Japanese Student Debates

During the past year, members of the Tachi Toastmasters Club of Tachikawa, Japan, have participated in the judging of English debate contests held at the surrounding Japanese uni-

versities and colleges in Tokyo. The contests are under the direction of the International Student Association and the International Education Center with the assistance of the Mainichi Daily News, the Japan Times and the Asahi Evening News. Debaters are judged on the logic of their argument, team cooperation, and correct usage and pronunciation of English.

In May, 1962, Eugene P. Whitt, Jr., John A. Parrish, Jr., William A. Rooney, Frederick Winkler, Capt. Robert P. Kwapien, Mrs. Faye Kwapien and Roger L. Faust served as judges at the debate held at Keisen Jogakuin Junior College at Tokyo. Twelve universities participated.

In September another contest was judged by Eugene P. Whitt, Jr., Ivan A. Miller, Roger L. Faust, Capt. John A. Parrish, Jr., Frederick Winkler and Gerald Vlaanderen.

This free gift of off-duty time to help promote better Japanese-American relations is an important aspect of the People-to-People program. Tachi Toastmasters are proud of their members who are using their Toastmasters training to foster Japanese-American understanding.

Tachi Club 1333-U  
Tachikawa AB, Japan

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### "Our Town" Meeting

Mason-Dixon Club 2186 of Huntsville, Alabama, held a special meeting called "Our Town." The population of Huntsville has increased so tremendously in the last 10 years that many of the club members, new residents, were not as familiar with the city's history and problems as were the old timers. Col. Ed Billings, edu-

cational vice president, assigned subjects to the speakers: (1) The early years of Huntsville, (2) the later years of Huntsville, (3) famous people of Huntsville, (4) the churches of Huntsville, (5) the Huntsville school system, and (6) how well the city government has met the needs of a boom town and things that still need to be done.

Special guests were Dr. Raymond Christian, superintendent of schools, Mr. M. Collier, postmaster, and Huntsville Mayor R. B. Searcy. Asked for comments at the close of the meeting, Mayor Searcy remarked that if more citizens would participate in similar endeavors, then not only Huntsville but the whole world would be a better place in which to live.

Mason-Dixon Club 2186-48  
Huntsville, Alabama

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### Visiting Toastmaster

Robert A. Garlock, director, Navy Management Assistance Office, 14th Naval District, was guest speaker at a regular meeting of the Corregidor Toastmasters at Cavite, P.I. Garlock, who was conducting a management engineering survey at Sangley Point, is a Toastmaster from District 49, Hawaii. He was accompanied by Toastmaster Kenneth Yuen, his associate in the Navy Management Assistance Office.

Corregidor Club 1800-U  
Cavite, Philippine Islands

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### Hong Kong Guest Speaks

Over 60 members and guests of the Saturday Morning Toastmasters of Jacksonville, Florida, braved a cold and rainy morning to attend the regular 7:45 a.m. meeting and hear Dr.

James W. Turpin of Hong Kong, speak on Project Concern, Inc. Dr. Turpin, founder of the refugee relief organization, is in the United States for a tour of cities where committees have been formed to help support his voluntary, non-profit project.

The talk was arranged by Club President Glenn Estess, with the cooperation of the local Junior Chamber of Commerce. Special guests were District 47 Governor Larry Webb and Northern Sub-district Governor Warren Price.

Saturday Morning Club 2840-47  
Jacksonville, Florida

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### New Club in Okinawa

Before a group of 87 Toastmasters, wives and guests assembled at Kincheloe Dining Hall, Naha Air Base, Okinawa's newest Toastmasters club, Domei 3542, recently received its charter. "Domei" is a word from the Japanese Kanji and means friendly alliance or union.

The charter was presented by Col. Lester C. Hess, commander of the 51st FIW, to TSgt. Herb Atwell, club president. "It is very gratifying to me that personnel of this command are actively engaged in self improvement in this most important field of self-expression and communication," Col. Hess told the group.

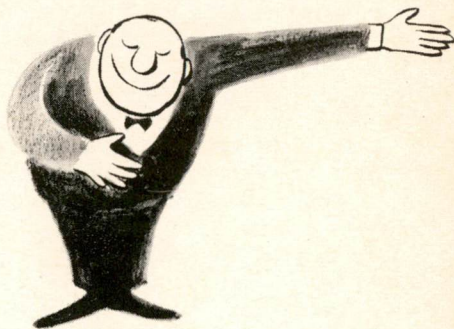
Other honored guests were Capt. and Mrs. Thomas L. Andrews, Jr., USN, Maj. Nicholas Cappeletto, USMC, and Col. and Mrs. Buck Engle, USAF. Col. Engle is Toastmasters International's consultant for military club activities.

Domei Club 3542-U  
Naha AB, Okinawa



Mr. Toastmaster, do you...

# Take Great Pleasure in Introducing



By RAY FRAZIER

Do you "take great pleasure at this time in introducing Mr. Jones"? Or does your introduction *give* pleasure to the speaker and the audience?

If you're not a celebrity yourself, some of the most important speeches of your career may be the introduction of prominent speakers. Are you using your assignments as toastmaster of the meeting to improve your ability to introduce a speaker? Are you using your assignments as general evaluator to make helpful comments on the toastmaster's introductions? Are you using your office as educational vice president to train your club members to give excellent introductions?

Our very name, Toastmasters, implies that we know how to

make introductions. Yet how many times do we hear our toastmaster of the meeting drone on and on with his own wit and commentary, then sluff off the actual introduction with great brevity? Or present an unabridged edition of worn-out phrases and gimmicks? Indulge in lavish flattery for a fantastic build-up, or make the speaker the butt of a totally irrelevant joke? Does he fumble the name of "an old friend" or a speaker "well known to all of us"? Does he apologize profusely because the scheduled speaker could not appear and we have a last-minute substitute? Or qualify himself rather than the speaker as the expert on the speaker's subject? At the close of the speech does he toss out a perfunctory

"Real good speech, Joe," or worse, explain what Joe was trying to say, or offer a rebuttal?

You can probably provide your own list of horrible examples. But we should certainly try to abolish them from Toastmasters.

Have you read recently the chapter of "The Amateur Chairman" in which Dr. Smedley discusses the guiding principles for presiding as toastmaster? Some clubs have found it helpful to summarize these principles in checklist form for evaluating the toastmaster.

But in addition to giving the toastmaster of the meeting some helpful evaluation, we should make it easy for him to accumulate his introductory material. How many times does he merely say "Our next speaker, giving Speech No. 8, is Mr. Jones whose subject is..."?

You may be only mildly curious about Speech No. 8, but certainly you would like to know something about Mr. Jones: Who is he? Does he have a background pertaining to his subject?

Maybe the toastmaster just didn't get around to finding out about Mr. Jones. After all, he's a busy man; we all are busy men. Or if you are Mr. Jones, did you have to repeat your life history between mouthfuls of dinner?

You might prefer to prepare a data sheet once and for all, keep it up to date, and make a photo-

copy for each occasion inside or outside (especially outside) your Toastmasters club. Such a form is used by many clubs and speakers bureaus. It should contain all pertinent statistics, your residence, your job — with a brief description of what the job entails — your family, hobbies, professional or social organizations of which you are a member, and any special recognition you may have received.

Your club may like the idea of obtaining a data sheet from each member and maintaining a complete file. This data can be made easily available to the toastmaster of the evening. It should be the responsibility of the club's educational vice president to see that the file is brought up to date periodically. Many clubs have used this plan with great success.

Of course the complete data on a speaker will be too much to use in a single introduction. But the information gives the evening's toastmaster a wide range for selecting points to tie in with the occasion, the other speakers, and the subject of the speech. It also provides a basis for better rapport, provides leads the toastmaster may wish to explore further with the speaker. For instance, if the speaker had listed that he was the halfback on the Slippery Rock championship football team in 1923, the toast-



master may have been on a team which had played against Slippery Rock that year—and weave the information into a really colorful introduction.

Some of the data will be useful for publicity releases. The names and addresses of your local newspapers and company publications should be included for the convenience of the publicity chairman.

Additional information outlining your personal history in the club might be placed on the reverse of the sheet. Erwin Hertz suggested in his article in *The Toastmaster* of November 1962 (The Big Challenge), that the educational vice president keep

a file card of each member's record, including how long he has been a Toastmaster and what speech he is currently working on. This record might be kept conveniently in the personal data file.

In Toastmasters we learn a lot more than how to preside as toastmaster or chairman of a meeting. But let's all give sufficient attention to presiding with distinction. Let's not *take* pleasure; let's *give* pleasure to the speaker and to the audience. ♦

*Ray Frazier is club achievement chairman for District 52 (Los Angeles, Calif.), and a member of Windjammers Club 1770-52.*

★ ★ ★

*Loneliness is a negation of the self, while solitude is the prerequisite of self-discovery. Loneliness is the symptom of atrophy, while solitude is a necessity for growth. We should never shrink from being alone at times, for when we are alone, and only then, do we reflect upon existence and receive life. Loneliness is a defeat, but solitude is a triumph, for it opens the gate toward a mature character and social responsibility.*

Samuel Terrien, "Am I Alone?"  
*International Journal of Religious Education*

#### NATIONAL LIBRARY WEEK

April 21 to 27 will be celebrated throughout the nation as National Library Week. This is a good time to become acquainted with your local library and to investigate the Toastmasters Reading Plan. Sponsors: National Book Committee, Inc., 58 West 40th Street, New York 18, N.Y., and American Library Association, 50 East Huron Street, Chicago 11, Illinois.

## Many Happy Returns...

THE FOUNDER OF TOASTMASTERS celebrated his 85th birthday by coming down to his office at World Headquarters and putting in a full day's work.

But February 22 was not quite an ordinary day for Dr. Ralph C. Smedley. He found his desk overflowing with cards, letters and telegrams of congratulation, affection and appreciation from Toastmasters all over the world.

"It is my sincere belief and conviction that no other single individual has done so much to help so many men," wrote Past District 43 Governor James A. Brewer of Little Rock, Ark. From Cavite in the Philippine Islands, Administrative V-P Winan W. Winans wrote: "Corregidor Toastmasters No. 1800 wish to express our best wishes for a happy birthday... the indelible imprint on millions of lives bears your trademark." "I owe you a debt of gratitude for founding an organization which is the number one extra-curricular activity in my life," wrote Edward Low of the Lockburne (Ohio) AFB Club 2793-40.

Marked out for singular appreciation were the greetings from clubs which reported their acceptance of Dr. Smedley's challenge at the International Convention last August—to add at least five new members to each club. "Happy birthday," wired the Marshalltown, Iowa, Club 1857-19. "We are happy to send this report of 14 new members since August." Club 1865-24, York, Neb., reported seven new members. Many other clubs sent similar reports. "This is the best birthday gift I could possibly have," said Founder Smedley.

Members of the World Headquarters staff assembled in the afternoon for an informal birthday party. A large cake, bearing the Toastmasters emblem in blue and white, was presented to Dr. Smedley. Picture shows the founder, center, admiring the cake, while Executive Director Maurice Forley approves. Assisting with the first slice is Mrs. Del Aiello of the shipping department, who baked and decorated the cake.





# PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

## Greetings

To the host of men who are just taking up their duties as officers of their Toastmasters Clubs, I offer my greetings and good wishes for success.

You are standing at the threshold of a period of opportunity which should challenge every one of you, and lead you into experiences and achievements which will profoundly influence your life.

Some men will do very little in this time of privilege. They will do as little as possible, apparently thinking that having been elected is the climax of their advancement. When the end of their term comes, there will be little regret on the part of their fellow members, except for the time and opportunities which have been wasted.

Happily, most men are built on a better plan than that. Such men will see, in their elevation to the club office, the chance to move ahead, to learn and grow and develop and build for the future, not only for the club, but for themselves. They will perform their duties faithfully, serving the club effectively, and they will serve themselves at the same time. For their official re-

sponsibilities, if properly performed, will prove to be the preparation for further and larger duties in other fields.

Speaking of club officers, has *your* secretary done his duty? Or if you happen to be the secretary, have *you* performed? If so, then we are informed at the World Headquarters Office, of the names and addresses of your new officers. If we have not been informed, then you, Mr. Secretary, have registered one failure already. Take care of this item right now. Turn back to page 11 and read the article, "Man on the Know" by Maurice F. Ronayne.

If every club officer performs his duties faithfully and well, then your club will be prosperous and effective in its work, and each officer will be a better man for having had this opportunity to serve.

## Criticism is not Fault-Finding

"Criticism is one of the finest things—perhaps the very finest thing—in Toastmasters; and yet it is the weakest spot in most of our clubs."

So spoke a veteran Toastmaster, after listening to a series of "nit-picking" evaluators, who had tried so hard to find trifling, unimportant items to point out. They had missed the whole point

of constructive criticism. I wonder when, if ever, we are going to get our members to understand just what evaluation is, and what is its purpose.

Thirty years ago, we talked about "Constructive Criticism." I used that as the title for the first publication of what we now call "Speech Evaluation." I still favor the constructive criticism phrasing, for that is exactly what we should be trying to do in our clubs.

The dictionary defines criticism as "the art of judging or evaluating with knowledge and propriety the beauties and faults of works of art or literature." Of course such judging involves mention of faults or errors when necessary, but the primary purpose is to appraise or evaluate the worth of the matter being criticized.

I wish that every Toastmasters club would undertake a careful study of the purposes and methods of really "constructive criticism" or evaluation, and that every member might be led to understand just what we mean by it. This could be done if every educational vice president would work with his committee to promote careful study of the little book, "Speech Evaluation," (which is provided for every member when he joins), and provide for a series of talks on the theory and practice of evaluation so that every man

could understand what it is all about.

What do you want to hear from your evaluator?

Of course you like to hear him say that it was a good speech, and that he enjoyed it, and perhaps learned from it, but you want him to tell you also just why he liked it, and what was good about it. You want him to point out any matters which seriously interfered with his understanding and enjoyment, but you are not much interested in hearing him tell you about brushing a fly off your nose, or clearing your throat, or glancing at your notes.

Never end your speech of evaluation with something like this: "Well, that's all the criticism I can think of. Aside from these matters, it was a very good speech."

Criticism includes commendation as well as fault-finding, but neither should be given unless it is deserved, or has some significance. When you praise a speaker, with good reason for the praise, you are criticizing just as truly as when you are pointing out his errors.

Mr. Educational V-P, make it a point to instruct your members in evaluation during the coming months. Learning to make a speech is important, but almost equally so is learning to listen critically, analytically, and then to give the speaker the benefit. ♦



# GIVE OF YOUR OWN

By RICHARD T. FROTHINGHAM

THE OTHER NIGHT, a great mystical creative urge swept over me. Out of that creative urge there arose an original poem, which I wish to quote to you in part. It goes like this:

*A book of verses underneath the bough,*

*A jug of wine, a loaf of bread—and Thou*

*Beside me singing in the wilderness—*

*Oh, wilderness were paradise enow!*

Creativity, my friends, is genuine pleasure. No pride can compare with the pride which stems from authorship. You may be certain that I am immensely proud of this bit of verse. When I get an appropriate title, I intend to use it as a speech before my Toastmasters club.

And now that I have that out of my system, I would like to talk for a little about what I consider to be the real purpose of Toastmasters as I glean that purpose from a thorough study of the Basic Training Manual.

Throughout the 12 assignments in the Manual, we are continually told to "choose a subject that interests you," "construct your speech," "get an object or a theme of interest and build your speech around it," "organize your

material around a chosen outline," and "put your material into a shape that will be logical, interesting, and readily understood. Write the steps and put them together in their proper places, then go back and write them again." The No. 12 assignment, "Carrying On," says, "When you have worked your material into good shape, go through it in your mind, trying various ways of working to the best effect."

Nowhere in the Manual is there the faintest suggestion of a hint that we are ever to present, *as our own*, the words or the organization or the arrangement of a speech that was prepared by someone else. On the contrary, there is every indication that we are expected, even required, to compose our own speeches.

Yet on several occasions during my more than three years in Toastmasters I have been amazed to find certain club members who have not hesitated to present a "speech" which was nothing more than a verbatim recitation of something they had read in *The Reader's Digest*, the newspaper or some other periodical. They have given these "speeches"

without even the slightest admission that the work was actually the brain child of someone else.

To me this is plagiarism of the worst kind.

The dictionary defines the verb "to plagiarize" as: *to steal or purloin and pass off as one's own the ideas, words, artistic productions, etc., of another; to use without due credit the ideas, expressions or productions of another*. Among literate people it is considered one of the most inexcusable of offenses; in certain cases it is actionable and the aggrieved originator can obtain legal redress.

Toastmasters teaches more than voice inflection, posture, gestures, self-confidence, and what is called "eye-contact." It is, above all, intended and designed to teach the art of organizing our own thinking in a logical and convincing way for effective communication. If you are merely parroting the words and work of someone else, you are cheating yourself out of the greatest value of Toastmasters training.

And now I have a confession

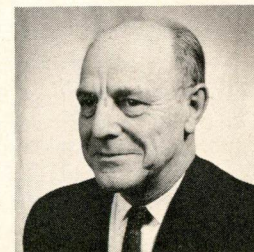
to make. *I did not originate the verse quoted at the beginning of this article*, which I am sure you recognized immediately as a part of "The Rubaiyat of Omar Khayyam." I am not the author. That credit belongs equally to the old Persian poet Omar and to his translator, Edward Fitzgerald.

I would suggest, respectfully, of course, that we all make a similar confession whenever we are tempted to present a speech which was conceived, composed, or created by someone else. There is nothing wrong in quoting; there is everything wrong in appropriating.

To pretend to authorship is to plagiarize and to defraud. To borrow without due credit that which someone else created, organized or wrote is to crib, cheat and steal.

But perhaps the worst aspect of such a practice to us as members of a Toastmasters club is that such an act deprives us of the greatest benefit which can be derived from membership in Toastmasters. In truth, it denies the very purpose and the primary aim of Toastmasters. ♦

*Richard T. Frothingham is manager, Management Procedures Division, Industrial Management Department, at the U.S. Naval Ammunition Depot, Crane, Indiana. He is at present secretary of the Lake Greenwood Toastmasters 1521-11, one of the two Toastmasters clubs at Crane NAD.*





# TOASTscripts

In his widely read column in the *Kansas City Star*, Bill Moore gave well-earned recognition to Paul E. Kunze, immediate past governor, District 22.

Fifteen years ago, Kunze found that a blind friend had learned to read Braille. He decided to give him a subscription to the Braille edition of *The Reader's Digest*. The easy thing would have been to send the subscription money to the publisher and let it go at that. But Kunze decided he could be of real service to his friend and to other blind people if he could earn extra money in his spare time to provide Braille reading material to as many blind people as his funds would permit.

He began taking subscriptions on a commission basis for magazines of all kinds. The response was better than he had anticipated. He established a "Braille for the Blind" bank account to handle the proceeds from his side venture.

Since starting this project Kunze has ordered nearly 125 subscriptions for the Braille *Reader's Digest*, the Braille *Radio News*, Braille editions of *The Catholic Digest*, Braille *Current Events* and occasionally a Braille Bible. The publications go in many directions, including

the Kansas City Association for the Blind, the Catherine Hale Home for Blind Women, the Guiding Light for the Blind in Kansas City, the Ebenezer Home for Blind Girls in Hong Kong, and the Foundation for the Welfare and Education of the Blind in Thailand.

Kunze's commissions have averaged about \$500 a year. He does not accept donations or contributions. Kunze is now 64. About a year ago, a heart condition forced him to retire from his post with the Corps of Engineers, but after a period of hospitalization, he reports he feels reasonably fit and able to continue his work on behalf of the blind.

Toastmasters International commends Toastmaster Paul E. Kunze, a man who has found lasting satisfaction in bringing happiness to others.

*If you promise not to tell members of Kittyhawk Club 1108-40 (Dayton, Ohio), we'll tell you about "Sam," the smooth, sexy voice that phones members each week to remind them when dues are due, elections coming up, or special programs planned. No wonder the club is up to 40 members and planning to organize a second club to take care of the overflow.*

*"Sam," known only by her voice, is a mystery to the Toastmasters in her life.*

*Don't tell the Kittyhawk Toastmasters, but "Sam" is really Mrs. James Wirth, a den mother and writer for newspapers of the Dayton area. International Director Otto H. Althoff and Past Kittyhawk President Col. Duke Gurnett report that Mrs. Wirth has a fine imagination and a brilliant sense of humor. Until now they've kept her identity secret, but are willing to let outsiders know about her good works as long as you don't tell the Kittyhawk Toastmasters. Promise?*

## TOASTMASTERS INTERNATIONAL SALUTES:

Lew Selby of Uncle Joe Cannon Club 127-54 (Danville, Ill.) for a four-year perfect attendance record.

Alf Mills for joining Oshawa Club 2398-60 (Oshawa, Ont.) after attending the club's speechcraft course. Toastmaster Mills is 77!

President Doug Clark and Rudi Maeder of the Oshawa Club on their election to the East Whitby Township government as school trustee and councilor respectively, and to Tom Rundle of the same club who was elected one of the 12 councilors for the City of Oshawa.

Jim Willis of Nationwide Insurance Club 753-40 (Columbus, Ohio) for addressing 500 dele-

gates at the National Rural Electric Co-op on "The Use of Toastmasters for Better Relations."

George W. Brazier, past president of Castle Club 3056-36 and past governor, Area X, District 36, (Washington, D.C.) for receiving a Research and Study Fellowship from the U.S. Army. Brazier, assigned to the Office of the Chief of Army Engineers, will spend a year conducting research on construction management techniques used in Japan and in various nations of Europe.

Lakehead Club 2003-6 (Fort William and Port Arthur, Ont.) for conducting a successful Speechcraft course for the Fort William Junior Chamber of Commerce.

McKeesport Club 901-13 (McKeesport, Pa.), for coaching 25 Boy Scouts for the "Operation Patrick Henry" project.

Thomas E. Strotman of Breakfast Club 2387-F (Covina, Calif.), for completing Basic Training, Beyond Basic Training and then Basic Training a second time.

Past International President Emil H. Nelson of Minneapolis, Minn., who has been elected vice president of the Minnesota Association of Realtors, appointed chairman of the Governor's Real Estate Advisory Commission, and elected to a three-year term as international governor of District 16 of the Society of Real Estate Appraisers.



*It was a beautiful speech . . .*

# But What Did You Say?

By CLINTON W. RAYMOND

THAT WAS AN artistically presented speech. Your gestures were never more fitting, your smile never more engaging. You paused masterfully for emphasis, you varied the pace and the pitch of your voice dramatically. All in all, you tied up your speech in a big, neat bow.

*But what did you really say?*

If you didn't say something that will be remembered, something that hasn't been said over and over again, something worth saying and worth listening to, then your speech was like a beautifully wrapped package—with nothing inside.

What's the trouble with your speech, anyway?

Well, a man who has more outgo than income is soon financially bankrupt. A lake which has no fresh water stream replenishing it soon becomes stagnant. Perhaps you are bankrupt of new speech ideas. Perhaps your speeches, lacking fresh, new ideas, have become stagnant and stifling.

Let's consider for a moment. Can your audience type you before you get up to the lectern?

Can they guess the general subject matter of your speech and be fairly sure of the manner in which you will present it?

If so, the chances are that you aren't building Toastmasters; you're tearing it down. You may be driving people away from the club; two or three of you in a club will virtually insure membership problems. You aren't doing yourself any good either.

Can anything be done about this?

Yes, several things. Sir Francis Bacon, way back in the 16th century, said, "Reading maketh a full man." This is as true today as on the day he said it. Just as talking tends to use up our ideas, reading and thinking fill us up again.

The Reading Plan presented by Toastmasters International is a wonderful way to replenish your stock of ideas. If you haven't investigated it, I suggest you do so immediately—World Headquarters will supply you with all the information necessary to get started. Newspapers, magazines and trade publications are also helpful.

Speech ideas are all around

you. But you must be constantly alert to them. Jot them down; don't let them get away. They may come to you out of the blue in a quiet moment of reflection. They may come from conversations, from hearing someone speak, from movies or television. Ideas may drift into your mind as you compose yourself for sleep.

Wherever you are when ideas strike, *don't let them get away*. Jot them down. Keep a small notebook and pencil with you at all times to capture these evanescent visitors. Keep the notebook in your pocket during the day, put it on the bedside table when you prepare for sleep.

When you have selected your speech subject, then prepare carefully. Determine that you are going to give a speech that will represent your very best efforts—a speech that will be a credit to you and to your club. Work on it.

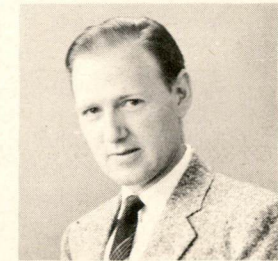
This does not mean just finding the necessary verbiage to spin out enough to fill a five or seven minute time segment. It means packing your talk full of

worthwhile ideas, and presenting them in a new, fresh, original manner. Watch out for dullness, and don't let it rear its sluggish head. Twist the tails of worn-out, familiar expressions; it's amazing what you can make out of a cliché if you work with it a while.

A word of warning: don't try to make an interesting speech out of an idea in which you are only mildly interested yourself. You can't communicate excitement to your audience if you are passive. You can only arouse people to the extent to which you yourself are aroused. The deeper you delve into an idea, the more interesting it will become to you. Don't be content with the surface; dig until you strike pay dirt.

In the advertising profession there is a saying, "A man is paid by the idea, not the word." Ideas, not words alone, pay off in Toastmasters as in all phases of living. Give your audience some ideas they will remember. You'll find that then they will remember you, and welcome you back. ♦

*Clinton W. Raymond, a former newspaper reporter, radio writer and public relations man, is factory sales representative, Photocopy Division, Smith-Corona Marchant, Inc., at Spokane, Washington. A past president of the Spokane Valley Club 308, Dishman, Washington, he is at present senior lieutenant governor of District 9, composed of Northern Idaho and Eastern Washington.*





# Meeting on the Mississippi

THEY'RE NOT TOTING ANY BARGES or lifting any bales, but Toastmasters along the Mississippi are already hard at work planning activities for the 32nd annual convention of Toastmasters International at St. Louis, August 22-24.

International Director Earl M. Potter, general chairman of the Convention Host Committee, said a variety of activities are being planned for the delegates and their families, including a moonlight cruise on the Mississippi and a visit to the former farm of Ulysses S. Grant, a major attraction in the St. Louis area.

Potter said pre-convention activities will get under way at the Sheraton-Jefferson Hotel Wednesday evening, August 21, with a colorful "Ozark Jamboree." The informal program will give delegates an opportunity to meet the director and officer candidates. Other convention events will include the Annual Business Meeting and Election of Officers and Directors, Educational Sessions, Fellowship Luncheon, Ladies Luncheon, President's Banquet, Breakfast with the Founder, and the International Speech Contest.

Serving with Potter on the Host Committee are:

Vice Chairmen, Aubrey B. Hamilton, George H. Brown and Carlos E. Harrison; Advisory Board Chairman, Jerome R. Marrin, governor, District 8; Recording Secretary, Herman E. Schwartz; Steering Committee, Potter, Hamilton, Brown, Harrison, Marrin, and lieutenant governors Malcolm W. McLean and Leo F. Seiffert.

Committee members are:

Entertainment: Leo F. Seiffert, chairman, Sid Towerman and William J. Beukema; Finance: Malcolm W. McLean, chairman, Ellis Arnold and Joseph G. Tragressor; Hospitality: W. M. Morris, chairman, Charles E. Teague and G. B. Perry; Ladies Activities: A. F. Sanders, chairman, Joseph S. Vitalis and Harry Hodde; Promotion; Lester Lottman, chairman, Lee Thomas and Phil Ogden; Transportation: M. E. Iten, chairman, Wilbur J. Fox and Guy G. Thompson; House: R. O. Smith, chairman, Vernon T. Kelly and Paul Gnadt. ♦



## JUST IN JEST

The prisoner in a courtroom became extremely worried after his jury had been picked when he saw twelve women in the jury box. Turning to his attorney, he asked: "Do I have to be tried by a lady jury?"

"Be still," advised his attorney.

"I won't be still!" the prisoner exclaimed. "If I can't fool my own wife, how can I fool twelve strange women? I'm guilty!"

\* \* \*

*A humorist is a person whose funny-bone is north of his ears.*

—Quote

\* \* \*

*There is a line on the ocean where you lose a day when you cross it. There's a line on most highways, where you can do even better.*

—Grit

\* \* \*

Two little girls were busy discussing their families. "Why does your grandmother read the Bible so much?" asked one.

"I think," said the other little girl, "that she's cramming for her finals."

\* \* \*

*When the kids tell about their history lesson in school and you remember when it happened, you're getting along in years.*

\* \* \*

Inspector: "Don't you know you can't sell life insurance without a license?"

Salesman: "I knew I wasn't selling any, but I didn't know the reason."

*A herd of buffalo were racing across the western plains, when suddenly the shaggy leader swerved and stopped. "What's the matter?" asked his companion.*

*"Hold everything," answered the lead buffalo. "I just heard a discouraging word."*

\* \* \*

*One of the most important ingredients in a recipe for speech making is plenty of shortening.*

\* \* \*

*A man can't make a place for himself in the sun if he continues to take refuge under the family tree.*

\* \* \*

A learned medical friend denies that spring fever is incurable. The trouble, he says, is that it's impossible to find a patient who wants to get well.

\* \* \*

With a grinding of brakes, the officer pulled up his squad car and shouted to a little boy playing in the field: "Say, sonny, have you seen an airplane coming down anywhere near here?"

"No, sir," replied the boy, trying to hide his slingshot. "I've only been shooting at that bottle on the fence."

NOTE: The Post Office will not forward your copies of The Toastmaster magazine. To keep your magazine coming regularly, notify World Headquarters immediately of any change of address, giving new address, old address, club and district number. If possible, include old mailing sticker.



# 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)*

Receiving the 1963 Directory pleased me greatly. I have it with me constantly as I am vitally interested in this tremendous movement of ours. In our world of today, it is so important to be able to listen, think and speak more clearly. I never miss an opportunity to attend any meeting available. You are correct in advising the ever-present welcome!

Under the heading "Enthusiasm," I would like to place Mr. Harold Chase, a charter member of Meridian Toastmasters Club 3497-15, Meridian, Idaho. This club is approximately one year old. It meets every other Monday. My home club, Ada 2970-15, meets every Monday at 6 a.m.

Mr. Chase called me Sunday evening and inquired if we were having a meeting in the morning. If so, he would like to attend. We were, and he was there on time...

Now you say this is as it should be as we teach timing in Toastmasters. I agree, but to make this visitation possible, Mr. Chase arose at 1:45 a.m. to complete his dairying chores. Wouldn't it be wonderful if all were as interested?

Charles L. (Chuck) Spencer  
Lieut. Governor, District 15  
Boise, Idaho

The Toastmasters Directory which came out recently revealed to me one possible reason why we are having trouble increasing the membership in our club. It could be because Portland is reaching the saturation point in Toastmasters clubs.

According to the latest TM Directory, Portland, Oregon, has more clubs per

capita than any other city. Even with our low population of 380,000 we have more clubs than Philadelphia and Pittsburgh combined; more than New York City.

What is holding back those Eastern cities? Is it because their average man is so well educated he doesn't need the training, or is it because their Toastmasters are keeping the value of our organization a secret?

Edward S. Lohr  
Club 622-7  
Portland, Ore.

*(The editors hereby offer equal space to the Toastmasters east of the great State of Oregon.)*

The full value of being selected "Town of the Month" in the Toastmasters International magazine can never be fully realized, but I hope the following will in some small way help you to know that all Topekans are proud of this honor... Here are some of the immediate results:

1. Our morning paper editorial writer wrote an editorial in which he gave Toastmasters International and our local club good coverage.

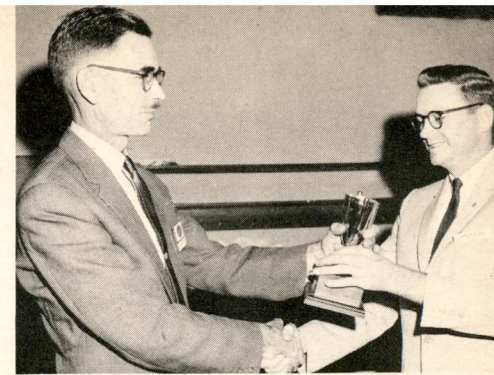
2. We received letters and phone calls from top representatives of the businesses and companies recognized.

3. By virtue of using quotes from the article in the police "Bench Warrant," a police internal house organ, one of our outlying papers used the article.

4. Captain Richard Harder, a friend on duty in Munich, Germany, took the trouble to thank us personally by a Christmas

card. He states that he recently joined a Toastmasters club in Munich and used the editorial in the Topeka Daily Capital as a basis for his icebreaker talk to his club.

Lt. Fred Feaker  
Club 361-22  
Topeka, Kansas



In the past year I have had the privilege of attending many club meetings. My purpose was to observe the various clubs in action, to analyze and compare the more successful clubs with the poorer ones.

One of the most significant differences noted was that the clubs with good membership had visitors, lots of them. The members were encouraged by their officers to bring visitors. The personal contact demonstrated here helped the member as well as the visitor.

I remember club meetings I attended where there were as many as eight visitors. How did this happen? Eight members persuaded friends to attend. Club membership? Very good. Meetings? Well conducted, interesting and educational to both member and visitor.

I noted that all successful clubs had many visitors. The weak clubs very seldom had a visitor. Why? Perhaps there are valid reasons. But every Toastmaster will improve himself far more by persuading a friend to attend a meeting than he will by making a speech. And making a speech is important.

If you can be successful in convincing a friend to attend a club meeting, you have made a sale. Your talk to him must have been convincing. What greater compliment can be paid to a speaker?

J. H. Whelan  
Lieut. Governor, Dist. 22  
Kansas City, Mo.

It is always of local interest when an individual achieves the degree of proficiency and displays the active interest required to be the recipient of his organization's coveted award. It becomes a matter of international interest, however, when the recipient is a globe trotter such as the man pictured above.

Col. Robert W. Page, Jr., left, is receiving the Outstanding Toastmasters award from the Seven AM Toastmasters club, Columbia, South Carolina. Presenting the award is District 58 Lieutenant Governor Jim Bridges.

Col. Page is a graduate of The United States Military Academy at West Point, class of 1939, and of the Armed Forces Staff College, 1956. While a temporary resident of Columbia, S.C., he has continued his quest for knowledge and was recently awarded the degree of Master of Arts (History) from the University of South Carolina. His Toastmasters experience includes service as past president and charter member of the Teheran (Iran) Toastmasters club as well as past district educational chairman of District 38.

Col. Page will be leaving the Seven A.M. Toastmasters club for further military assignment, at which time his globe trotting activities will lend even further significance to the word "International" in our title.

Robert W. Dickinson  
Admin. V-P, Club 3391-58  
Columbia, South Carolina



# New Clubs

(As of February 15, 1963)

- 1784-25 TEXARKANA, Arkansas-Texas, *Texark*, Mon., 7 p.m., Holiday Inn.
- 1849-46 HOLMDEL, New Jersey, *Holmdel*, 1st & 3rd Mon., 5:35 p.m., Conference Dining Room, Bell Telephone Laboratories.
- 1917-19 HUBBARD, Iowa, *Hubbard*, Mon., 6:30 p.m., Hubbard School.
- 2230- F SEAL BEACH, California, *Leisure World*, Wed., 8:30 a.m., Rossmoor Leisure World Club House No. 2.
- 2306- U TACHIKAWA, Japan, *Byoin*, Fri., 12 noon, Civilian Club.
- 2327- 5 RAMONA, California, *Ramona*, 2nd, 3rd & 4th Tues., 8 p.m., Frenchy's Cafe.
- 2699-29 WEST MONROE, Louisiana, *West Monroe*, Tues., 12 noon, Highland Park Country Club.
- 2847-37 MANTEO, North Carolina, *Outer Banks*, alt. Thurs., 6:30 p.m., Manteo Hotel.
- 2882-46 BAYONNE, New Jersey, *Bayonne Peninsular*, Thurs., monthly, 12 noon, Commissioned Officers' Open Mess.
- 3163- F ANAHEIM, California, *3163*, Wed., 6:30 p.m., Broadway Terrace Room.
- 3311-22 HUTCHINSON, Kansas, *Early Razors*, Mon., 6:30 a.m., Leon Hotel.
- 3312-47 HALLANDALE, Florida, *Hallandale*, Tues., 6 p.m., Riviera Motel, Hallandale Beach.
- 3401-65 BUFFALO, New York, *Generals*, 1st & 3rd Mon., 6 p.m., Wish-In-Well, 8222 Main Street, Williamsville.
- 3540-46 MORRISTOWN, New Jersey, *Morristown*, 2nd & 4th Thurs., 6:30 p.m., meetings varied in area.
- 3544-21 PRINCETON, B.C., Canada, *Princeton*, Wed., 7 a.m., Princeton Hotel Cafe.
- 3572- 4 SARATOGA, California, *Saratoga*, Sat., 7:30 a.m., Waldorf Restaurant.
- 3674-TCA TOOWOOMBA, Queensland, Australia, *Darling Downs*, Tues., 5:45 p.m., Queens Park Kiosk.
- 3577-52 SEPULVEDA, California, *Wordy Knights*, 1st & 3rd Mon., 7:30 p.m., Matador Bowl, 9118 Balboa Northridge.
- 3578- U SECUNDERABAD, India, *Secunderabad Y.M.C.A.*, Tues., 6:45 p.m., Y.M.C.A.
- 3580- 6 ST. PAUL, Minnesota, *Centennial*, Mon., 11:30 a.m., Governor's Dining Room, Capitol Bldg.
- 3581-62 MUSKEGON, Michigan, *Breakfast*, Thurs., 7 a.m., Conference Room of Muskegon House Motel, 350 Muskegon Avenue.

# DISTRICT GOVERNORS 1962-1963

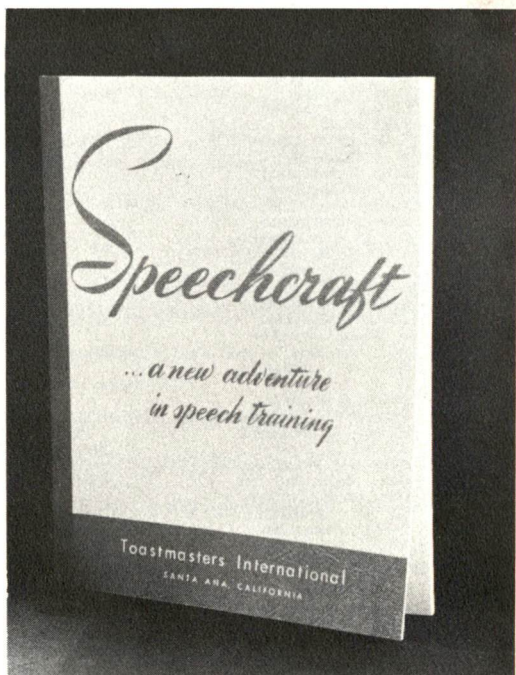
1. John Leo Martin  
2. Paul Barlow  
3. E. C. (Sid) Friar  
4. Mark Rodman  
5. Cy C. Campbell  
6. Bjarne Buan  
7. John A. Mathews  
8. Jerome Marrin  
9. James Sonstelle  
10. Paul W. Glass  
11. Loring D. Dalton  
12. Paul Rush  
13. LeGrand W. Perce  
14. H. G. Chandler  
15. Allen J. Manning  
16. W. Don Buckner  
17. A. G. Simpson (acting)  
18. Melvin Thompson  
19. Gib Bromenschenkel  
20. A. E. D. Robertson  
21. H. J. Ellenberger  
22. Russell Bert  
23. Richard F. Martin  
24. Truman Thomas  
25. J. Donald Wagner  
26. Jack Simpson  
27. William Langdon  
28. A. C. Tricou  
29. James E. Knowles  
30. Forrest O. Rathbun  
31. Everett R. Wolford  
32. Walton H. Lloid  
33. Robert L. Jones, Jr.  
34. Gene Haluschak  
35. Quentin R. Verdier  
36. Dr. Max Samfield  
37. Louis Rubenstein  
38. Albert Burlingame  
39. D. Jack Lang  
40. James E. Kirk  
41. P. Podmaroff  
42. Edward Lott  
43. Wendell Heiny  
44. Albert M. Garrett  
45. Cleve L. Campbell  
46. Larry A. Webb  
47. Sidney R. Donaldson  
48. George W. Pali  
49. Dr. Robert Seaman  
50. Lynn E. Frazier  
51. Richard E. Lucas  
52. Richard A. Smith  
53. Tommy A. Campbell, Sr.  
54. Cyrus Hall  
55. T. N. (Tommy) Belew  
56. Phil Horton  
57. James Hollingsworth  
58. Joseph Cowpe-thwaite  
59. Frank Hurst  
60. W. Huggins  
61. Harvey Van Kampen  
62. Mark E. Underwood  
63. Dan S. McNeill  
64. Guy S. Beach  
65. V. T. Strickler  
66. Walter E. Jerde  
67-P TCBI Hamish D. Halley  
TCA D. V. Duncan
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4408 N. Longview, Phoenix, Arizona  
615 West 39th Ave., San Mateo, California  
10800 Trent Way, La Mesa, California  
3225 Celia Street, Duluth 11, Minnesota  
4307 S. E. 102nd, Portland 66, Oregon  
R. R. #6, Bradfordton Road, Springfield, Illinois  
West 311 Barnes Road, Spokane, Washington  
3602 Ridge Road, S. E., Warren, Ohio  
315 N. Kenmore Road, Indianapolis, Indiana  
242 South C Street, Oxnard, California  
232 South Richard St., Bedford, Pennsylvania  
320 Clairmont, Warner Robins, Georgia  
513 No. 12th, Pocatello, Idaho  
1902 Johnstone Place, Bartlesville, Oklahoma  
3616 7th Ave. So., Great Falls, Montana  
2524 57th Street, Des Moines, Iowa  
1801 4th Street, No., Fargo, North Dakota  
3161 Service Street, Victoria, B. C., Canada  
610 Neosho Street, Emporia, Kansas  
902 Gordon, Silver City, New Mexico  
1804 N. 75th Ave., Omaha, Nebraska  
P. O. Box 4266, Shreveport, Louisiana  
935 W. Berry Ave., Littleton, Colorado  
4220 N. Millbrook, F. esno, California  
208 White Street, Blissfield, Michigan  
1100 Maritime Building, New Orleans 12, Louisiana  
300 Chicago, Downers Grove, Illinois  
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906 7th Avenue, N. W., Puyallup, Washington  
904 Bonnie Brae Street, Walla Walla, Washington  
329 Onondaga Avenue, Syracuse 4, New York  
7023 W. Hampton Ave., Milwaukee 18, Wisconsin  
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87 Grand, Coldwater, Michigan  
2972 Gaston Ave., Knoxville 17, Tennessee  
65 Golden Gate Bay, Winnipeg 12, Manitoba, Canada  
44 Dorington Road, Rochester 9, New York  
18 South King Street, Hampton, Virginia  
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