



AUGUST, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

ST. LOUIS, MISSOURI
TOASTMASTER TOWN OF THE MONTH



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TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3,600 clubs in every state of the Union, every province of Canada and in 43 other countries.

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

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the World Headquarters.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Look for New Horizons

By FRED DE ARMOND

HERE IS A LITTLE quiz which sets the theme of this article. For what do you remember each of the following persons?

1. A. J. Cronin _____
2. Arthur Conan Doyle _____
3. Havelock Ellis _____
4. Harry Emerson Fosdick _____
5. Arthur Train _____
6. Albert Schweitzer _____

While five names in this list are distinguished for their authorship of books and one for his books plus a unique humanitarian contribution, they all have one thing in common. They are professional men who left their work to adventure in strange fields.

These men, of whom four are living, led unusually abundant lives. They enjoyed an extra course at the banquet of living. The list could be expanded indefinitely. Oliver Wendell Holmes Sr., for instance, was a practicing physician, but he occupies two full columns in the Encyclopaedia Britannica because he was the author of "The Autocrat of the Breakfast Table" and "The Chambered Nautilus." Tolstoy started out to be an army officer, but the profession of arms did not whet his genius, while writing novels did.

Many superior individuals find themselves hampered by a narrow specialty. There is so much in heaven and earth to be savored and understood, and so short a time to get it done, that they glimpse the lure of other pastures of experience. But to achieve material success against the relentless competition that everyone faces seems to require concentration on one bread and butter activity. This is the eternal dilemma of diverse interests. It is the chief sacrifice Mammon exacts from us. And so men go on repeating the same performance year after year, long after the experience has been sucked dry. All novelty is gone and only the dry husk of routine remains; that is the tragedy.

Relatively few men deliberately choose their vocations. More often than not, they are pitched into them by their families or by circumstances. Dad has set his heart on Junior taking his place in the business some day, or in practicing medicine, or becoming an engineer like his father. Only a tough-minded character can resist having his career cut out for him in this way—especially if it means going into father's business as the heir-apparent, or as a pro-

fessional partner with an assured future.

If he has settled into this rut, the only way Junior can really find himself is through some avocation or outside interest. The same is true of any young man whose family financial circumstances forced him to take the first job offer presented. He had to fit his talents to living as he went along. Discovering his real bent rests on the accidents of circumstance.

Right here in my own town I've observed a number of cases where men of diverse talents discovered new riches from following their own inclinations. I shall use their real names.

Marvin Tong always knew he had exceptional ability, but it took many years before he found the right market for it. As a salesman he was successful, but the work never really inspired him. Being an outdoor enthusiast, he had joined the State Conservation Federation and an archaeological society. He read voraciously and made frequent field trips to study rock formations and artifacts of the Ozarks. Here was a subject that fascinated him; gradually he gave it all his spare time. He came to be in demand in his area as a



speaker on local and regional history and archaeology. Marvin next applied for a post as curator of a new museum at Lawton, Oklahoma. Here he competed against an array of learned academicians, but was awarded the job, largely because of an eloquent and enthusiastic letter that his Board found to be a masterpiece. And so, Marvin is on his way.

Dr. Durward Hall went from surgery into the Army during the last war. Later, he was assigned to an administrative post. After the war, he came back to his practice with a group clinic. Soon he had acquired a more than passing interest in his home city's Chamber of Commerce. After he had made a number of addresses on civic affairs, and served in other capacities, he was elected president of the Chamber. His eloquent advocacy of freedom of enterprise attracted so much attention over the state that he was chosen president of the Missouri State Chamber of Commerce.

By this time Dr. Hall had discovered his interest in economics and politics dominated his devotion to surgery. He announced himself as a candidate for Congress, and even though his incumbent opponent seemed firmly entrenched, he won. Now he finds more thrills in politics than the army or the medical profession could afford him.

My third example is a businessman. Gordon Robertson was associated with his father as secretary-treasurer of a prosperous wholesale grocery company. His first interest was as an art connoisseur. Several years ago he resigned from his company and opened an art gallery for the artistic framing and sale of paintings. His friends shook their heads because Gordon was giving up a sure thing for a long chance. His answer was, "It's what I've always wanted to do, and I'm going to give it a fling." The venture succeeded. Gordon's net profit from his gallery may not equal his salary as a grocery jobber, but he is much richer in the contentment that comes from doing the thing one loves for itself.

In all these cases and in the famous names first cited, the acquired interest was more than a hobby; it supplanted a regular vocation. But one doesn't have to give up his gainful activity to pursue a major part-time interest. John W. Ripley is a partner in a Topeka laundry and dry cleaning firm. As a promotion project for his business he assembled a collection of oldtime song slides used in early nickelodeon theaters of the period 1895-1913. He showed his slides to various organizations in his city. The collection grew beyond his previous conception of it. He began to receive inquiries from

Hollywood and requests to put on programs with his slides all around the country. "American Heritage," one of the most exclusive of magazines, printed his article, "All Join in the Chorus," in 10 pages of text and colored song slides. Starting from a local advertising project, John has become an authority on the history of the movie house.

When I was working in Washington I visited several times with Robert Selph Henry, an official of the Association of American Railroads and author of two well known historical works on the Civil War and Reconstruction. All who knew Col. Henry marveled that a man with his executive responsibilities could have found time to research and write those 1147 pages of history. He could do it only because the reading and writing of Civil War history was not work to him; it was a labor of love which didn't even fatigue him. We tire at a task because we have to do it; work and study we love are actually refreshing.

The best insurance against personal reverses is adaptability. And it is versatility and diverse interests that do most to make one adaptable to circumstances and situations. Following a serious coronary thrombosis, Dr. Lee

Hoover, a hard working obstetrician, was advised to give up his beloved medical practice. Financially he could afford to retire, but spiritually he knew he was not the type who could afford to sit down and rust away. He turned to his growing interest in local and sectional history, made speeches on it, served as president of the local historical society, collected books, organized and engineered for its first two years a Civil War Round Table, and served on his city's Public Library Board. For Dr. Hoover, life really began with his disability.

Even if you reach the top in your business or profession, would that be completely satisfying? It was not so to the late Ray Standard Baker, one of the strangest dual personalities ever to come to my attention. Baker was a big-name "muckraker" journalist of a generation or more ago. After the first World War he was made authorized editor of Woodrow Wilson's state papers and correspondence. He bought a farm in rural Massachusetts, to which he commuted from his work as a magazine writer and editor in New York. Then he became deeply interested in rural scenes and people and found in that world new horizons that gave him an escape from the



treadmill of urban life and letters. He wrote a series of articles on his country observations and reflections, published in the "American Magazine" under the pseudonym of David Grayson.

Not until after several of the Grayson "Adventures" had been published as books and had been accorded a terrific reception, did the author's identity become known. Baker and Grayson were sharply contrasted personalities. Personally, I could never get interested in Baker's writings. But Grayson did something for me, as he did for a host of other readers. He wrote as a meditative philosopher who never intruded his opinions on controversial issues, who reached for higher things. He imbued his readers with a sense of tranquility and an acceptance of the universe that come from strolling leisurely in green fields and conversing with country people. David Grayson enabled Ray Stannard Baker to balance and

give breadth to his life.

How does one give rein to his muse and soar beyond the petty routines of a prosaic job?

It will be seen from the examples I have given that this transformation often starts from exploratory reading. Many a man can date his mental coming of age from the study he put into preparing a speech.

This is the sort of growth contemplated in Toastmasters International's Reading Plan. The recommended list of 197 books in 15 categories, as selected by a distinguished advisory board of scholars, authors and publishers, places at the disposal of Toastmasters a rich and varied intellectual feast. Here, if anywhere, is the way to the Good Life. ♦

Fred DeArmond, author and publisher of Springfield, Missouri, is a frequent contributor to national magazines and author of a number of books on business management, personnel and human relations.

NOMINATING COMMITTEE REPORT

Charles C. Mohr, International Vice President for Organization, and International Director Stanley Ditchfield were nominated by the Nominating Committee for the office of Vice President for Education for the 1963-64 term. Because of added business responsibilities, Director Ditchfield withdrew as a candidate. After further deliberation, the Nominating Committee reported that no new candidate would be named.

Candidates may be nominated from the floor at the Annual Business Meeting at the St. Louis Convention, Aug. 22. To be eligible, candidates must have served on the Board of Directors.



CALGARY, ALTA.: Greeted at the airport by District 42 Governor Pete Podmaroff, President Spangler was crowned with the white hat, symbolic of Calgary and the Calgary Stampede, and officially designated as a member of the White Hatters Club.

The President Travels

North, South, East, West

TRAVELING OVER 10,000 MILES and criss-crossing the country several times, the President and First Lady of Toastmasters International, Mr. and Mrs. Frank I. Spangler of Milwaukee, have spent a busy year. In speech after speech, through press, radio and television appearances, President Spangler has presented the image of Toastmasters. He has been a welcome guest at district, area and club meetings, in small towns and in great cities, has spoken before service and civic groups, chatted with Federal Administration leaders, with governors of states and mayors of cities.

The following pictures indicate something of the scope and variety of his travels.

PITTSBURGH, PA.: District 13 honored the president at a special dinner. Past District Governor Pat De Lacio (left) was chairman of the event; District Governor Le Grand Perce III presented President Spangler with a plaque in appreciation of his visit.

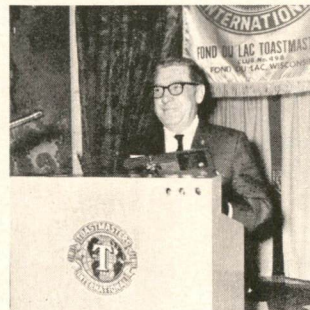


OLYMPIA, WASH.: President Spangler pauses during visit to Dist. 32 to present "The Story of Toastmasters" to Washington State Governor Albert D. Rosellini.

TRENTON, N.J.: New Jersey Governor Richard J. Hughes proclaimed Toastmasters Week immediately prior to President Spangler's arrival for District 46 festivities. District Toastmasters participated in proclamation ceremonies.

NEW YORK, N.Y.: Before an audience of 340, President Spangler congratulated Dist. 46 speech contest winner Ray Cashman in the Grand Ballroom of the Hotel New Yorker. Dist. Governor Cleve Campbell (right) looks on.

FOND DU LAC, WIS.: President Spangler gave the keynote address before District 35 Spring Conference.



SYRACUSE, N.Y.: Officers of District 34 greeted the President on his arrival. Left to right: Kenneth Thayer, 3rd Lt. Gov.; Michael Vadala, 2nd Lt. Gov.; Dr. Cecil Galloup, 1st Lt. Gov.; President Spangler; Sec. John Glushko; Dist. Gov. Robert L. Jones; Ed. Chmn. Richard D. Beard; Past Dist. Gov. and Past Int. Dir. Raymond G. Castle; 5th Lt. Gov. W. Lewis Shetler; Treas. Charles Sgroi.

BELOIT, WIS.: A quick visit to his Alma Mater, Beloit University, where President Spangler was greeted by former classmate James Gage (left), alumni director. At right is Duane Rosenthal, public relations director of Southern Division, District 35...



... and while in Beloit, the President also visited with clubs and club officers. Left to right, Kam Kammerer, president Morse Hills Club 2718; James Gilbank, president State-line Club 3501; Spangler; Richard Calland, Beloit city manager; Roman Eichman, president Beloit Club 2147.

FREEPORT, ILL.: Guests of District 54, the Spanglers were feted at an afternoon and evening reception, with Freeport Club 2614 as host club. Principal speakers were, left to right, Hugh Grow, Freeport Chamber of Commerce manager; John Lamb, District Lt. Governor; Spangler; Int. Dir. William Gobel and District 54 Gov. Tommy Campbell, Sr.

RICHLAND, WASH.: District 33 members and wives assembled to greet the presidential couple at dinner. Left to right, James Sonsteli, Dist. 9 governor; Spangler; Charles Loveless, TMI director; Walton Lloid, Dist. 33 governor; Joyce Kelly, mayor of Richland.



Toastmasters Invade The Classroom

By WILLIAM L. STARK

THEY STRAGGLED in by twos and threes, with occasionally a lone man or woman. In their faces I could read curiosity, skepticism, and sometimes a faint glimmer of hope. They sat down and waited.

The newspaper announcement had stated that a new course in speaking, called "Speak Effectively," would be given by the Adult Institute of the Oklahoma City Public School system, in cooperation with the Toastmasters clubs of the area. I was the teacher.

I began to speak. I told them what the course would cover and what they could expect to accomplish in the eight weeks of study and practice. I told them that each one of them would be on his feet at least once each session. I explained that one particular phase of speaking would be stressed at each meeting, that this would be a self-help course in which each member would help the other by something called "evaluation." Of course, every Toastmaster has guessed

by now that the course was similar to Speechcraft.

At this first session each person was asked to stand on his feet and tell something about himself and why he had enrolled in the course. The reasons were practically uniform: they had never been able to express themselves at P.T.A. meetings, in Sunday school, in business conferences, even in social gatherings where the conversation soared above such topics as children and jobs. It was fairly obvious that



with one or two exceptions, these people needed some speech training desperately.

A few minutes before the end of the two-hour class period, I introduced a visiting Toastmaster who was to give them a demonstration of the type of speech they were to give the next week. I had selected Gene Williams to give an icebreaker. Gene is a contest winner who had placed second in the zone competition. After he finished, I pointed out different techniques which had

been skillfully used to make the speech effective. I then told the class that at each session a visiting Toastmaster would give a similar speech highlighting the particular phase to be studied the next week.

And so it went. I had top speakers, most of them contest winners, tailor speeches around voice gestures, use of hands, speech construction, working with words and the other techniques with which all Toastmasters are familiar.

The class was enthusiastic. A few dropped out when they learned they were actually going to speak instead of just studying about speaking from books, but the 17 who stayed became fair speakers and excellent evaluators. In fact, after a few sessions they began evaluating the visiting speakers quite effectively — and devastatingly!

At the meeting just before graduation the guest speaker was Rex Davenport, then governor of District 16. His job was propaganda. He gave a stirring talk about Toastmasters International, including a brief history, a summary of its operations, a description of its founder, Dr. Ralph C. Smedley, and a summation of the remarkable accomplishments of quite ordinary people through their Toastmasters training. He emphasized that learning to communicate effectively is a never-ending experiment and a source of deep

personal satisfaction. He concluded by urging each member to join a Toastmasters or Toastmistress club.

The final evening, all wives and husbands of the students were invited. After the class was over we had a party. It was then I became aware that the husbands of the women students were so impressed by what their wives had been doing that every one of them was interested in joining a Toastmasters club.

Within three weeks after the conclusion of the class I saw to it that every student and every husband and wife of a student had been invited as a guest of some conveniently located Toastmasters or Toastmistress club. Later I found that Oklahoma City clubs have gained 23 members from the 17 students and their spouses.

Harry Hicks, director of the Adult Institute, was enthusiastic about the program; the Toastmasters who participated in the demonstration speeches were enthusiastic, and so was I. So the course will be continued.

It is my opinion that this is an undertaking which can afford many benefits to any Toastmasters group. It is a newsworthy project, a fine source of new members, and a community service of tremendous value. ♦

William L. Stark of Oklahoma City is past lieutenant governor of District 16.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Let's Keep It a Movement

This article appeared on the editorial page of *The Toastmaster* for February, 1941. The sentiments expressed appear to me to be quite as timely today as they were 22 years ago.

"Every organization, as it grows and develops, faces the danger of losing its spontaneity. At first it is a movement, with the evangelistic zeal and enthusiasm of advocates of a vital idea. Then it begins to crystallize and get set in fixed forms, with a tendency to formulate rules and precedents and to be governed from a central headquarters. Presently it becomes an institution rather than a movement.

"Let's keep the Toastmasters movement moving. It has been the policy of our leaders from the beginning to encourage freedom and initiative on the part of all member clubs, to keep our system flexible and adaptable, and to adopt no iron-clad and unchangeable procedure. We have grown because of the unselfish interest of our general membership, and the wide participation in experiments to de-

velop new and better methods. By the same methods we shall continue a vigorous and expanding movement.

"Toastmasters International exists for one reason only, and that is to protect and promote the welfare of the local clubs. Each club exists to give the maximum help to its members. Each member is under obligation to serve himself, his community, and his nation with his powers of speech and leadership.

"We are a movement. Let's keep moving."

The Goal Is Leadership

Training in speech, desirable as it is, does not constitute the final goal of Toastmasters. Rather, the mastery of the art of speech is a means to the real end, which is to produce men who can lead wisely and intelligently in their various spheres of activity. The well balanced, intelligent speaker is the natural leader in any group of which he is a part.

Our nation needs strong leadership today—needs it, perhaps, more than any other one thing. Every community in the nation

needs leadership—honest, unselfish, constructive leadership. The Toastmasters club is the ideal training station for leaders.

The success of any Toastmasters club may be judged by its success in discovering and developing leaders in its own surroundings. It is a good thing to help a man learn to phrase and express his thoughts so as to command a hearing. It is vastly better to help him learn to direct his thoughts honestly, to face facts squarely, and to lead his fellows wisely.

The Summer Slump

There is a well established fallacy that summer brings slumps, in business, in education, in most of the normal activities—even in Toastmasters. But active, enthusiastic workers deny the truth of this theory, and they have done much to impede the progress of the slump. They even try to make summer activities profitable by using seasonable adaptations of established methods.

You do not find the great department stores relaxing because of the hot weather. They redouble their efforts in finding seasonable goods, and in advertising them. The automobile manufacturers and dealers go after business with all their

might, and with wonderful schemes for selling. About the only items which suffer are those designed for cold weather, such as overcoats and earmuffs, skis and skates.

And people living near the water keep up their ski work, by using water skis. And in almost any city, you can find ice skating palaces in the hottest weather.

In your Toastmasters club, the best plan is to face the heat and beat it, by using your own ingenuity and resourcefulness.

Summer is the time for trying new or different methods. It is a time to put on programs which are different, but just as useful as those used in cold weather.

A Toastmaster can be a Toastmaster in hot weather as well as in cold. It is not the thermometer, but the individual Toastmaster, that makes the program. A group of resourceful men can put on attractive, educational programs in hot weather, if they really try.

Summer is a time for outdoor meetings, for speech-making in unusual surroundings, for experimenting with situations which are not available indoors. The wide-awake educational committee matches wits with the weather, and the club it serves prospers and carries on for the good of the members. ♦



The simple fact is that we grow or learn or work better when we enjoy what we are doing, and this is essentially the secret of success in Toastmasters.

—Ralph C. Smedley



Your Toastmasters
club can be . . .

NEWS

By JOHN M. RADEMACHER

ALMOST 900 COLUMN inches of space was allocated to Park Forest (Ill.) Club 1717-30 during 1962 by the two local area newspapers and the metropolitan dailies of Chicago. This included 86 printed releases and 48 pictures. Seven articles made the front page. We also provided stories to our local radio station on every scheduled club meeting and for all extra activities in which the club participated.

The news stories covered three areas, each requiring an individual approach—regular meetings, special events, and individual member features.

The general rules for preparation of the releases are, of course, the same in all cases. While these rules have been stated frequently in *The Toastmaster* and in *TM Topics*, we might review them briefly:

1. Type your story on clean, unlined paper.
2. Give the name of your club, the publicity chairman, and his phone number in the upper left hand corner of the page.
3. Give the release date a few spaces below and to the right of item 2, as, *For Immediate Release*.
4. Do *not* write a headline. This is done by the editor.
5. Double space. If the story exceeds one page, type "more" at the bottom.
6. End the story with the symbol #, or —30—.
7. If a picture is submitted with a release, attach a note to the editor so stating.

Remember that each paper has its own deadlines, and these must be observed. Where a spot story is indicated, arrange for coverage beforehand with the

editor who will usually be glad to send a reporter-photographer to attend the event.

Regular Meeting News Release

The story of your club's regular meeting must, to be newsworthy, contain certain elements. The first paragraph should give the feature of the story, such as the program theme, a member's speech subject, or the special type of meeting. It must also give the club's name, where it will meet, day, date and time of meeting. This in itself makes a complete news story, and can stand alone if necessary.

The remainder of the story gives the evening's participants and their roles in the program. Be sure and use names—their value can not be over-estimated.

The featured speaker or program participant should be referred to or quoted in the second paragraph on some significant facet of the speech or program. This ties in the story with the picture—and the picture is important. Our club publicity chairman keeps a complete set of members' pictures. A head and shoulders shot, glossy print in black and white, is most suitable for newspaper use.

The final paragraph is an invitation to all interested men to attend the meeting or contact the administrative vice president, whose name and telephone number conclude the story.

It is not necessary to prepare different stories for each paper. However, as a courtesy to the editor, it is well to type each story individually.

Special Events News Release

Special club events present excellent opportunities for publicity. For example, our club was host to a recent area speech contest. We also held a winter social function, a "wine-fest," whose purpose was to collect Christmas gifts for Chicago orphans—part of a campaign sponsored by the *Chicago Tribune*.

Both activities required long term publicity programs. Four stories preceded each function. The initial story made the announcement and listed committee assignments. The second and third stories provided build ups to the specific programs. The fourth story wrapped up the entire program and gave an estimate of attendance.

The format for sequence stories may follow that of the regular meeting story. Spot stories on special activities should highlight the function itself, the club's participation, and the individual members involved.

Picture usage varied somewhat for the two events. The speech contest stories featured individuals—the contestants, the area governor. The wine-fest lent itself to spot stories and pictures, and the newspapers cooperated

by supplying photographers to cover shots such as a group of Toastmasters wrapping gifts.

Spot coverage at the time of the function is an excellent bit of publicity. Local papers are usually willing to provide a photographer if the publicity chairman has all the principals assembled for the shot at the time agreed on. An identity list should be given to the photographer. The picture caption is usually written by the editor.

Individual Member Releases

A club member becomes area governor. Another wins the club's Toastmaster of the Year award. A new slate of officers is elected. These and similar stories are excellent grist for your club's publicity mill.

It is important—almost essential—that a picture of the individual concerned be included with the story. In form, the story covers the announcement by the proper club, area or district officer of the appointment or achievement. A biography of the

member, including his residence, street and number, and his Toastmasters experience, including awards won and offices held, is necessary. Also, his business or profession should be stated, along with membership and offices held in other society, church, club and civic associations.

A good opportunity presents itself in this type of article to describe the purpose and scope of Toastmasters International and its program. This should be the concluding paragraph.

Park Forest Club is convinced that publicity pays. It gives the club community identity, stimulates member participation and attendance, and encourages recruitment of new members.

The various newspapers and radio stations of your area are looking for stories. If you have news—and your club can be news—and if the reasonable rules for preparation and submission of stories are followed, a successful club publicity program is a natural result. ♦



John M. Rademacher is a member of Park Forest (Ill.) Club 1717-30 and has held all club offices, including the presidency. He is a Senior Sanitary Engineering officer in the U.S. Health Service, at present chief of the Enforcement Section of the Region V. Division of Water Supply and Pollution Control program in Chicago.



Excuse My Vocabulary

By FRED E. EBEL

YOU'VE HEARD IT time after time. A speaker, well-educated, intelligent, utters an uncommon word—let's say something like *entrepreneur*—and pauses. Not for dramatic effect, but to apologize. Blushing, grinning fatuously, he mumbles, "Heh, heh, guess I used a five dollar word there. I looked it up before I came. It means . . ."

He didn't have to look it up. But he felt he had to apologize for using a "big word." In essence, he said, "Excuse me for being well educated. I'll try not to offend again."

Why this self abasement, this negative attitude toward using a rich vocabulary? I submit a reason: fear. Fear of ridicule. (*You swallow a dictionary or something?*) Fear that any but run of the mine words will be regarded as snobbish or high hat. As a result, many well-educated individuals have developed vocabu-

phobia-syndrome: nervous laughter, blushing, shuffling of feet and profuse apology, due to use of unusual words.

We have all witnessed the sickening spectacle of an intelligent person straining every mental muscle as he searches for a substitutive fifth-grade word rather than use the right, but more sophisticated, word.

What a tragic situation when we hesitate to use an appropriate word for fear of ridicule—tragic because words are the raw material of communication. And there are such wonderful words which convey thought almost as swiftly as telepathy! To illustrate, let's eavesdrop on the conversation of two men who are enjoying the rapport that comes from an uninhibited vocabulary.

The scene is a fashionable restaurant. Two men are engaged in that popular pastime, character analysis. Here is the dialogue

that ensues as they study a patron several tables away.

"Impeccable," says one.

"A gourmet," says the other.

"Fastidious."

"Cosmopolitan."

Note the speed of communication with a first class vocabulary, the clean cut word economy. Now suppose the two men were afraid to use their vocabularies. The dialogue would be quite different. Something like this:

"That fellow over there sure knows how to dress well. Did you notice the sharp crease in his pants and how perfect he wears his tie?"

"Yeah, and look what he's eating. Isn't that some kind of French dish? I wouldn't know how to order it."

"Hey, look, he's telling the waiter to take that dish back. Brother, he must be hard to please!"

"What a guy! Now he's talking to the head waiter in French. He sure must know his way around the world."

Eighty-five words to describe that four words do perfectly.

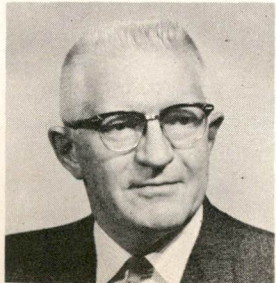
Incidentally, proponents of small word vocabularies declare that the "greats" of history were

all small word users. That is partly true. But they were also right word users. And they were not afraid to use an unusual word when it was the right word. They used words like "dedicate," "consecrate," and "hallow"—all, you recognize immediately, from Lincoln's "Gettysburg Address."

Can we do something about this deplorable word poverty? Definitely! As Toastmasters, we are acknowledged exponents of good communication. And good communication demands rich vocabularies. Let's use this extra horsepower, not keep it under the hood.

I believe that Toastmasters can do much in making a well-rounded vocabulary fashionable. I suggest that they use their vocabularies, and ignore the ridicule of the small word advocate. His ridicule is actually envy!

By assuming leadership, by being immune to possible ridicule, we are performing high service to the art of communication. As an executive told me the other day, "I use my vocabulary. If the other fellow doesn't understand a word, let him look it up. It's good for him!" ♦



Fred E. Ebel is an advertising copywriter for Cutler-Hammer, Inc., Milwaukee, Wis. He is past educational vice president and publicity chairman for Milwaukee Club 466-35. His writing activities include fiction, articles, public relations, sales training and technical writing in addition to advertising copy.

ST. LOUIS, MISSOURI

Toastmaster Town of the Month



THIS MONTH, the eyes of Toastmasters turn to St. Louis, "Gateway to the West" and the site of the 32nd International Convention.

St. Louis, eighth largest city in the U.S., has a colorful history reaching 200 years into the past. Set in the curve where the Missouri and the Mississippi join to form the world's longest waterway, it soon became a hub of inland water trade. (The Carl Milles fountain, "Marriage of the Rivers" on the cover, commemorates this union.) Here in the early days were gathered fur traders and explorers, frontiersmen and river pirates, flatboats and keel boats and stately paddle wheelers.

Through several wars, through political and economic changes of the 19th century, through the westward advance of the railroads, St. Louis grew and prospered. In 1904 it achieved world fame through its great Exposition, precursor of the glittering "World's Fairs" of modern times. Today the city, still a hub of transportation, is one of the most diversified industrial centers of the country. Prominent industries are the Monsanto Chemical Company and the Anheuser-Busch plant, the world's largest single brewing concern. St. Louis is the home of the baseball Cardinals, the football Cardinals and the basketball Hawks, of the St. Louis Zoo and the Jefferson Memorial, the City Art Museum and the St. Louis Symphony.

When Toastmasters gather at the Sheraton-Jefferson Hotel on August 22, it will be the second time St. Louis has been host to a Toastmasters International convention. The first was in 1949. Today, as then, Toastmasters of St. Louis and the surrounding area have been working hard to provide a memorable visit to delegates and their families—only today there are more clubs—21 as against the six of 1949. St. Louis has also given Toastmasters one International president, Aubrey B. Hamilton, 1958-59.

Toastmasters throughout the world salute Toastmasters of St. Louis as the curtain rises on the 1963 convention—the three packed days of education, inspiration and fellowship, August 22 to 24—and say, "We'll be seeing you!" ♦

DISTRICT GOVERNORS 1963-64



F—Donald F. Foss
La Mirada, Calif.



2—Warren Lawless
Seattle, Wash.



3—O. W. Pedersen
Scottsdale, Ariz.



12—Glenn C. True
Ventura, Calif.



13—C. Rex Nees
Irwin, Pa.



14—F. W. Delves
Smyrna, Georgia



4—W. K. Smith
San Francisco, Calif.



5—Fred L. Schwartz
San Diego, Calif.



6—S. I. Dickinson
Rochester, Minn.



7—David E. Treibel
Portland, Ore.



15—C. L. Spencer
Boise, Idaho



16—F. C. Purviance, Jr.
Midwest City, Okla.



17—A. C. Simpson
Great Falls, Mont.



19—S. R. Zickefoose
Ames, Iowa



8—M. W. McLean
Collinsville, Ill.



9—Clint Raymond
Spokane, Wash.



10—J. E. Pentecost
Canton, Ohio



11—O. F. Beumer
Evansville, Ind.



20—Arthur H. Ekblad
Minot, N. Dak.



21—Sid Manning
No. Vancouver, B.C.



22—James H. Whelan
Kansas City, Mo.



23—G. De Vargas, Jr.
Santa Fe, N. M.



24—W. W. Graham
Omaha, Nebr.



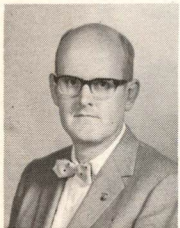
25—Jay O. Henson
Wichita Falls, Tex.



26—G. W. McQuillan
Denver, Colo.



27—B. O. DuMontier
Reedley, Calif.



28—Robert H. Nickel
Detroit, Mich.



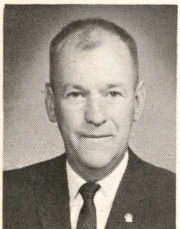
29—Jules E. Reese
Mobile, Ala.



30—Wells Norris
Evanston, Ill.



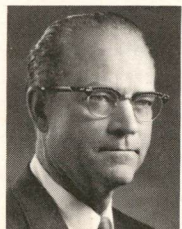
31—Gerald M. Cohen
Peabody, Mass.



32—Ernest S. Harmon
Tacoma, Wash.



33—D. N. Trimble, Jr.
Yakima, Wash.



34—Dr. C. F. Galloup
Glens Falls, N. Y.



35—H. D. Kingsley
Oconomowoc, Wis.



36—Chas. M. Herrlein
Arlington, Va.



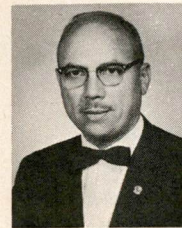
37—C. B. Coble, Jr.
Greensboro, N. C.



38—R. S. Thomas
Middletown, Pa.



39—Robert L. Nations
Fair Oaks, Calif.



40—Leroy E. Zimmer
Hilliard, Ohio



41—James E. Shea
Deadwood, S. D.



42—Stevan Varro
Regina, Sask.



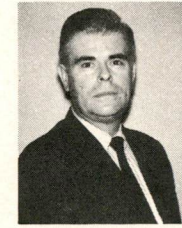
43—Chas. E. Shivler
Memphis, Tenn.



44—G. T. Schmitz
Amarillo, Texas



45—Anthony Rumbold
Moncton, N. B.



46—Peter F. Sarthou
Midland Park, N. J.



47—Warren E. Price
Jacksonville, Fla.



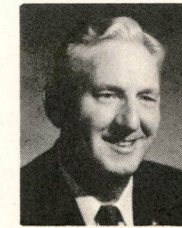
48—B. Christenberry
Talladega, Ala.



49—C. H. Sakaguchi
Honolulu, Hawaii



50—Richard Dane
Los Angeles, Calif.



51—C. W. Lumbert
Long Beach, Calif.



52—Jerold Van Orden
La Crescenta, Calif.



53—L. D. Hickey
Springfield, Mass.



54—Raymond L. Picl
Peoria Heights, Ill.



55—Cyrus B. Hall
Chadron, Nebr.



56—Ernest G. Bice
Brownsville, Texas



57—Joseph O. Selby
Alameda, Calif.



58—C. A. Poppleton
Summerville, S. C.



59—Robert Wakeman
Tahoe Valley, Calif.



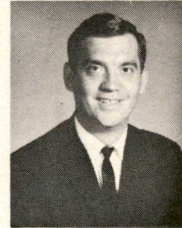
60—Frank Strange
Scarborough, Ont.



61—E. R. Gauvreau
Valois, Que.



62—Sigurd Johnson
Saginaw, Mich.



63—Al Stillwell
Nashville, Tenn.



64—Dr. Ron Collet
Winnipeg, Man.,



65—R. C. Rittenhouse
Kenmore, N. Y.



66—R. A. Scherrer
Norfolk, Va.



67—Walter E. Jerde
Spennard, Alaska



68-P—E. Champagne
New Orleans, La.



TCA—T. C. MacGillycuddy
Turramurra, N.S.W.
Australia



TCBI—J. A. Dunlop
Blantyre, Glasgow
Scotland

CLUBS IN THE NEWS

Meeting in Three States

A meeting which was called to order in New York, had table topics in New Jersey and concluded in Pennsylvania is the proud achievement of New York Building Superintendents Club 3495-46.

The meeting took place while the club was en route to Philadelphia to conduct a demonstration meeting for the Philadelphia Building Superintendents Association, a group which has evinced interest in forming a Toastmasters club.

The meeting held on the train was considered by club members to be an excellent warm-up for the demonstration which followed, and reports received from the Philadelphia group indicate that a new Toastmasters club will soon be formed within the "City of Brotherly Love."

New York Building Superintendents Club 3495-46
New York, N.Y.

Parliamentary Practice

An exercise in parliamentary law was the subject of a recent meeting of New Castle's (Pa.) First Toastmasters Club. Complete with illustrations depicting motions, amendments, amendments to amendments, the program was judged to be one of the most interesting and educational developed by the club.



New Castle's First Club demonstrates parliamentary law.

Picture shows Joseph Kerestly, center, president of the club, and Burl Neely, right, toastmaster of the evening, checking over some of the evening, checking over some of the program before the start of the program. At left is Walter Conover, topicmaster, who prepared his topic session on questions of parliamentary law.

New Castle's First Club 2292-13
New Castle, Pa.

"Magna Charta" Party

The charter party of West Berkeley "Y" Club 3609-57, the fourth new club in the Berkeley (Calif.) area in two years, turned into a "magna charta" party with the presence of Louis "Satchmo" Armstrong as honored guest. "TMI will never be the same," reports Nathan Kuper, lieutenant



Louis Armstrong (2nd from right) gets new Berkeley "Y" Club off to rousing start at charter party.

ant governor of District 57, "because this outstanding club is not only going over the top — it's blasting off for the moon."

In addition to the great Satchmo, honored guests at the party at the Hotel Claremont were International Director Lothar Salin, keynote speaker, and Phil Horton, District 57 governor.

Picture shows, left to right, Nathan Kuper, lieutenant governor, Dist. 57; Byron Rumford, assemblyman, 17th A.D.; Phil Horton, Dist. 57 governor (now past governor); Armstrong; Sam Cornelius, president, Club 3609-57.

**West Berkeley "Y" Club 3609-57
Berkeley, Calif.**

Joint Meeting

First Wisconsin Club 228-35, Eau Claire, Wis., recently joined two other Toastmasters clubs in the city and one Toastmistress Club for a joint meeting. A capacity crowd of 82 attended.

While this is not an unusual event with Toastmasters clubs, the special feature of this joint meeting was the inclusion of two unchartered clubs still in process of formation — the Knights and Midweek Toastmasters Clubs. The meeting gave the fledgling clubs impetus and enthusiasm to attain sufficient membership to obtain their charters soon.

**First Wisconsin Club 228-35
Eau Claire, Wis.**

Old Timers Night

Hampton Tall Corn Toastmasters 780-19, Hampton, Iowa, recently held an "Old Timers" night, when all former members of the club were invited to join active members to honor Charter Member Rev. A. F. Lindner.

Rev. Lindner, who was leaving Hampton after 16 years as pastor of Trinity Lutheran Church, was presented with a plaque in honor of his 13 years with the Tall Corn Club. The program was conceived and planned by Dr. A. F. Toensing, another charter member, with the assistance of the executive committee, consisting of: Stan Carlson, president, William B. Hays, administrative vice president, Robert K. White, educational vice president, Dr. D. C. Burkgren, secretary-treasurer, and Herman Menning, sergeant at arms.

Other recent activities of the Hampton club have included a special exchange meeting with the Iowa Falls, Iowa, club. Five Hampton members attended this meeting and were joined by 17 Iowa Falls Toastmasters in a worthwhile exchange of new and old ideas and club procedures. Two speakers from each club appeared on the program.

**Tall Corn Club 780-19
Hampton, Iowa**

Club Sponsors Explorer Post

Toastmasters of Metropolitan Club 1254-36, Washington, D.C., have added another project to their list of community services. The club is the first Toastmasters group in the area to sponsor an Explorer Post, a unit of the Boy Scouts of America. The post, which is composed of boys of high school age, will specialize in public

speaking. The announced aim of the unit is to "practice public speaking, learn mutual constructive criticism, and ultimately better equip themselves to assume responsibilities within their schools and communities."

Picture shows, left to right, William L. Davis, (seated), president of Club 1254 and governor of Area 1, District 36, advisor of the Explorer Post; Bill Brown, associate advisor; Francis Ball, vice president of the post; Mike Daras, president; James Melvin, secretary; Bobby Mundy, treasurer; and (seated) Harry Jones, vice president of Club 1254 and assistant district executive for the Anacostia District, B.S.A.

**Metropolitan Club 1254-36
Washington, D.C.**

Club Gains Distinguished Member

The Honorable Albertis S. Harrison, Governor of Virginia, was recently inducted into honorary membership in Richmond (Va.) Club 1275-66. Said Governor Harrison, "I know much of your organization and think highly of it. I believe that every businessman in our state should be required to belong to a club such as this because communications is the basis for all good business practice."

Picture shows, left to right, William Strieber, club treasurer; William Church, secretary; David Arthur, educational vice president; Governor Harrison; Howard Camden, president; Hilton Peel, administrative vice president; Sam Derieux, past president.

**Richmond Club 1275-66
Richmond, Va.**

European Speech Contest

Duane H. Collins of Rhein Main Club 2617-U, Frankfurt, Germany, was the winner in the first European



Metropolitan Toastmasters of Washington, D.C., sponsor Explorer Post.



Richmond Club extends honorary membership to Virginia Governor Albertis S. Harrison.



Duane Collins wins top honors at 1st European Speech Contest.

speech contest of Toastmasters International, recently held at Berchtesgaden, Germany. His speech was



Celebrating 10th anniversary of Plus Factor Club of St. Louis are (left to right) past president and charter member Russ Steinberg, International Director Earl Potter, "Honorary Court Jester" Davey "Nose" Bold, and President Charles Kirkman.

dramatically entitled "Panic."

Representatives from clubs at Heidelberg, Frankfurt, Munich, Wiesbaden, Landshut and Verona competed for the title of "European Champion." Toastmaster for the event was James Blount, past president of Bavarian Club 2270-U. Judges were Mr. Neil M. Ruge, deputy principal officer, U.S. Consulate, Munich; Col. A. R. Glafka (Ret.), University of Maryland, and Dr. H. J. Benson, head of English Department, University of Maryland.

**Bavarian Club 2270-U
Munich, Germany**

Celebrates 10th Anniversary

One of the most successful and enthusiastic meetings of Plus Factor Club 1229-8, St. Louis, Mo., was the recent officer installation and 10th anniversary party. A capacity crowd of members, wives and guests enjoyed the festive birthday cake. Guests of honor were International Director and Mrs. Earl Potter, District 8 Governor and Mrs. Malcolm McLean, and Davey "Nose" Bold, St. Louis' most popular entertainment personality, who provided music and comedy for the evening. Incoming President Charles Kirkman presented Mr. Bold with

a special certificate, proclaiming him Honorary Court Jester of the Plus Factor Club.

A highlight of the event was a review of the history and achievements of the club over the past 10 years, given by Russ Steinberg, charter member and past president of the group.

Frank Nazzoli and Sam Chernoff, co-chairmen of the celebration, said all Plus Factor members are looking forward to 10 more years of active participation in Toastmasters.

**Plus Factor Club 1228-8
St. Louis, Mo.**

Host to High School Speakers

"Listen to Winners" was the announced theme of a recent meeting of Mission Club 287-F, Riverside, Calif. The club invited three high school speech contest winners to the dinner meeting. The young guests had won the honors in their high school, Lions Club and Optimist Club contests.

Ray Alexander of Rubidoux High School, Craig Schindler of Ramona High School and Roger Ridley of Poly High School repeated their contest-winning speeches for the club members, delighting their audience with the excellent organization, timely subjects and good delivery of their talks.

"Members can definitely benefit by hearing young speakers," say Club President James Kinseth and Administrative Vice President Joseph G. Werner. "Their selection of topics, their enthusiasm and tempo, can stir the interest and desire for better speaking by members of Toastmasters. Our advice to other clubs is—Invite high school speakers and see for yourself!"

**Mission Club 287-F
Riverside, Calif.**

Seasoning Your Speech

By E. A. PATCHEN

THE GOOD SPEAKER, like the good cook, has mastered an important trade secret—the art of seasoning his product. He knows just when, where, and how much it takes to bring out the flavor of his product.

The good speaker spices his talk with wit and humor, throws in the right amount of salty quotations, and accents with a touch of verse here and there. Then he mixes and blends carefully before delivery.

A neatly arranged shelf of spices is a sure sign of a good cook. The spice shelf of a good speaker is a row of dependable reference books. Here he can find the right touch of seasoning needed to turn a routine speech into a tasty treat.

With subject in mind and thoughts in order, Mr. Toastmaster starts preparing his speech. At this point, he realizes that some other men—and pretty important ones, too—have also had a few ideas along the same line. He reaches for his books. It is not going to weaken his thinking one bit to associate it with some of the great minds of the ages.

Listeners are impressed with an effective, original speech. But added power is gained when the speaker states, "As Abraham Lincoln said . . ." or Mark Twain, or Benjamin Franklin, or you-name-him.

Recognizing that a talk needs seasoning is one thing. Doing it is something else—and this is where the amateur sometimes gets into trouble. A punch line comes to mind. But who said it? Where did it come from? Shakespeare? The Bible? Where can you find a Father's Day joke? What's the rest of the poem that goes . . . ?

The answers are available. They are tagged, classified and alphabetically listed in numerous reference books. A few of these are listed with this article. Your library or your favorite bookstore can lead you to them and to many others. Most of the books list their contents alphabetically by author. Practically all of them classify their material by subject and many suggest related fields of profitable research. Others list alphabetically the key words of an expression.

One of the best examples of

THE TOASTMASTER'S SPICE SHELF OF BOOKS

- Adams, Franklin Pierce — *F.P.A.'s Book of Quotations*, Funk & Wagnall
- Bartlett, John — *Familiar Quotations*, Little Brown
- Braude, Jacob M. — *New Treasury of Stories*, Prentice-Hall
- Braude, Jacob M. — *Speaker's Encyclopedia*, Prentice-Hall
- Cumberlege, Geoffrey — *Oxford Dictionary of Quotations*, Oxford Univ. Press
- Droke, Maxwell — *The Speaker's Handbook of Humor*, Harper
- Edwards, Tryon — *New Dictionary of Thoughts*, Standard Book Co.
- Flesch, Rudolf — *Book of Unusual Quotations*, Harper
- Fuller, Edmund — *Thesaurus of Quotations*, Crown
- Prochnow, Herbert V. — *Public Speaker's Treasure Chest*, Harper
- Stevenson, Burton — *Home Book of Quotations*, Dodd-Mead
- Van Buren, Maud — *Quotations for Special Occasions*, H. W. Wilson Co.

indexing under key words is the concordance found in the back of many Bibles. It is surprising how few speakers know the Bible as a rich source of quotations. Here the speaker is rewarded with a wealth of wisdom in capsule form — brief, quotable and authoritative.

I recommend the King James Version for Biblical quotation. It is familiar to the greatest number of people and has the tremendous advantage of great poetry. For example, take the line from Romans: "For the good that I would I do not; but the evil which I would not, that I do." Compare that with any modern translation and see which carries the greatest punch.

The key word type of index is especially satisfactory when the author's name escapes you. For instance, suppose you want

to use John Heinrich Voss's famous couplet:

"Who does not love wine,
women and song
Remains a fool his whole life
long."

But you cannot recall the author's name; or worse, you remember no more than the phrase, "wine, women and song." Looking up the key words of this phrase, you will find the rhyme listed under *wine*, *women* and *song*, all three.

Hardly a week goes by that America does not celebrate some holiday, national event or special occasion. When your talk falls on or near such a date, nothing adds a dash of flavor more than a timely joke or appropriate quotation. There are reference books for this purpose. One of them, Van Buren's "Quotations for Special Occasions,"

contains items on practically everything from Arbor Day to Washington's Birthday, including a number of slightly surprising ones like Bird Week and Thrift Week.

Naturally no speaker can use all that is available. He soon learns to be selective, to spot just the right item for his style of delivery. He recognizes the story or quote tailor-made for his personality, the one he can use naturally and effectively.

The master speechmaker seldom lifts a story verbatim. He twists it and adapts it to his needs for different occasions. A fellow Toastmaster confessed to me that he had used a story three times, to good effect, once as a table topic, once as a speech opener, and a third time introducing a banquet speaker. That is pretty good mileage for one joke. But I'm sure if the need arises, he will re-tread the story and use it again.

Variety itself has been called a spice. So it is important to keep jokes and quotations assorted and mixed. There are all kinds to choose from, and all kinds should be used — except, of

course, those which are not in good taste. But remember that a long series of jokes, no matter how good, can become monotonous. Jokes should be used to reinforce serious ideas. Then they give flavor to the talk.

Occasionally it is difficult to match quote and thought so they seem to belong to each other. Here we discover the need for a bit of research, but the hunting is half the fun.

Let's say that you are going to make a talk on "Alcoholism." But that one inspired quote you need just can't be found under that heading. So start the hunt — try all related areas: drinking, temperance, sobriety, gluttony, wine, moderation, self-control.

Emerson once said, "Next to the originator of a good sentence is the first quoter of it." So let us season our talks liberally with borrowed thoughts, agreeing with Montaigne, who said, "I quote others only the better to express myself."

The good speaker, like the good cook, becomes famous for the flavor of his product — and the secret is all in the seasoning. ♦

E. A. Patchen, formerly active in the motion picture industry in publicity, advertising and management, is now a business education teacher in Oakland, Calif. He is a member of San Leandro Towne Criers Club 1607-57.



TOASTscripts



When Ignacio "Lefty" Chavez was chosen "Boy of the Year" for six southwestern states, Paso del Norte Toastmasters Club 1163-23 of El Paso, Texas, knew he would need some speech training for his future public appearances. Because he was only 16, he couldn't join the club, but the members "adopted" him to give him the poise and speaking ability they knew he would need. This was reported last October in *The Toastmaster*.

Recently, Lefty Chavez was chosen from more than 600,000 boys throughout the U.S. as the epitome of juvenile decency from the Boys Clubs of America. He was installed as the national "Boy of the Year" by President Kennedy. With the honor, he received from the Reader's Digest Foundation a \$1,000 scholarship to the college of his choice.

Past Area V, District 23 Governor George Stauning reports that Lefty met the President, Attorney General Robert Kennedy, J. Edgar Hoover, Ex-President Herbert Hoover and Congressmen and Senators with the dignity and aplomb of a statesman. "I do not think this

would have been possible," Stauning says, "without the help of Toastmasters training."

To keep table topics within the allotted time, Bakersfield (Calif.) Club 270-12 recommends "the timekeeper time table topics talkers, terminating tolerantly those tending towards torpid, tortuous twaddle."

J. Gustav White, a member of Quakertowne Club 19, Whittier, Calif., and a pioneer in Toastmasters, has recently published his "PQ's for '63." These Psychological Quotes are a common sense application of psychology. Toastmasters will find many useful quotations among the 100 in White's little brochure. We particularly like this one: "Anyone who thinks he has no faults — has another."

Copies of "PQ's for '63" are available to Toastmasters without charge. Send a 3½" x 7½" or larger, self-addressed stamped envelope to J. Gustav White, 215 S. Painter Ave., Whittier, Calif.

CONGRATULATIONS: To W. Henry Stewart of Essayons

Club 2265-7 (Portland, Ore.). As chief of the Water Resource Planning Section of the Corps of Engineers, Portland District, Toastmaster Stewart received the Department of the Army's second highest award to a civilian. The award, a decoration for meritorious civilian service, was given for his "outstanding achievements in the field of water resources planning and development and his preparation of a report for flood control and water resources development for the Rogue River in Oregon."

To Paul Rush, past governor, District 12, for receiving a \$2,500

incentive award and a letter of commendation from the Undersecretary of the Navy. Rush previously received a \$500 award for inventing and developing a highly versatile, portable roadway for moving heavy cargo over adverse terrain.

To Robert E. Develle, educational vice president of University Club 954-29 (New Orleans, La.), on his election as president of the Municipal Finance Officers of the United States and Canada. Toastmaster Develle is Chief Finance Officer for the City of New Orleans.



TED BLANDING

Ted Blanding, former executive director of Toastmasters International, died on July 4, 1963, following a brief illness. He was 61 years old.

Mr. Blanding became a member of Toastmasters at Santa Ana in 1933. He held all club and district offices and served as International president in 1942-43. During World War II, he served overseas with the Seabees. Following his separation from the service, he was appointed executive secretary (the title was later changed to executive director) of Toastmasters International, which at that time had 250 clubs. He served as executive director from 1946 to 1958, when he resigned to become a management consultant and investment counselor. He continued his interest in Toastmasters as a member of Club 100-F, Santa Ana, and made his last speech before his club only three weeks before his death.

Mr. Blanding's wife, Evelyn, preceded him in death in April, 1963. There are no children.

A Speaker's Best Friends

Are Strangers

By WALTER HOLLAND

"WOULD YOU RATHER speak to a crowd of people who know you, or to an audience of total strangers?" So I was asked, the other day, about my druthers.

I druther speak to strangers.

If you're a local hero, you might do better staying home to make your talks. But who's a local hero? There's a contradiction within the term, like saying "fast snail." If you're local you are, *per se*, not a hero.

In other words, you're just a schlemiel in your own town. Any time you speak there you're likely to be received with, "Shucks, that's just young Joe—old man Jim's boy—what's he know about it?" That's the way they feel about you before you've said a word, just because you're you. When you start talking they lend an ear—seldom both—to your familiar expressions, attitudes, jokes. They may be wooed, but they're not wowed.

You have a stock in trade and

you're stuck with it. It's hard to freshen up enough to seem as "expert" as the guy from out of town. So if you want to be an expert, *you* be from out of town. Go to another town and percolate among the natives; you'll find strangers are a speaker's best friends. They don't know you in Plunksville; you can even dictate your own introduction.

Not that you're literally going to start over. You're going to purvey the same old ideas, jokes and approaches, simply because they're *you*. But you're starting over with this mob; to them it's fresh.

The strangers accept you at your face value ("Hal" they'd say back home). You can get full credit for your actual performance. You don't have a sloppy reputation to live down; if you want to try harder than is your usual custom, you may get a really big hand—and deserve it.

I druther go out of town and speak to strangers.



A Family Affair

THE TOASTMASTERS INTERNATIONAL convention is a family affair. Although the meetings are planned for the benefit of Toastmasters, the wives and children will find many convention activities of interest.

Both husbands and wives will enjoy the Wednesday Ozark Jamboree, a pre-convention party to help delegates get acquainted and have an opportunity to meet the candidates for International office. Door prizes will be awarded and there will be a square dance demonstration by an outstanding square dance group. Dinner will be served chuck wagon style.

Thursday morning, the ladies are invited to have coffee and rolls with Mrs. Frank I. Spangler, wife of the International president. Later, they will be guests at KSD-TV at the Charlotte Peters Show and at KMOX-TV for a studio tour.

The entire family will enjoy the Mississippi Moonlight Cruise Thursday evening. The 3½ hour trip on the S. S. Admiral will include dancing and a variety of amusements in the ship's fun zone.

The Friday Fellowship Luncheon featuring Earl Nightingale as speaker will appeal to both husbands and wives.

A sight-seeing tour of the city will be available to the wives and children on Friday afternoon. The President's Banquet Friday night, featuring Quentin Reynolds as speaker, will be an impressive event for husbands and wives and for the teen-age members of the family.

The entire family will enjoy the Saturday morning sight-seeing trip and tour of General Grant's Farm. A miniature railroad will transport families on the tour of the farm.

The International Speech Contest Saturday afternoon will be an exciting event for men, women and teenagers.

WHAT TO WEAR

St. Louis in August is warm and humid. The ladies will find light summer wear appropriate for all convention events. The ladies might find a sweater or light wrap comfortable aboard the S.S. Admiral. The men will be required to wear coats and ties.

Officers, directors and their wives wear formal dress at the President's Banquet, but this is not necessary for those not seated at the head table.

The ladies have a choice of footwear since no extensive walking will be involved in any of the convention events.

CHILDREN'S ACTIVITIES

A Teen-Age Center will be open in the hotel throughout the convention, with games and activities available for children of all ages. In addition, trips may be arranged to the St. Louis Zoo and other points of interest.

Parents may arrange for baby sitters at the Teen-Age Center. ♦

BOOK REVIEW

GRAMMAR FOR PEOPLE WHO WOULDN'T HAVE TO WORRY ABOUT IT IF THEY DIDN'T HAVE CHILDREN By Robert L. Webb. Crowell-Collier Press, New York. Price \$2.95

HERE IS A HUMOROUS, sophisticated grammar guide written specially for adults. Robert L. Webb, member and past president of Sandpipers Club 1131-F, Seal Beach, Calif., and a frequent contributor to *The Toastmaster* magazine, has written a brief, authoritative review of grammar fundamentals in an intensely readable manner. The book is interlarded with jokes and quips, and enlivened with humorous black and white drawings.

As the author himself puts it, "I have tried hard to drag grammar from the classroom and put it into the world we know. For when it comes right down to it, a grand *slam* is just as much a noun as is Mary's brown *horse*, and it's about time grammarians faced up to that fact. I, for one, get a bigger kick out of the *slam*—particularly if I'd had the guts (noun) to bid it."

Whether your knowledge of English grammar needs shoring up or not, you'll find this book a delightful reading experience. The exercises which conclude each chapter would make a hilarious party game.

THE FABULOUS COUNTRY, edited by Charles Laughton. McGraw-Hill Book Co. Price, \$5.95

The Fabulous Country, edited and compiled by the late Charles Laughton, is a collection of stories, poems and descriptions he has loved best and found most evocative of American life and the American scene. The celebrated actor, who spent a great deal of the latter part of his life traveling back and forth across America as reader, story-teller and lecturer, offers it as "a picture book of America." He adds, "Always where I have been for more than a day, I have got to wondering about that place and have found someone who loved it and could tell me who had written about it."

The book is arranged according to geographical sections, from New England to the West Coast. Each selection is introduced by comments, anecdotes or observations by the editor.

A book to be dipped into and savored rather than read continuously, *Toastmasters* will find here material for dozens of fine speeches. American readers will find new insights into their country, and non-Americans will find fascinating and true pictures of that many faceted entity which comprises the "fabulous country" of America. ♦



JUST IN JEST

A father for the first time was sent to a dry goods store to purchase a dozen diapers. The clerk wrapped up the diapers and handed them to the new father.

"How much?" asked the customer. "\$2.50 for the diapers and 25 cents for the tax," replied the clerk.

"I'll take the diapers," said the father, "But we intend using safety pins."

The fellow with his head buried in the sand may not be apathetic. He may be at the beach with his children.

Etc is a sign used to make believe you know more than you do.

The police of Pacoima, Calif., picked up a petite blonde they found wandering down the street. The two-and-a-half-year-old stroller charmed the officers, but she either could not or would not tell them her name or where she lived.

Finally, the baffled officers began going through her pockets in hope of finding some clue to her identity. The little miss made no protest but remarked innocently, "I don't have a gun."

— Quote

All suburbanites are endowed with certain inalienable rights; among these are life, liberty, and the pursuit of crabgrass.

"Look, Daddy!" exclaimed the little visitor from outer space, when he saw his first skating rink. "People on the rocks!"

About all we can do with money these days is owe it.

To make a long story short, there's nothing like having the boss suddenly pop in.

"That's quite a slice you had on that golf ball," the irate cop scowled at the embarrassed duffer. "It curved clear off the course and broke my windshield. Now I'd like to know what you plan to do about it." . . . "Well," the golfer answered, "I think maybe I'll try moving my thumb a little farther up on the club."

A dollar bill may not do as much for you today as it used to, but you don't do as much for a dollar either.

A sentimental lady visiting a college campus paused before a huge old tree. Waxing poetical she exclaimed, "O wonderful elm! If you could only speak, what would you say to me?"

The senior showing her around was graduating in forestry. He explained, "It would probably say, 'Pardon me, I'm an oak!'"

— Quote

Only trouble with most of those fine, new homes is that they are located on the outskirts of one's income.

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)

As a former Toastmaster, Club 53-F San Dimas-L. Verne, Calif., I feel impelled to write you about my recent experience with the Gavel Club here at the Sepulveda V.A. Hospital. Since January of this year I've had considerable to do with the club's activities, serving as secretary and sergeant at arms. I am a patient at the hospital and have an assignment working in the library.

The librarian, Mrs. Eleanor Johnson, has charge of the club and she does an excellent job. She has a guest speaker each week followed by two five-minute speeches, and table topics. I help set the tables, and of course have made a speech or two, acted as critic, and responded to table topics.

The value of speaking in public is amply demonstrated here. Most of the patients are definitely tongue-tied and afraid to express themselves in public. Privately some of them are quite loquacious, and a few go on and on in public. We've had exceptional speeches from the most quiet ones.

The guests we've had to speak to us have also been exceptional. I remember particularly the actress from Hollywood who went blind in the middle of her career, and instead of letting it get her down she taught herself to do as a sighted person, and her latest role in a movie was that of a sighted person. She apologized when she began for not being a public speaker, then went ahead and delivered a masterpiece. Other speakers, all amateurs, did equally as well . . .

The club is coeducational, though mostly male, and the ladies do a good job of

speaking, as is natural. There is quite a turnover of patients at the hospital so few have been in the club very long. But I do think the feeling engendered by being accepted by an audience of one's fellows is an important part of this hospital's contribution. Our society cannot get enough men and women who can talk freely, frankly and to the point. And most we need people who can fearlessly face up to their own and community problems. Toastmasters training creates that sort of individual.

E. K. Gay
Sepulveda V. A. Hospital
Sepulveda, Calif.

The Mukilteo School District encourages teachers as well as other employees to become active members of the Lighthouse Toastmasters Club, which is active in the school district.

Ulysses S. Smith is the first recipient of the benefits provided for in a recent policy adoption by the board of directors of the Mukilteo School District of Mukilteo, Washington. Mr. Smith, a member of the Lighthouse Toastmasters Club, is employed as a speech therapist in the Mukilteo School District. He has just recently completed his number 12 Basic Training speech.

The school board has recognized the value of the comprehensive program of speech improvement and training as provided in the basic 12 speeches in the Toastmasters program, and at a recent meeting the board of directors established a new school district policy which will allow teachers the equivalent of five college

credits for the completion of the basic 12 speeches. This credit will be allowable on the salary schedule towards salary increments.

Several of the teachers and administrators of the school district will soon follow Mr. Smith's precedent in applying for salary recognition for their completion of the Toastmasters Basic Training program.

Certainly the board of directors of this school district has provided the incentive for the school district certified personnel to take advantage of the speech training program provided by association with Toastmasters. Teachers in this district will henceforth receive dollar values as well as educational values for the completion of the Basic Training program.

J. O. Simpson
Superintendent, Mukilteo
School District No. 6
Mukilteo, Wash.

I am proud and happy to have had my little idea accepted for publication ("Give of Your Own," April, 1963) and the extra copies were most welcome as vehicles whereby my "fame" could be more widely spread.

I should also like to thank you for the manner in which the speech was rewritten in article form. I am particularly grateful for the addition that prevented (at least in your version, if not in my original speech) my being guilty of the very thing against which I inveighed—I refer to the careful crediting of Omar and Edward Fitzgerald.

For whatever it is worth, the name is Richmond, not Richard. But I never use it.
Dick Frothingham
Bloomington, Ind.

As publicity chairman and future president of the soon to be chartered Telco Toastmasters, I have found that one of the most effective methods to obtain new

members is through publicity and participation in civic events.

As an example, I have taken steps to list our club at local Chambers of Commerce and have since brought in three new prospects with the possibility of these men starting up a club of their own at the Motor Club of America. All this was obtained at no charge. I make sure that any time one of our members accomplishes anything in the speaking field, that the man's company and local newspaper are notified of the event.

Bob Martin
East Orange, N.J.

On March 16, 1963, the California-South District of Civitan International held a Council meeting in San Pedro, Calif. Representatives from 28 Civitan Clubs attended this meeting for training and re-dedication.

Featured at the luncheon meeting was an outstanding group of Toastmasters. "Toastmasters Program for a Community Service Club" was presented in such an excellent manner that it was easily the best event of the day. Subsequent effect of this presentation was the application of several of our Civitans for membership in their local Toastmasters clubs.

On behalf of the California-South Civitans, I therefore commend to you the following men for their thorough preparation and superb presentations, reflecting great credit to Toastmasters International:

Mr. William Reichel
Mr. Jack Erving
Mr. Kirk Barry
Mr. Tony Bishop
Mr. Joseph Earnest

Thank you very much for Toastmasters' cooperation.

Herbert J. Kandel
Governor,
Civitan International
Los Angeles, Calif.

New Clubs

(As of July 15, 1963)

- 662-8 HIGHLAND, Illinois, *Highland*, Wed., 6:30 p.m., Michael's Restaurant.
- 1346-41 STURGIS, South Dakota, *Sturgis*, Thurs., 6:30 p.m., Westerner Cafe.
- 1434-28 TRENTON, Michigan, *Chrysler Diplomats*, Tues., 5:45 p.m. Morey's Grove.
- 1440-13 INDIANA, Pennsylvania, *Greater Indiana*, 2nd & 4th Wed., 6:30 p.m., Rustic Lodge.
- 1622-37 CHARLOTTE, North Carolina, *Douglas*, 2nd & 4th Thurs., 4:50 p.m., Douglas Aircraft Company, 1820 Statesville Avenue.
- 1787-39 SACRAMENTO, California, *Camellia*, Mon., 6:45 a.m., Town and Country Inn, 2060 Auburn Blvd.
- 1864-12 THOUSAND OAKS, California, *Conejo Valley*, Wed., 6:30 p.m. Du-Par's Restaurant, 33 West Ventura Blvd.
- 1904-U KAOHSIUNG, Taiwan, Republic of China, *Kaohsiung*, alt. Mon., 7:30 p.m., St. Paul's Episcopal Church.
- 1913-4 SUNNYVALE, California, *Telestars*, 1st & 3rd Tues., 5:30 p.m., International Fair Restaurant, Santa Clara.
- 2487-37 DUNN, North Carolina, *Dunn*, Fri., 7 a.m., Porters Restaurant.
- 2650-40 COLUMBUS, Ohio, *Columbus Bar Association*, alt. Mon., 6 p.m., Y.W.C.A.
- 2777-22 JUNCTION CITY, Kansas, *Junction City-Fort Riley*, 2nd & 4th Mon., 7:30 p.m., Municipal Bldg.
- 2809-17 MALMSTROM AFB, Montana, *Minuteman*, 2nd & 4th Wed., 6 p.m., Officers' Open Mess.
- 3224-38 DANVILLE, Pennsylvania, *TRW*, 2nd & 4th Mon., 4 p.m., Plant Conference Room, Thompson Ramo Wooldridge Inc.
- 3339-40 DAYTON, Ohio, *Financial*, 2nd & 4th Mon., 6:30 p.m., Oakwood Restaurant.
- 3596-52 LOS ANGELES, California, *Arthur Young & Company*, 1st & 3rd Tues., 6:30 p.m., various places.
- 3622-U PESHAWAR, West Pakistan, *KHAIR SAGALIE*, Thurs., 7 p.m., Peshawar Air Station, Headquarters Conference Room.
- 3624-36 SILVER SPRING, Maryland, *APL*, Thurs., 5:45 p.m., the Howard County Bldg., Applied Physics Laboratory. The John S. Hopkins University.
- 3626-U SOESTERBERG, Camp New Amsterdam, Holland, *Camp New Amsterdam*, Fri., 8 p.m., Hotel De Schouw.
- 3627-35 EAU CLAIRE, Wisconsin, *Knight*, 1st, 2nd & 4th Mon., 6:30 p.m., Elks Club.
- 3628-61 VALLEYFIELD, Quebec, Canada, *Club Baie St. Francois*, Mon., 7:30 p.m., Salle Venise Bowling Reception Hall.
- 3629-52 LOS ANGELES, California, *Water and Power*, 2nd Tues., 12 noon, 4th Tues., 6 p.m., Greater Los Angeles Press Club, 600 North Vermont.
- 3630-65 ANGOLA, New York, *Lake Shore*, Tues., 7:30 p.m., Chick's Restaurant, Evans Center.
- 3632-TCA TOWNSVILLE, Queensland, Australia, *Townsville*, Mon., 5:45 p.m., Hotel Allen, North Ward.
- 3633-46 ENGLEWOOD CLIFFS, New Jersey, *P-H*, 2nd & 4th Tues., 5:15 p.m., Prentice-Hall, Inc.

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