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THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

Charlotte, North Carolina
Toastmaster Town of the Month



In This Issue: Success Is His Business

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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.

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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For Better Listening—Thinking—Speaking

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SUCCESS Is His Business

*The story of a Toastmaster who has spent
a lifetime analyzing the ingredients of success*

PALMETTO TOASTMASTERS Club 2070-58 of Greenville, South Carolina, has a distinguished new member.

This in itself is not particularly unusual. Nor is it particularly newsworthy that the member is in his 80th year. What is of interest is that he is Dr. Napoleon Hill, internationally known author, lecturer, and advisor to two Presidents of the United States. He is a leading exponent of the art of success in business and industry, developing his formulas from personal knowledge of and association with such industrial giants as Andrew Carnegie, Henry Ford, Cyrus H. K. Curtis, William Wrigley, Jr., Francis I. Du Pont, J. Pierpont Morgan, Sr.,

and many others.

Dr. Hill's life is itself a success story in the best American tradition, and he has been styled a "living legend." Born in 1889 in a one-room log cabin in Virginia's Blue Ridge mountains, he became a newspaper reporter in his teens, hoping in this manner to finance his way through Georgetown University Law School. The originality of his style and his manner of expressing his ideas brought him to the attention of Robert L. Taylor, former governor of Tennessee and owner of "Bob Taylor's Magazine." Taylor employed young Hill to write a series of success stories of famous men.

His first assignment was to in-

terview steel magnate Andrew Carnegie. The interview, originally planned for three hours, continued for three days and nights. During this time, Carnegie sold Hill on the idea of organizing and correlating a philosophy of individual achievement, based on the principles of success which Carnegie had used in accumulating his vast fortune. He was prepared to pay Hill's expenses while he interviewed and gathered the ideas of some 500 successful men, including such international figures as J. Pierpont Morgan, Thomas A. Edison and Alexander Graham Bell. The task of uncovering and organizing the secrets of success, Carnegie said, would probably require about 20 years. It would be of great value to the world. Would Hill undertake the job?

There was silence in the room for 29 seconds. Then — "Yes," said Hill. Later he learned that Carnegie was holding a stop watch, timing his answer. If he had gone beyond 60 seconds in reaching his decision, he would have lost his chance, for Carnegie believed that men slow to make decisions are also slow in carrying them out.

Napoleon Hill published the first interpretation of the philosophy of individual achievement

in 1928, exactly 20 years after the Carnegie interview. The work was distributed throughout the nation and Philippines President Manuel L. Quezon had it adopted for the public schools of his country.

During the time he was compiling the work, Hill had supported himself and his family by various positions, including a period as advertising manager of the La Salle Extension University of Chicago, and editing and publishing the "Golden Rule" magazine. During World War I he was assigned to President Woodrow Wilson's staff as public relations expert. In all of these assignments, he practiced successfully the principles he had learned from his research.

In 1933, Representative Jennings Randolph (now U.S. Senator from West Virginia), who credited Hill's philosophy with helping him achieve his own success as an executive of Capital Airlines, introduced him to President Franklin D. Roosevelt. As a result, Hill again became a Presidential advisor. When he resigned a few years later, he devoted his time to writing and completed six books. Among them is the fabulously successful "Think and Grow Rich," an immediate best seller. The book is now going into its 38th printing,



and it is estimated that it has been read by more than a hundred million people.

In 1942, Hill was invited by E. G. Le Tourneau, head of the Le Tourneau Company of Toccoa, Georgia, to teach the 17 principles of his philosophy to Le Tourneau executives, foremen and members of the supervisory staff. The course was so successful that Hill was then employed to teach the philosophy to all the 2,000 Le Tourneau employees.

In 1952, Napoleon Hill Associates was organized by W. Clement Stone, president of Combined Insurance Companies of America, who attributes much of his own personal success to the Hill philosophy. Mr. Stone persuaded Dr. Hill to come out of his semi-retirement and devote the rest of his life to spreading his "Science of Success" philosophy.

"What the human mind can conceive and believe, the human mind can achieve," is the core and center of that philosophy. "You can," Hill says, "be anything you want to be, if only you believe with sufficient conviction — and act in accordance with your faith."

Dr. Hill now heads the Napoleon Hill Foundation, a "non-profit educational institution dedicated to making the world a better place in which to live." Through it, he and his associates

hope to present his principles of personal achievement to a new generation, to create a stronger desire for "financial success and personal achievement in today's relatively uninspired generation of spoon-fed breadwinners." This they hope to do by establishing a number of franchised schools which will teach "the science of personal achievement"—the Andrew Carnegie-Napoleon Hill success philosophy. It is claimed by its adherents that a study of this philosophy has made more millionaires than have been created by any other comparable undertaking.

His many years of association with successful men have made Napoleon Hill keenly aware of the value of effective communication. It was this awareness that prompted him to attend a meeting of the Palmetto Toastmasters Club, and at the conclusion of the meeting, to apply for membership. "I am extremely interested in the work and intend to be active in the club," he stated.

So great is his interest in the fundamental principles and practices of Toastmasters that Dr. Hill is encouraging all students of "The Science of Personal Achievement" to join a local Toastmasters club, or to form one if none is immediately available. Dr. Sidney N. Bremer, vice president of the Foundation and second in command to Dr. Hill, recently wrote: "We had origin-

Dr. Napoleon Hill relaxes for a moment. Typewriter in photo has produced \$24,000,000 worth of "words" and is insured for \$10,000. On desk is 6,000,000th copy of early book which is still selling strong.



ally planned to set up 'Napoleon Hill Clubs' for the benefit of our students and graduates and also persons who have risen from mediocrity or failure to great heights through application of the principles found by reading 'Think and Grow Rich.'... Our thinking now, however, is to encourage these people to participate in local Toastmasters club work instead."

Dr. Napoleon Hill, friend and associate of America's leading in-

dustrialists of the 19th and 20th centuries, has devoted his long and successful life to the formulation and dissemination of the principles and drives that lead to financial success. Among these, the art of good communication rates high. This art, he believes, is most effectively learned, practiced and polished through active and continued participation in a Toastmasters club. His own membership in the Palmetto Toastmasters Club of Greenville attests to this belief. ♦

There is no standard price on ideas. The creator of ideas makes his own price, and, if he is smart, gets it.

The story of practically every great fortune starts with the day when a creator of ideas and a seller of ideas got together with men and worked in harmony. Carnegie surrounded himself with men who could do all that he could not do, men who created ideas, and men who put ideas into operation, and made himself and the others fabulously rich.

—Dr. Napoleon Hill, "Think and Grow Rich."



Pausing in Washington, D.C. at the start of his Poland trip, Mayor Smekta and his companions spent an evening as guests of the Polish Ambassador Edward Droznick. Here he is shown in conversation with Ambassador Droznick (left), and Congressman Albert H. Quie of Minnesota. Congressman Quie is a former member of Faribault Toastmasters Club 372-6.

Born in Poland, the President of TMI returns as an . . .

Envoy For

INTERNATIONAL PRESIDENT ALEX P. SMEKTA recently returned from a 20-day tour of Poland, with a store of memories and enough speech material to last for many days to come.

Smekta, mayor of Rochester, Minn., made the trip as one of a delegation of four American mayors, all of Polish descent. The goodwill trip was under the auspices of the Polish government in cooperation with the U.S. Department of State. For Smekta, born in Ruda, Poland, it was his first visit to his native land, which he left at the age of three and a half. The tour took the officials to principal cities of the country and the mayors had freedom to stop anywhere they wished and to talk freely with anyone they chose.

"In a land of state ownership of industry, the average workman receives approximately \$85 monthly," reports Smekta. "Poland is primarily an agricultural country, but food prices are out of reach since vast amounts of foodstuffs are exported to meet foreign exchange demands. . . . There is a grayness in life, a deadly leveling under blanketing state controls, and among university students there was noticeable an eagerness to be told about American students, about their curriculum, their dress and political precepts. . . . Impressive indeed is the devotion of the Polish people to their church, at which you see overflow throngs although the state interferes increasingly with religion. . . . Life is not easy."



A typical street scene in Crakow. Pres. Smekta (right) and visiting group stop to chat with flower peddlers on a street of the historic city, old with tradition and steeped in memories. Crakow faces many municipal problems, but the community meets its difficulties with gallantry, says Smekta.

Freedom

The Poles, friendly by nature, rolled out the red carpet for the visiting Americans and were easy to talk to. "All of them wanted to know about our country," reports Smekta. TMI president (right, with camera) strolls with his companions through the cobblestoned streets of a typical market place.





At Crakow Cathedral, the American mayors lay a wreath on the tomb of Kosciuszko, Polish soldier, statesman and companion and aide to George Washington during the American Revolution. Kosciuszko, a democrat of the school of Jefferson and Lafayette, came to America in 1776, retiring in 1783 with the rank of brigadier general. He returned to Poland and devoted the rest of his life to fighting for Polish independence. He died April 2, 1817.

Mayor Smekta provided himself with an ample supply of bubble gum to distribute to Polish children during his three week goodwill trip. Here he is shown offering the gum to three eager youngsters of Wroclaw. The mayors also personally presented \$150 worth of American record albums to three Polish universities. "In my opinion, the students I talked with are not sympathetic with communism," reports Smekta.



*An analysis of how to take ordinary thoughts
and clothe them in extraordinary language*

Genesis Of The Gettysburg Address

By **CLIFFORD D. OWSLEY**

FOURSCORE AND nineteen years ago a prominent lawyer in Gettysburg, Pa., wrote a letter inviting a man in Washington to make "a few appropriate remarks" at the dedication of a cemetery. Most interesting and revealing is a comparison of that invitation with the famous speech it brought forth, the Gettysburg Address.

David Wills, the lawyer who wrote the letter, is surely due credit for helping shape one of the world's greatest speeches, perhaps the greatest. Could we say that Mr. Wills planted the seeds? Perhaps that would be giving him too much credit, since a seed contains the basic elements of that which develops from it. Obviously, the speech contains elements not found in the letter; beyond question, the plant which took shape and flourished was the product of Abraham Lincoln's high talents

and deep convictions. But from a close comparison of the two documents, it is also clear that the letter was the starting point of the speech and a liberal source of ideas for it.

It's true, too, that the comparison is nearly all in Lincoln's favor. Yet, when this is conceded, the conclusion is inescapable that David Wills' influence on the speech is little short of amazing. If he didn't plant the seeds, he prepared the seed bed.

The raw material

A germ of the central theme is there in the letter, so are several of the ideas and some of the key words that showed up in the speech. In fact, practically everything in the letter served as raw material for the Address. The significance, though, is in what Lincoln did with the raw material. For here we find the prime example of his uncanny ability to take an ordinary

THE LETTER

To His Excellency, A. Lincoln
President of the United States:

Sir:—The several states having soldiers in the Army of the Potomac, who were killed at the battle of Gettysburg, or have since died at the various hospitals which were established in the vicinity, have procured grounds on a prominent part of the battlefield, for a cemetery, and are having the dead removed to them and properly buried.

These grounds will be consecrated and set apart to this sacred purpose, by appropriate ceremonies on Thursday, November 19, Hon. Edward Everett will deliver the oration.

I am authorized by the governors of the different states to invite you to be present, and participate in these ceremonies, which will doubtless be very imposing and solemnly impressive.

It is the desire, that after the oration you, as Chief Executive of the nation, formally set apart these grounds to their sacred use by a few appropriate remarks.

It will be a source of great gratification to the many widows and orphans that have been made almost friendless by the great battle here, to have you here personally, and it will kindle anew in the breasts of the comrades of these brave dead, who are now in the tented field, or nobly meeting the foe at the front, a confidence that they who sleep in death on the battlefield, are not forgotten by those highest in authority, and they will feel that, should their fate be the same, their remains will not be uncared for.

We hope you will be able to be present and perform this last, but solemn act to the soldier dead on this battlefield. I am, with great respect, your Excellency's obedient servant,

David Wills, Agt., A. G. Curtin, Governor of Pennsylvania,
and acting for all the states

thought and clothe it in extraordinary language to enlarge and ennoble an idea and express it in immortal words.

This great talent of Lincoln's amounted to genius. Throughout his life the ideas he dealt with were not new, but when he finished with them they were in shining words fit for the ages.

Dedication the theme

Three areas in the comparison are worth examining. First but least important is the curious fact that the invitation and the speech are exactly the same length, each containing 272 words. Second, certain words and phrases in the letter carry ideas that Lincoln used but ex-

tended in scope while compressing them to his own inimitable style. Third and most important is the theme of the speech, *dedication*, suggested by Wills and magnificently enlarged upon by Lincoln.

Now to our second area of comparison: words and ideas from the letter that were converted into the Address. While most of the letter in one form or another is to be found in the speech, it was truly transformed by the magic of Lincoln's touch. In passing through the mill of that superior mind it came out far different, far nobler, and distinctly Lincoln's. Each idea is either changed in some way,

THE GETTYSBURG ADDRESS

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war; testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth.

compressed into fewer and simpler words, or broadened and elevated intellectually and emotionally.

Words and meaning

The one instance where the President used more words than Wills to say the same thing is in the word *cemetery*. Lincoln reverted to a euphemism here and called it “a final resting place.”

Consider this part of the long first sentence of the letter: “The several states having soldiers in the Army of the Potomac, who were killed at the battle of Gettysburg, or have since died at the various hospitals which were established in the vicinity...”

These 33 words became in the speech simply “those who here gave their lives...” Six short words.

In his fifth paragraph, David Wills took 97 words to tell the President what his appearance there would mean: “a source of great gratification” to the widows and orphans of those killed there; that the battle's survivors would feel better for knowing that “they who sleep in death... are not forgotten by those highest in authority...” Lincoln rejected this idea as it was stated, but reshaped it. While characteristically dismissing his own role as unimportant, he greatly enlarged the scope of the dedi-

cation to say that it had meaning not merely to widows, orphans and veterans of the battle, but to the whole world. As he said: "The world will little note nor long remember what we say here, but it can never forget what they did here."

In that sentence, incidentally, we all know that Lincoln's prophecy was wrong. To err in such humility only adds to his stature. With his ennobling words he undoubtedly made certain that the world would forget neither what was done nor said there.

Theme of speech

Finally, we come to the most interesting and important part of the comparison, the theme of the speech: *dedicate*. It was suggested by Wills' letter but the word was not used. The letter said "These grounds will be *consecrated* and set apart to this sacred purpose," and in another place, "*formally set apart* these grounds." Lincoln compressed this into the one word *dedicate*, used it six times and greatly expanded and exalted the idea. Here he added the great, new dimension.

Incidentally, the use of the word *dedicate* shows an interesting point about Lincoln's writing: he never hesitated to repeat a word, if it served his purpose.

Mr. Wills said only that they

were going to "set apart" a cemetery. But observe how in Lincoln's hands the theme became a much larger and nobler concept. No longer is it limited to setting apart a cemetery and its dead, but embraces a whole nation and its living, "*dedicated* to the proposition that *all men* are created equal."

Lincoln not only dedicated a cemetery; he dedicated a nation to the eternal cause of freedom throughout the earth: "It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced... that we here highly resolve... that government of the people, by the people, for the people, shall not perish from the earth."

Thus a theme that had its genesis in the prosaic setting apart of a burial ground ended magnificently embracing the earth and man's ageless struggle for freedom. How much further could an idea be extended? Who else has taken such ordinary clay and molded a masterpiece that will survive the centuries? ♦

Clifford D. Owsley, writer with the Forest Service, U.S. Department of Agriculture, Washington, D.C., heads a branch devoted to special reports, press and writing. Before entering government work he was a newspaper reporter, editor and columnist.

The Crest of the Hill

By DAVID KNEESSY

THE PROGRESS OF the Toastmaster from his icebreaker speech to his culminating Speech Number 12 is a long, sometimes slow, often arduous climb. The successful accomplishment of the Number 12 speech and the obtaining of the prized "Certificate of Merit" can be regarded as the crest of the hill. The Toastmaster has reached a goal — the goal he set out for on the momentous day on which he first joined his Toastmasters club.

Sometimes, as the Toastmaster passes the crest of the hill and goes down the slope to the valley below, he becomes lost to the view of his fellow Toastmasters. *This must not be!* The man who slows down or stops after Basic Training makes an incomplete job of his Toastmasters training.

Recently I passed two milestones in my Toastmasters career. The first: I completed my term of office as president of my club — a most enjoyable and enlightening experience. Second: I delivered my 12th speech of Basic Training. I have reached the crest of the hill.

This is traditionally a time of reflection for every Toastmaster.



What have I gained from my experience?

First, I have overcome, for the most part, my fear of the audience. I find that I am more at ease in my public speaking relations, although I realize that even the most accomplished speaker never loses some misgivings before a strange group.

Second, I have learned better listening habits. Here is one of the most important differences between Toastmasters and other professional or academic courses in public speaking. Although we are known as a speaking group and we emphasize the importance of adequate expression in conveying our thoughts to others without confusion or misunderstanding, we know that there is more. We know that our founder and those early Toastmasters were right in placing "better listening" at the head of our three-pronged Toastmasters motto—"For better listening, thinking, speaking."

I submit that as "it takes two to tango," so it takes two for a successful transfer of information. A trained and enlightened listener is as important as a successful speaker—perhaps even more important. By our assignments as evaluator, by our intent listening to the table topic we may be called upon to answer, and by our attention to the talks of our fellow members, we continuously sharpen our ability to

hear and understand.

There are some drawbacks to this new talent. As trained Toastmasters, we find ourselves less and less impressed by television doubletalk and empty political oratory. Could it be that more public figures should take advantage of Toastmasters training?

Third, I have developed my ability to speak on my feet in unexpected situations. Impromptu speaking through the table topics session, develops, through practice, this very important facet of the literate man. This is perhaps the greatest *plus* in Toastmasters training. We learn also that we must know whereof we speak, for we do not long "snow" or impress our fellow members. This is important in a world of cold and cruel audiences. Where else is such practice available?

Fourth, I have made new friends with new points of view. We sometimes tend to narrow our outlook to our business and professional associates, our family and neighbors. Toastmasters gives us an opportunity to broaden our scope with men who meet together to have their say, and generally say it well.

Fifth, I feel there has been an over-all improvement in my communicative abilities. This reflects not only in formal speaking, but in writing and in the general thought processes.

I have gained much from the older Toastmasters in my club. Their efforts have been manifested in helpful guidance through those first few speeches, through constructive evaluation all along the progression up the slope. I have learned much from the valuable literature and training aids from World Headquarters, from the interesting articles and discussions in *The Toastmaster* magazine.

Now I am completing my Basic Training. I have reached the crest of the hill. What lies beyond?

Rising ahead of me are other hills of challenge, many things to do. I can now better guide and assist others on the road I have just traversed. I must continue regular attendance at my club, assist my club in attracting new members. I can extend my willing services to my club, area and district, and on up the organizational ladder of Toastmasters. I can start on another program of personal growth. I have

not yet reached the high plateau of ultimate satisfaction; I am still in the foothills. I must continue my climb—in the Advanced Speaking program, or in the Toastmasters Reading Plan for informed speaking.

Every Toastmaster should have a program, or rather, two programs. The first is personal: continued self improvement in the communicative art, best expressed as "Better thinking, listening, speaking." The second is social: the continued effort to spread the word about the value of Toastmasters training. If it has done so much for me, the least I can do is share the experience.

I have reached the crest, but the downward slope ahead is not leading me to oblivion. I am only gaining speed for the hill of challenge that looms large ahead. ♦

Major David Kneessy, member of Sunnyvale (Calif.) Club 2529-4, is now on special assignment for graduate study at the University of Pittsburgh in the field of industrial health.



The fact is that the impression you make upon those with whom you come in contact is a tremendously important factor in your advancement and success. If you can find out what people honestly think of you, you may be able to make adjustments which will remove obstacles and clear the way to success and growth. . . . The ability to receive criticism graciously and to give it tactfully to others is the mark of a man of ability and balance.

—Ralph C. Smedley

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Christmas Greetings

This is the first opportunity I have had of thanking the great company of friends who favored us here at Headquarters with cards and notes of greeting and good wishes at the Christmas season. Speaking not only for myself but for all others on the staff who were thus remembered, I assure you that your thoughtfulness is heartily appreciated, and we regret that limitations of time prevent us from sending our personal word of thanks and "the same to you" to each one of you.

We have not taken time to count up the total of such greetings received, but they ran high into the hundreds. It is heartwarming to be thus remembered by such a multitude of friends and well-wishers, and we all thank you for your thoughtfulness.

Mr. President

Look at the calendar!

Remember the plans you had in mind when you took over the position as leader of your club. There were some things you were going to do, some plans you were going to put into use,

some improvements you were determined to make. Have you done these things? Do they still seem important to you?

Now is the time to give attention to those unfinished tasks, while you are still in the situation of the "one who sits in front."

That is what the word "president" means. It is from the Latin verb *praesidere*, which means "to sit before, or in front." But the president of a modern organization, especially of a Toastmasters club, does much more than sit in front. He is a leader. He is one who steps out to show the way.

Take stock of yourself and your accomplishments, Mr. President, and see what you can do as a leader.

Are You a Leader?

Every man likes to think of himself as a leader of men. Many a man wishes to take courses of instruction in leadership, thinking that he can thus be taught to be a leader. Unfortunately, this is a skill or an art which is hard to teach.

Some time ago, I listened to a speech by W. P. Fuller, president of the Fuller Paint Com-

pany of San Francisco, in the course of which he discussed leadership training. Speaking with the voice of experience he said:

"You cannot teach leadership. The way to produce leaders is to take men who have the qualities which make for leadership and place them in surroundings favorable to leadership, and then let them develop. Leaders are not taught to be leaders, but are permitted to develop in a favorable atmosphere."

Can you think of an atmosphere more favorable to such development than that afforded in a Toastmasters club, where a man is elected to office and given a chance to develop? This is especially true of the president of the club, whose faithful performance of his duties is a wonderful training in leadership.

If you wish to be a leader of men, there is no better place to learn how than right in your own club. Do not cheat yourself out of this most desirable opportunity to develop your qualities for service. You can do much even in the remaining period of your term.

As a speech must be directed to the accomplishment of a definite purpose, so the entire program must lead to something specific, so that the member leaving the meeting can carry away with him the sense of something learned, something accomplished in this program.

— Dr. Ralph C. Smedley

Nevada Centennial

Your club may well spend one or more meetings in studying the history of this great western state, which celebrates this year its admission to the Union. Let the educational vice president and his committee spend some time studying about Nevada. Reference to any good encyclopedia will produce little known facts sufficient to provide the basis for some excellent and informative speeches.

Did you know that the territory from which Nevada was formed was acquired from Mexico in 1848? The Territory of Utah, when it was formed in 1850, included most of the present state of Nevada. In 1861, Nevada had progressed far enough to be separated from Utah. In July, 1864, a state constitution was adopted, and in October, the new state was admitted to the Union.

Growth in the century since then has been remarkable. Study this little known history, and build some programs this year which will be memorable, both for the speakers and for those who make the speeches. ♦

CHARLOTTE, NO. CAROLINA

Toastmaster Town of the Month

CHARLOTTE, CHIEF CITY OF THE CAROLINAS, dominates the Piedmont, a broad, rolling plateau extending from the foothills of the Appalachian mountains to the Atlantic Coastal Plain. New York is 570 air miles northeast; Atlanta 231 air miles south.

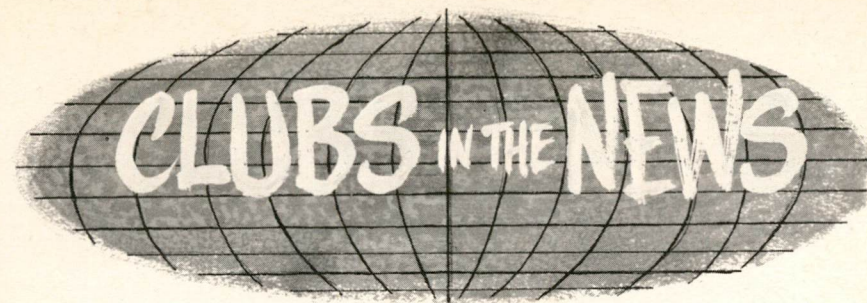
The founders of Charlotte, mostly Scotch-Irish Presbyterians, named their city after Queen Charlotte, wife of England's King George III. The town was incorporated in 1768. On May 20, 1775, Charlotte patriots signed the Mecklenburg Declaration of Independence, a document which pre-dated the American Declaration of Independence by more than a year, and which served as one of the models for Jefferson's immortal document.

Charlotte, termed the "Spearhead of the New South," is an energetic, forward-looking city of more than 212,000 inhabitants. There are two and a quarter million people within a 75-mile radius, and the city's 931 wholesalers and distributors do more than a billion and a quarter dollars worth of business a year. Some nationally-known industries with plants in Charlotte are: Armour & Company, Ronson Hydraulic, Republic Steel, Duff-Norton, Owens-Illinois, Douglas Aircraft, Western Electric, Frigidaire, Celanese and Allis-Chalmers. Charlotte is also a famous medical center, with many hospitals, a 10-story Doctors' Building, a modern health department, medical specialists and clinics. Culture, recreation, sports, education and religion all keep pace with the progressive, forward-moving spirit of the city.

Charlotte has 10 Toastmasters clubs, oldest of which is Queen City 1420, chartered in 1953. Newest club is Douglas Aircraft 1622, chartered July 18, 1963. Charlotte Toastmasters have played host to many TM events, including the 1962 Zone Conference. This year they will be host to the District 37 Conference.

Charlotte Toastmasters are active in community affairs, and have a wideawake, progressive speakers' bureau. Among other things, Toastmasters participate in the crowning of the Carousel Princesses, one of the star attractions of Charlotte's week-long fall festival. Toastmasters also furnish speakers for many civic drives.

Charlotte and its Toastmasters are moving forward into ever-widening fields of opportunity and achievement. ♦



Telephone Talks

Founder Ralph C. Smedley, International President Alex P. Smekta and author-lecturer Jack Schwartz were special guest speakers before the Maplecrest Toastmasters Club 3257-11 and guests from seven other clubs in the Indianapolis, Indiana, area. Over 40 Toastmasters and guests gathered for the meeting, whose theme was announced as "Correct Use of the Telephone and Microphone."

Dr. Smedley and President Smekta spoke from their homes in Corona del Mar, Calif., and Rochester, Minn., while Schwartz, author of "How to Get More Business by Telephone," spoke from Chicago. Schwartz also conducted a question and answer period on selling by telephone.

The talks were amplified and recorded simultaneously by a special hook-up on the telephone in the meeting room. Dr. Smedley spoke on some of the values of Toastmasters, while President Smekta urged the club to work towards the goal set by Dr. Smedley—five new members per club and 500 new clubs during 1964.

Table topics found members making impromptu calls on assigned subjects, with both sides of the conversations amplified so all the club could hear.

Maplecrest Club 3257-11
Indianapolis, Ind.

"This is Your Life"

"The future of Toastmasters is in good hands." This was demonstrated recently when the Verdugo Hills Club of Montrose, Calif., under the direction of Toastmaster Bob Huether, chose to honor its outstanding member.

Jerry Van Orden, recently elected governor of District 52, was treated to a surprise with a "This is Your Life" program. Speakers of the evening were his wife, Rose; his mother, Eleanor, and his son, Gerald.

Highlight of the evening came when young Gerald, age 13, gave his speech, "My Life." The young man displayed qualities and capabilities far beyond his years, and was awarded the speakers cup for his performance.

Verdugo Hills Club 434-52
Montrose, Calif.

* * *

Present Course

Anthony Wayne Toastmasters of Fort Wayne, Ind., recently presented a three part course, "An Introduction to Public Speaking," in cooperation with the Central YMCA of Fort Wayne. The course was offered as part of the adult educational program and was open, without charge, to anyone interested in improving the ability to speak in public before large or small audiences.

Anthony Wayne Club 521-11
Fort Wayne, Ind.



Cronulla Club 3034-TCA, Australia, with some of the students of club's first Speechcraft course. Chairman of course was David Faiers, club president-elect and five years a member with 100% attendance. Tallest man standing at back is retiring president Frank Beattie, organizer of the course and 1962-63 extension vice president of Australian Council of Toastmasters.



Pres. Colin Campbell of Spokane Valley Club 308-9, Spokane, Wash., sells actual white elephant at annual table topics white elephant sale. Proceeds go toward prize for winning team in membership drive.



TMI president Alex P. Smekta (right) accepts key to the City of Sacramento, Calif., from Mayor James B. McKinney on recent visit to clubs of District 39. Mayor McKinney is an associate of Pres. Smekta on the Executive Board of the U.S. Conference of Mayors.

Fukuoka Toastmasters Club 4305-U, Fukuoka, Japan, sponsors its 20th Debating Congress. Participating groups are Toastmasters and representatives of five local colleges. Here Miss Yoko Sugawara and Ken Kurita (right) uphold the negative, while their opponents, Messrs. Kitamura and Fujimoto confer on affirmative rebuttal. Fukuoka Club has an all-Japanese membership.



Osavox Toastmasters 3184-36, Washington, D.C., present certificate of membership to the Hon. Cyrus R. Vance, Secretary of the Army (center). Left to right: Beatty Julian, Willard Winter, S. T. Stagg, III, Secretary Vance, Barrett Coffin, John B. Hinsley, George Hawkes, William McConoughey.



Ceremonial gavel, a gift from Musselburgh (Scotland) Club 1572-TCBI, to Dunedin (New Zealand) Club 2890-U, is awarded to Robert J. Hendry as "Toastmaster of the Year." Left to right: Adm. V-P Tom Foley, Hendry, Sec. Tim Tomlinson, Ed. V-P Jim Gillies, Past Pres. Brian Buchanan, Pres. John Bache, Sgt. at Arms John Meinders.



Mrs. Allen Manning presents books purchased by District 15 (Idaho) in memory of her husband, to Richard Gordon, head of Pocatello Public Library system. District Governor Manning was killed in a plane crash last year. Left to right: Past D. G. Pete Bosquet, Area Gov. Neal Moon, Gordon, Mrs. Manning, Lt. Gov. Gail Miller, Fred March, chairman, Allen Manning Memorial.



TM's of Lorain (Ohio) Club 1791-10 hold regular meeting on Lake Erie to celebrate sesqui-centennial anniversary of Battle of Lake Erie. Ready to cast off are, left to right: Frank Heonig, speaker; Charter President and program chairman James S. Parobek, Robert Howley, Toastmaster; Club President Ted Romanski; Bernie Jalowicz and Walter Frey, speakers.





By **MARY STANFORD**

Coordinator of Gavel Clubs

CHRISTMAS PARTIES were a prominent order of business for Gavel Clubs, and many clubs have reported successful events to the Gavel Clubs Department of World Headquarters. **Audionics Club No. 1**, Chino, Calif., held its annual event, now traditional with the group, on the Friday evening before Christmas. Present and enjoying the well-conducted and stimulating meeting, complete with Santa Claus and gifts, were many Toastmasters from the surrounding districts, members of World Headquarters staff and officials of the institution. These included Don Perkins, editor of *The Toastmaster* magazine, Past District Governor and Mrs. Leo Martin, District F. Governor Donald Foss, club sponsor Joe Pagano, Thomas E. Strotman, and others. Perkins presented the club with books and educational material to be added to its "Toastmasters Reference Library."

Seagoville Gavel Club No. 92, Seagoville, Texas, combined its Christmas party with a second anniversary celebration, and for the occasion produced a masterful souvenir program incorporating a detailed history of the club. The party was attended by many institution officials and Toastmasters from the Dallas area. Also present were two representatives from the **Cowtown 4-H Gavel Club** of Fort Worth, President Gene Wilson and Sponsor Hal Ramsbottom.

Warden Collaheer and Area Governor Jack Bradford addressed the

club and congratulated it on its success and progress, while Governor Bradford also presented the group with a club achievement award. Congratulatory telegrams were read from International and district officials.

And speaking of **Cowtown 4-H Club No. 142**, a note from them reports that a story concerning the club and its activities will appear in the March issue of the "Farm Journal" and one in the April issue of "The Progressive Farmer." Both publications have a large circulation and readership.

Four new Gavel Clubs have received their charters within the last month. They are: **Old Dominion Gavel Club No. 155**, Richmond Va.; **Oralites Gavel Club No. 157**, Chino, Calif.; **Mississippi State University Gavel Club No. 158**, State College, Miss.; and **Minnewawa Gavel Club No. 159**, Jamul, Calif.

Congratulations to **Gavel Club No. 19**, **Duel Vocational Institution**, Tracy, Calif., for its publication, "The Mallet." This bulletin maintains a consistently high standard in format and content. The mimeographed four page booklet contains an attractive cover, a detailed schedule of two coming meetings with program assignments, a comprehensive report of the last meeting, and a page on which members may contribute articles or verse.

Debate Tournament

Attracting a large audience of Toastmasters and guests, a debate was held by the member clubs of Area D-4, Founder's District, at Whittier, Calif. Clubs participating were: La Mirada 2555, Quakertowne (Whittier) 19, East Whittier 1602, and Center of the Future (La Habra) 2164.

Four subjects were debated, with each club furnishing one speaker to establish the argument and one for rebuttal. Winner of the contest was Club 2164, La Habra, while East Whittier Club 1602 was runner-up.

**Area D-4, Dist. F.
California**

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Speaking for Scouts

Toastmasters of Lincoln, Nebraska, have set up a speakers bureau to present the story of Scouting in the Cornhusker area, according to a notice printed in "The Bangboard," publication of Cornhusker Council, B.S.A., Lincoln.

Toastmasters T. O. Haas and Paul Quinlan are co-chairmen of the bureau. "The Bangboard" adds: "Mr. Haas and Mr. Quinlan are quick to point out that men called on to speak

for the Boy Scouts are accomplished speakers. Speaking is their hobby, and they are working for perfection in holding the attention of an audience."

**District 24,
Nebraska**

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Joint Meeting is "First"

A "first" for McChord AFB, Washington, was a joint Toastmasters meeting held at the NCO open mess, combining the McChord Officers Club 1237-32, the McChord NCO Club 1594-32 with the newly-organized Toastmistress Club, "The Raindrops," Chapter 1396, Council 7, Northwest Region. Guest speaker of the evening was Toastmasters International Director John H. Lee, who spoke on "The Purpose of Toastmasters."

James A. Thompson, president of Club 1594, presided, with Milton Brunden acting as table topics chairman. Invocation was given by Richard M. Rochlin, who also spoke on "Let's Give a Hoot for Hootenanny." Lt. Col. Donald Flaherty was also a speaker on the program.

**McChord NCO Club 1594-32
McChord AFB, Washington**

Speakers and special guests at joint McChord AFB Toastmasters meeting: 1st row, left to right, Maj. Edmund H. Heisler, MSgt. Richard M. Rochlin, Mrs. Ruth Thompson, Lt. Col. Donald Flaherty. Second row: Int. Dir. John H. Lee, TSgt. James A. Thompson, Lt. Col. Lester L. Applegate (Rtd.) and Maj. Morrill A. Gatcomb.



Television Training

By JOHN B. MILLER

IT HAS BEEN SAID that one of the first signs of the superiority of man over other animals is his ability to profit by the mistakes of others. Certainly Toastmasters is an organization which teaches us to avoid the pitfalls others have found in public speaking.

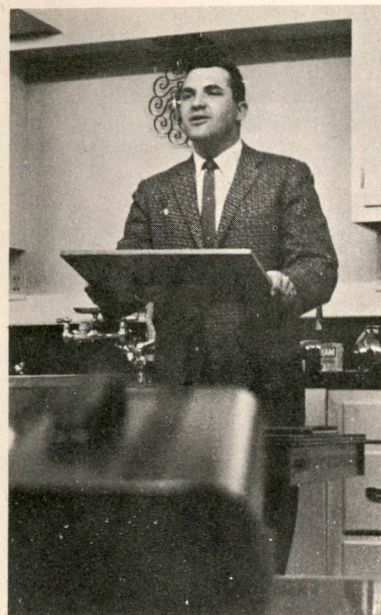
As Toastmasters, we have long recognized that communication consists of more than mere words. We have been taught that communication consists not only of the words we say but how we say them and how we appear as we speak.

In addition to practicing before live audiences, we have been encouraged to practice before a simulated radio audience. Some of our clubs have developed this to the point of making speakers speak through a public address system to an unseen Toastmaster audience. All of us would agree that this is excellent training preparatory to taking part in an actual radio program. As a followup, many Toastmasters have actually appeared on radio programs. Their voice messages have proven the value of

Toastmasters training and practice under simulated conditions.

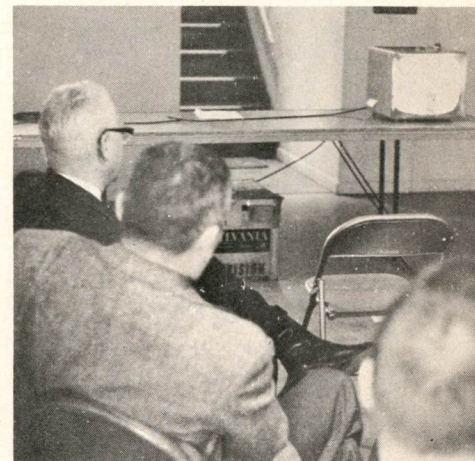
By now, we all realize that we have an additional medium of communication: television. The problems of appearing on television are much more complicated than appearing on radio. The bright lights, the heat, the make-up and the constant knowledge that thousands are watching all tend to create nervous tension and tightness which spoil the effect of the speaker's words and appearance. These problems must be met head-on in our Toastmasters training. If we are going to train the speakers of the free world, they must be trained in all phases of communication. Any road, once traveled, becomes a friendly and familiar way on the second trip.

Your club should offer training in this new medium. If there is a television station in your immediate neighborhood, you may be able to arrange a tour of the station as your special program of the month. Perhaps the station would be willing to cooperate by letting each speaker stand under



Rev. Robert Link, pastor of the Evangelical United Brethren Church of Nevada, Iowa, and member of East Story County Club 504-19 gives his talk before the TV camera...

... while his audience, backs turned to the speaker, appraise his performance as reflected on the TV monitor screen.



the lights, before the camera, and deliver his table topic, speech or evaluation with the video monitor "live" so he can see himself. If the station felt that the program was of sufficient interest, they might tape it and run it as a late-evening filler.

Many clubs do not have a cooperative television station in their immediate area. This does not mean that they have to give up the idea of simulated television training. One such club recently obtained through the local telephone company the loan of a television camera and monitor. The monitor was placed half way back in the hall so the speaker would see it and the entire audience faced the monitor.

Each speaker in turn came to the lectern and delivered his portion of the program. He was observed and evaluated as he appeared on the television closed-circuit monitor. He, too, could watch the monitor. A number of speakers discovered just what the evaluators had been talking about concerning their mannerisms. Every man in that club can testify that it is different to appear before a television camera and, to a man, they all want to appear under the bright lights and other distractions of studio television. When they do, there may be

some things that will bother them, but you can be assured that the camera and the monitor will be old friends.

I would personally recommend

to the educational committee of every Toastmasters' Club that the individual members be given some training in simulated television speaking. ♦



John B. Miller, attorney of Nevada, Iowa, is vice president for organization, Toastmasters International. Previous to his election to this office at the 1963 International convention, he was a member of the TMI Board of Directors.

PRESIDENT'S CHALLENGE

Many clubs and districts are responding to the challenge issued by International President Alex P. Smekta at the International Convention at St. Louis last August. President Smekta emphasized **growth** as the theme for his term of office and called on every club to make a net gain of five new members before July 31, 1964. At the same time, he challenged each district to add at least nine new clubs during the year.

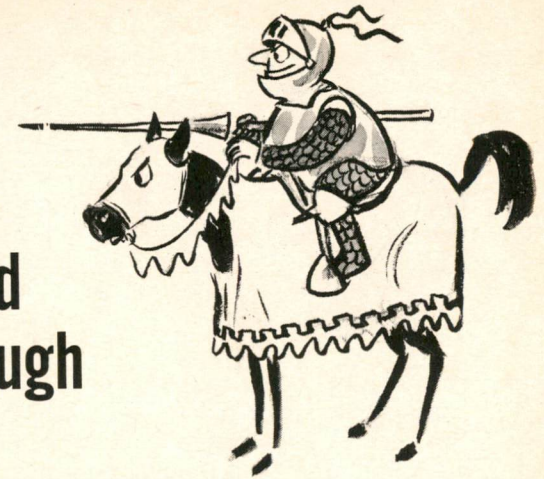
To gain new members, President Smekta suggests that clubs contact senior citizens, government employees and personnel directors of large companies. New clubs can be started by presenting demonstration meetings before selected groups. Speechcraft is an excellent vehicle, the president said, for recruiting members and forming new clubs.

World Headquarters has a free membership building kit, information on Speechcraft and publicity materials. Club and district officers are urged to make use of the materials available.

President Smekta has suggested that all clubs and districts adopt the slogan offered by District 15: "**Accomplish more in '64!**"

Evaluators come in many styles and sizes and include both . . .

The Timid and the Tough



By WALTER HOLLAND

AFTER SIX YEARS in Toastmasters I'm sitting here chin in hand like Rodin's Great Stone Thinker. Those who know me wouldn't swear I'm thinking, but they'd say, "Something's bugging the guy." Something is — and I'll bet it bugs *you* from time to time. It's this thing called *evaluation*.

During my boot training in Toastmasters the evaluators would call attention to my breathiness and the habit my voice had of sticking in my throat or quavering on high notes. They picked up various mannerisms, of which I was less aware, and helped me eliminate them. So far, so good.

Within a year or so I was making outside talks. I've made more than 50 in less than five years — almost an average of one a month. I've talked to service

clubs, women's garden clubs, church groups, business and industry groups, advertising clubs. I've won a few Toastmasters speech contests (considerably short of the International contest) and lost a good many more. As a circuit-riding area governor I've heard many speakers and evaluators in clubs other than my own. I joined the Optimist Club and have thus been in a position to make my own silent evaluations of a passing parade of good, fair and poor weekly speakers.

After this fairish amount of experience, I'm still frustrated by the evaluation problem. I can't give myself an "A" on my own performance, but I can't give the "A" to many evaluators I've heard, either.

We can't just sweep this prob-

lem under the rug. It's pretty generally conceded that evaluation is, or at its best could be, something like the backbone of the Toastmasters program. Or one of the important bones — neck bone, head bone, or at least a femur.

It's a pity that evaluation *at its best* rarely occurs.

It's easy to tell a speaker he twisted a button off his jacket or knocked the water pitcher over. But chances are he knew it anyway. And after boot training he doesn't do these things so much any more; he's less "nervous in the service" — he's ready for a more probing treatment.

It's when we attempt to evaluate somewhat more in depth — as we should — that we run into trouble.

Why aren't evaluations better?

There are many reasons. They vary with individuals and club conditions. One reason, and one of the most important, is that we don't use Dr. Ralph C. Smedley's book: *Speech Evaluation*.

We don't use it (some of us) for the usual reasons — it's lost or misplaced, we're too busy to find and read it, we procrastinate, etc.

And sad to relate, there's the occasional fellow — one in every club, maybe? — who doesn't use it because he really *doesn't think he needs it*.

Suppose we set up a composite, fictional character to repre-

sent those fellows who don't need the book—any book. The resemblance to those living or dead characters, so well known to you, is anything but coincidental. (Ye gods! Have *you and I*, at times, been a little bit like this guy?) Let's call him Big Boy.

Oddly enough, Big Boy isn't, usually, one of the club's better speakers. And he certainly isn't one of the newer members. He has gone along for years failing to overcome even the most glaring gaucheries in his own speech performance. Evaluation rolls right off *his* back.

Big Boy seems to be creating a role—a role in which he strides airily (windily) among lesser men, not subject as they are to the elementary principles of good speaking. He may deliberately cling to bad grammar and uncouth language. Like the rich man who can bum around in old clothes where you and I couldn't get away with it.

The question arises, what does this fellow really want from the Toastmasters club, anyway? Is he interested in learning to be a speaker? He consistently misses the opportunities for doing so. If we had Freud to help us with our analysis, we might find that his real ego need is for the spotlight, and thus it would only cramp his style to practice the disciplines inherent in making himself a real speaker. When he evaluates he is more interested

in grabbing the limelight for himself than in helping the one being evaluated.

He doesn't know this, you understand. It's all unconscious with Big Boy. He glows with a missionary zeal. A voice deep within him tells him not to spare the rod. "Knock their heads together, Boy — it's for their own good."

He may not be much of a speaker. But evaluation, now — this is his cup of tea! And thus his oracular pronouncements are strident, longwinded, arbitrary, dogmatic, categorical — and crude.

Let's go back to *Speech Evaluation*. It says on page 11: "*Learn to be a good critic, fair, kindly, always constructive.*" Our boy kindly? Ho, ho, ho! This lad is rugged; no time for the sissy stuff.

On page 16: "*As Toastmasters, we do not criticize the content of a speech except as to arrangement and effectiveness. The critic does not properly enter into a debate on the subject treated by the speaker.*" Does our boy enter into debate? *Does* he! How could he straighten us out if he didn't deliver us from our wrongly-held views?

On page 24: "*The criticism should be as rigidly timed as the speeches. Ninety seconds to two*

minutes is a fair time allowance for an individual evaluator." You kidding, Dr. Smedley? Two minutes wouldn't get this lad up the first curve of his rotund edifice of edification.

Standing in sharp relief against the background of exploding Big Boy is the Toastmaster who feels he isn't qualified to make an evaluation. So he abdicates his responsibility by turning in a diffident, half-way performance.

We have a fellow feeling for the timid soul. Evaluation *is* difficult. It's easy to count gestures and say the speaker didn't use enough. It's another matter to be

discerning enough to realize that jig-time gestures wouldn't have been right for this particular talk.

To the timid evaluator we'd simply say this: None of us is really qualified to evaluate a speech.

And never will be. So — as long as you try, really try, to learn to do a good job — use the book, use your ears, use your head, use your heart, use your kindness and all the empathy you can muster — then proceed with humility and do the best you can. You'll soon be doing all right.

Most of us are pretty meek about making evaluations if we really understand the implications of the task. But we must not be timid. We must rise up



and give the speaker the benefit of our best and most forthright post mortem on his talk.

Allowances are made by good Toastmasters for good evaluators. We know that over a period of time their views are going to guide us in the right direction. It's up to the speaker to screen out of an evaluation the things he cannot accept. He doesn't have to buy it all.

Should your evaluation be timid — or tough? Neither. The manner should be friendly and helpful. The matter should be objective and forthright. Put it on the line, but don't kick the speaker's teeth in.

One great benefit running through the good and bad of the evaluation program is the training it gives us in tolerance, in learning to take it, even when we know it's wrong. This is great for developing a sense of humor. Sometimes everyone in the club does know the evaluation is wrong except old blabbermouth himself, who by this time has probably become rather a laughing stock in his own right.

Yes, we can laugh him off, but just this once, for the record, let's lay him out for a better look.

Big Boy has a self-image. It probably goes something like this:

He sees himself at the court of King Arthur. As he kneels before the throne, the King places a hand upon his shoulder. "Sir

Garish," he says, "there's a bunch of benighted Toastmasters over in Club So-and-so. They need straightening out, and you're the only knight who can do it."

"You know me, King," says Big Boy. And he leaps to horse. Clop-pety, clop, clop, away he clops. He arrives at his big moment, the evaluation, and reins up.

Now he really doesn't want to run anybody through. So he takes his lance in hand like a baseball bat, and goes bopping away at heads. Boppety, bop, bop. Heads roll. He leaps aboard Big Whitey and rides on, seeking more high adventures.

The evening is spent. Look now, there on the far horizon. It's Big Boy — virile, erect on a tired and drooping Big Whitey. Looking for new worlds to conquer. A heroic study. A statuesque tableau. Broken heads all about.

So much for fantasy. A breath — *pouf!* — and our straw man is gone. Let's keep him gone. He has no place in Toastmasters. But neither has the timid soul — though there's more hope for him.

As we keep striving to improve our evaluations, let's avoid both extremes: the timid and the tough. ♦

Walter Holland is assistant director of information for Southern States Co-operative, in Richmond, Virginia. He is past president of Richmond Toastmasters 1275, and a former area governor of District 36.

The Speaker's Page

Speech Suggestions for February

FEBRUARY IS A MONTH crowded with excellent material for unusual speeches. In addition to the historical anniversaries, including birthdays of two great American presidents, February is designated as: *Heart Month, American Music Month, American History Month, Hemophilia Month, Frozen Potato Month, Catholic Press Month, and National Cherry Month*. Special weeks include: *Boy Scout Week (7-14), National Children's Dental Health (1-8), International Clergy (1-8) Negro History (9-17), National Electrical (9-15), National Crime Prevention (9-17), Future Farmers of America (15-23), National Engineers (16-23), Pencil Week (23-30) and Jewish Music Festival (27-April 4)*.

February 1964 brings *Leap Year's Day (29th)*, and the opening of *Lent (12th)*, with pre-Lenten *Mardi Gras* celebrations in Mobile, Ala., New Orleans, La., and Biloxi, Miss. Packed with tradition and legend are *Groundhog Day (2nd), St. Valentine's Day (14th), and Chinese New Year's Day (13th)*.

And don't forget . . .

Feb. 22 is the 86th birthday of Dr. Ralph Smedley, founder of Toastmasters.

Speech Starters:

"We cannot expect children to learn democracy unless they live democracy."

— William H. Kilpatrick

"Happiness grows at our own firesides and is not to be picked in strangers' gardens."

— Douglas Jerrold

"Reading makes a full man, meditation a profound man, discourse a clear man."

— Benjamin Franklin

To Build Your Vocabulary:

ANTIPODES: noun (an-TIP-o-deez) — the exact opposite, also those parts of the globe diametrically opposite, as America and Australia. There was at one time a singular form of the word, pronounced AN-ti-pode, but this is no longer in good usage. "Antipodes" may be used as a singular when it means a thing diametrically opposed, as: "The antipodes of selfishness is self love." (Cf H. W. Fowler, "A Dictionary of Modern English Usage.")

From the Grammarian:

KIDNAP: *verb only*. You may have seen headlines such as "Three apprehended in Sinatra kidnap," but don't let them fool you. The noun is *kidnapping*.

TOASTscripts



Forty years ago a 48 year old YMCA secretary held a meeting in the basement of the Santa Ana YMCA. That meeting was the start of the No. 1 Toastmasters club. Since that time, more than 3600 Toastmasters clubs have been organized in 52 countries and territories throughout the free world. The YMCA secretary who started it all — Dr. Ralph C. Smedley — is still active in the organization. He maintains a regular schedule at the World Headquarters and takes a keen interest in the affairs of the organization and its members. His counsel is continually solicited and respected by the members of the World Headquarters staff.

On February 22, Dr. Ralph C. Smedley will observe his 86th birthday. The World Headquarters staff joins Toastmasters everywhere in a rousing "Happy Birthday, Dr. Smedley!"

Although he has been associated with Toastmasters longer than any other man, Dr. Smedley is not the oldest Toastmaster. We believe that distinction be-

longs to Dr. Stephen M. Johns, a member of Leisure World Club 2230-F at Seal Beach, Calif. Dr. Johns is 94 years old and one of the most active members of the club. "A Toastmasters program," says Dr. Johns, "could aptly be called an exercise in mental recreation comparable in value to physical recreation for each member."

Many men think of Toastmasters training as something of value for the young man on the way up. But more and more men in their retirement years are finding Toastmasters a stimulating experience.

Clyde Delvin joined Knights of Columbus Club 3123-63 at Nashville, Tenn., at the age of 79. "I visited, listened, liked it and joined," says Mr. Delvin.

Emil Hayden, a retired druggist, has been a member of Key-noter's Club 3390-35 at Madison, Wis., for two years. He joined at the age of 72.

The Leisure World Club was the first Toastmasters club to be organized at Seal Beach's Leisure World, a plush community of senior citizens. A second club,

Golden Rain Club 3710-F, has now been chartered. The oldest member is Dr. George Zimmerman, 82. Club President George Hauserman is 80. Youngest member of the club is the secretary, Edward Perkins, 54.

Average age of the members of Norfolk Naval Air Station Club 3423-66 at Norfolk, Va., is 43. But M. B. "Jack" Powell started Basic Training in the club at 64. Scottie Grant joined at 60 and Otto Arne was 58 when he became a member. Youngest members of the Norfolk Club are Tom McCrary and Ira Carter, both 33.

If you're looking for new members, don't overlook the senior citizens in your community. Their experiences make interesting speeches and they have the time to devote to club affairs.

THE EVALUATOR

He calls my attention to each imperfection

He notes in my speech — if you please.

Then lists each deflection and makes his correction,

All with the greatest of ease;
Finds fault with my grammar and the way that I stammer —

As a speaker my chances look slim,
But the redeeming treatment of this sort of preaching

Is... someday I'll evaluate him!

George A. Burns
Noventa Toastmasters
Club 90-12
Santa Barbara, Calif.

CONGRATULATIONS: To Col. Robert T. Engle, Toastmas-

ters International's consultant for military clubs. Colonel Engle has been awarded the Legion of Merit, one of America's highest peacetime awards. The award was presented for his service as commander, 6922nd Security Wing, (Okinawa), from May, 1961, to June, 1963. The citation stated in part: "During this period of increased operations, Colonel Engle's leadership, personal direction and managerial competence attained an outstanding degree of mission effectiveness. The distinctive accomplishments of Colonel Engle reflect great credit upon himself and the United States Air Force." Colonel Engle is presently serving as Deputy Chief of Staff, Personnel, USAF Security Service, San Antonio, Texas.

To District 21 (British Columbia) Lieutenant Governor Robert Baird who has been elected an alderman at Victoria, B.C.

To Rowland S. Hodge of IALA-III Club 3550-52 (Los Angeles), who has been elected president of the Insurance Association of Los Angeles.

To David Faiers, president of Cronulla (Australia) Club 3034-TCA, for five years of perfect attendance.

To Neil D. Hardy of Delaware Club 1378-38 (Wilmington, Del.) for his excellent article on Toastmasters in the December issue of the "Journal of Plumbing, Heating and Air Conditioning."

What Toastmasters Means To Me

By EDWARD E. THOMPSON

I BECAME ACQUAINTED with Toastmasters in 1959 while serving with the U.S. Air Force in Germany. I helped to charter a Toastmasters club there, and immediately recognized that in this organization I had found another goal. I have been zealous in my participation in Toastmasters programs ever since.

After I had been in Toastmasters for about two years, I found another nugget.

I became aware that I had found the first organization in this country, black or white, which was developed from truly Utopian and democratic ideals.

This organization is the only one I have ever belonged to in my life where I have felt like a man and a human being. These are times when "the natives are restless," so to speak. And there are many people in the far



reaches of this country, and in many other countries, who are emotionally embroiled and stirred up by press, radio and television over half-truths. There are few people who really know what they are talking about when they use the words *segregation* and *discrimination*. They forget all about the very words we are fighting against the most — *prejudice* and *pre-judgment*.

What Toastmaster would prejudice another? You might, at some time before you joined Toastmasters, have been guilty of such a concept, but if you have learned nothing else from this organization, you have learned to wait and accept a man on the basis of what you find him to be. He is a Toastmaster and a man, for all of what his color may be, his language may be, his shiny or snow-covered dome

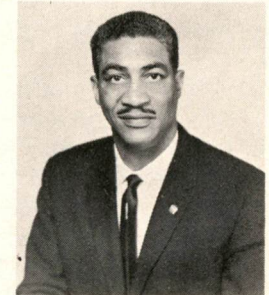
may be, or whatever else you might say or conjecture about what he is and what he can be. *He is recognized as a man.*

It is with humility and with pride that almost bursts my chest that I belong to this organization — an organization where I am able to feel human, to be able to stand and talk.

I want to thank Dr. Smedley on behalf of all that part of the

human race they call Negro, Chinese, Japanese, Mexican or what have you. Beyond that, I want to thank all Toastmasters because they are reflecting the greatness of this organization, Toastmasters International. I want them to know that it is a thrill and a pleasure for me to be associated with them and to be able to say anywhere in the world, "I am a Toastmaster!" ♦

Toastmaster Edward E. Thompson, USAF, is a non-commissioned officer now stationed at Lowry Field, Denver, Colorado, where he is a member of Talking Stripes Club 1437 and governor of area 14, District 26. The foregoing observations were originally made before the 32nd annual International convention at St. Louis.



I believe in one God and no more, and I hope for happiness beyond this life. I believe in the equality of man; and I believe that religious duties consist in doing justice, loving mercy, and endeavoring to make our fellow-creatures happy.

— Thomas Paine

That country is the richest which nourishes the greatest number of noble and happy human beings; that man is richest who, having perfected the functions of his own life to the utmost, has also the widest helpful influence, both personal, and by means of his possessions, over the lives of others.

— John Ruskin

Presenting the Facts

WHAT'S WRONG, Mr. Toastmaster? Have you forgotten your audience? We cringe each time you draw a deep breath, puff out your chest, and deliver words like this:

"Last year, two one-hundredths of one per cent of the nation's population were killed in accidents which involved motor vehicles."

What you really meant was: "Last year, 38,000 Americans died in traffic accidents."

Truth is delicate and easily distorted beyond recognition. Take pity on us. Our only hope of getting your message is in being able to comprehend each word and expression. When you start to talk in circles, our heads spin. We ignore vague or garbled statements. As members of your audience, we have good intentions but we are easily confused and quickly bored.

Membership in a Toastmasters club provides opportunities to speak. There is no guarantee that your message will be accepted or understood. No permit is issued allowing you to mislead or bewilder an audience. If you have something to say, we expect you to say it well.

Presenting the facts can cause

difficulties unless you follow three rules:

1. Collect all the facts. (*He who knows and knows that he knows is a wise man. . . . Follow him.*)

2. Sift and simplify the facts. (*Avoid gobbledegook.*)

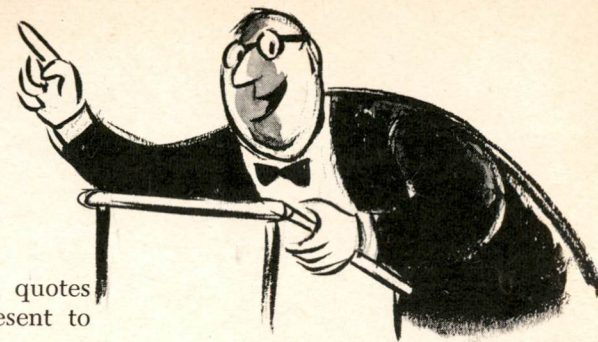
3. Beautify the facts. (*A thing of beauty is a joy forever.*)

Spare your preparation and spoil your speech. Audiences are not swayed by your own unsupported convictions. Research is hard work, but you need every fact. Knowledge will build confidence, a prerequisite to success. Laziness forces you to hide behind a barrage of sweeping generalizations, wild claims, and vague references.

Research will produce an abundance of material. Be careful, though. "All that glisters is not gold." Needless and irrelevant facts must be eliminated, since they only mystify your audience. And a famous quotation may resound with emotion, but the audience will not appreciate it unless they see how it relates to your subject.

There is a limit to the number of facts your audience can absorb. Never try to put an elephant into a quart bottle. Limit

By GEORGE R. KOEHLER



the statistics, references, quotes and other data you present to necessities.

An audience composed of geniuses is rare. When talking to the rest of us, present truth simply. Few people, for instance, have a clear concept of the size of even one million. When you are forced to use large numbers, find an analogy. When you can say "one out of ten" rather than "six million, three hundred thousand," we have a better chance of comprehending your idea.

The last step is crucial. All previous effort is in vain if you fail to capture and hold our attention. Like any product, the best seller is the one placed in an attractive container. Men shun the naked truth as a child avoids bitter medicine. The wise parent learns to sweeten the taste of medicine; the wise speaker learns to sweeten the taste of truth.

Arouse our curiosity, create vivid word pictures or tell a story and we'll hang on every word. The great teacher from Nazareth provides excellent material for your study. Constantly He relied on parables, analogies and comparisons to clarify and excite interest in the truth.

There is an ancient Hebrew

legend which illustrates how truth became beautiful:

"In ancient days, Truth went among men naked and unadorned. When men saw Truth, they turned away in fear and shame. Truth, unwelcomed, wandered the world rebuffed and undesired.

"One day Truth met Parable, who was strolling along in a fine and many-colored garb. 'Why are you so sad?' asked Parable. 'Because I am so ugly all men avoid me,' replied Truth.

"'Nonsense,' replied Parable. 'That is not why men avoid you. Borrow some of my clothes and see what happens.'

"So Truth donned Parable's lovely clothes and was welcome wherever he went. For the truth is: *Men cannot face truth naked; they prefer him adorned.*"

Remember: we come to hear you speak. It's your job to say something we can enjoy and understand. ♦

George R. Koehler is past president of Goldsboro Club 1496-37, Goldsboro, North Carolina.



JUST IN JEST

Daughter: "But Dad, don't you believe that two can live as cheaply as one?"

Father: "I certainly do. Right now your mother and I are living as cheaply as you."

— Rotarian

Remember: People will believe practically anything if only you whisper it.

During a baseball game in Los Angeles, a leather-lunged fan sitting in back of the visiting dugout gave the visiting second-baseman a terrible tongue lashing. The fan's glee reached a climax in the eighth inning when the second baseman lost an easy pop fly in the glare of the lights and let an opposing runner score the tying run. When the inning ended the unhappy second sacker trotted to the dugout muttering to himself. The jubilant fan rose to the opportunity.

"Why, you bum!" he roared. "I could have caught that one myself."

"Sure you could," yelled back the player. "I only had my glove. You've got your mouth!"

In this modern electric era, all a woman has to do to run her home is to keep on plugging.

You know you've arrived as a real success when your name appears in everything but the phone directory.

A man may be known by the company he keeps, but you can learn a lot from his bumper stickers, too.

An office worker, loafing at the breakfast table, looked up from the morning paper and asked his wife for another cup of coffee.

"Another cup!" she exclaimed. "Aren't you going to the office today?"

"Good Lord!" the man exclaimed. "I thought I was at the office!"

To be ready to make a speech and not to be asked to speak is even worse than being asked to speak when you are not ready.

— Quote

IMPORTANT: To keep your Toastmaster magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. Include a mailing sticker torn from a previous magazine.

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

Letters to the Editor

The Braille manual (Basic Training) has been of much help to me. Although it may be possible to get someone to read the book for you, it is impossible to give the material in the book the kind of careful study it requires unless it is in Braille where you can refer to it a number of times.

Since I read the book I am sure that my speaking ability has improved 100 per cent.

Evan Rempel
Newburg, Ore.

I read with great interest each monthly edition of THE TOASTMASTER, and since this is the only contact that clubs such as ours, which are "out in the wilderness," have with the others, we can glean many new ideas from it.

However, I would like to make a suggestion to you for broadening the scope of THE TOASTMASTER. Toastmasters itself is, as you know, an essentially international organization which by its own charter admits any person irrespective of color, race or creed. In these troubled days, this is an excellent quality. Therefore, I feel it would be interesting and helpful if you could devote a portion of your magazine to news and views from other countries. . . I wonder, for instance, if Toastmasters in the U.S.A. are fully aware of the suprisingly high standard which is attained by their colleagues overseas, and, moreover, using a language that is not their natural tongue?

T. F. Baiden
Sec., Club 1635-U
Bangkok, Thailand

(The Editors of THE TOASTMASTER are always delighted to receive news items, articles, pictures and letters

from our many active and enterprising clubs established outside the boundaries of continental U.S.A. But we can only report on the basis of information received.)

Time seems to prevent me from reading as many volumes of books as I would like. To satisfy my quest for variety I seek short articles. For this I have a source that all Toastmasters have: THE TOASTMASTER magazine.

I've kept a little library of every copy. When I have an odd moment to spare, I pull one out at random. The articles never get stale. The contents have everlasting help and ideas for self improvement contributed by successful men throughout the world.

Roy Maurer
Past President, club 3003-47
Pompano Beach, Fla.

For some months now I have been a very happy reader of the magazine "Vital Speeches of the Day," which I strongly recommend for my progress-minded fellow Toastmasters. The address of the magazine is: 1 Wolf's Lane, Pelham, New York.

I am a member of Toastmasters Club 849-31 and find that "Vital Speeches" dovetails very nicely with effective Toastmasters training. I am only a subscriber to the magazine and have no other interest in it than addressing the attention of Toastmasters to its availability. No doubt a sample copy or two would be available from the above address, and I would suggest that you mention your Toastmasters membership.

T. J. Kelly, Jr.
Club 849-31
Boston, Mass.

New Clubs

(As of January 15, 1964)

- 1417-48 OPP, Alabama, *Opp*, Mon. 7 p.m., Leon's Restaurant, Opp, Ala. Pres. 493-7861, Bus.: 493-0421.
- 1455-20 DEVILS LAKE, North Dakota, *Lake Region*, Thurs. 6:15 p.m., Java Room, Great Northern Hotel, Devils Lake, N.D., 662-2915.
- 1582-40 WRIGHT-PATTERSON AFB, Ohio (Dayton Contract Management District), *Lamplighters*, alt. Wed. noon, 513-845-5411.
- 1863-7 FOREST GROVE, Oregon, *Say Now*, Tues. 8 p.m., Boxer Room, Pacific University, Forest Grove, Oregon.
- 1893-U HAMILTON, New Zealand, *Hamilton*, Mon. 5:30 p.m., Boulevard Coffee Lounge, Hamilton, New Zealand, 57-829.
- 2043-34 WAVERLY, New York, *Valley*, Wed. 6 p.m., Iron Kettle Inn, Rt. 17, Waverly, New York, 565-2288.
- 2409-6 ADRIAN & LUVERNE, Minnesota, *South-West Minnesota*, Wed. 7:05 p.m., Adrian & Luverne, Minn., HU 3-3183.
- 2427-39 SACRAMENTO, California, *Golden West*, Fri. 11:30 a.m., Rm. F-11, 2929 Fulton Avenue, Sacramento, Calif., IV 9-7631, Ext. 228.
- 2450-37 SHELBY, North Carolina, *Dover*, Mon. 6 p.m., Governor's Inn, Shelby, North Carolina, 482-3474.
- 3147-17 KALISPELL, Montana, *Kalispell*, Tues. 6:30 p.m. (MST), Hennesseys, Kalispell, Mont. 756-7870.
- 3288-36 ANNE ARUNDEL COUNTY, Maryland, *Arundel*, 2nd & 4th Mon. 5 p.m., Kennebec Refining Corp. and Club 4100 in Brooklyn, Maryland, Pres. ST 9-1000, ext. 329.
- 3661-22 TOPEKA, Kansas, *West Topeka*, Wed. 6:30 p.m., Hart's Restaurant, Topeka, Kan. Pres. CR 2-3908, Bus.: CE 3-3257.
- 3699-49 HONOLULU, Hawaii, *Pali*, Thurs. 11:30 a.m., Fort Armstrong, Bldg. 96, Honolulu, Hawaii, 662121.
- 3700-62 SARNIA, Ont., Canada, *Sarnia*, Mon. 6:30 p.m., Laurentain Motel, Sarnia, Ont., ED 7-3974.
- 3701-49 HONOLULU, Hawaii, *Ala Moana*, Thurs. noon, Ala Moana Shopping Center, Honolulu, 960771.
- 3702-24 AUBURN, Nebraska, *Auburn*, 1st & 3rd & 4th Thurs. 8:15 p.m., Auburn High School, 274-4212.
- 3703-34 UTICA, New York, *Utica*, Thurs. 6:30 p.m., dinner 7 p.m. Lyntons Restaurant, Thorn Street, Utica, Pres. RE 2-4354, Bus.: FF6-3200, ext. 24211.
- 3704-38 PHILADELPHIA, Pennsylvania, *Xavier-Damians*, Sun. 10 a.m. to 12, St. Joseph's College, Philadelphia, Pennsylvania, PI 3-6254.
- 3705-F MARCH AFB, California, *Top Secret*, Wed. & Sat. semiweekly 6 p.m., SAC Alert Facility, March AFB, 688-3039.
- 3708-39 TRAVIS AIR FORCE BASE, California, *NCO*, Thurs. 11:30 a.m., NCO Open Mess, Travis AFB, Pres. 437-4416.
- 3710-F SEAL BEACH, California, *Golden Rain*, Mon. 9:30 p.m., Northwood Club House, Leisure World, Seal Beach, Pres. 430-3307.
- 3712-34 OWEGO, New York, *Owego*, Tues. 6 p.m., Deep Well Restaurant, Owego, PI 8-2211, ext. 4532.
- 3714-7 SALEM, Oregon, *Tax Commission High Noon*, Mon. noon, State Office Building, Salem, 364-6936.
- 3716-38 MORTON, Pennsylvania, *Vertol*, Tues. 5:30 to 7 p.m., BOEING/Vertol, Engineering Center 3 Cafeteria, Morton, 522-2477.

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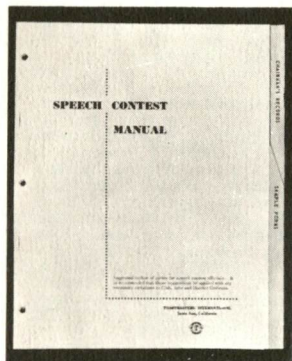
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