

# the toastmaster

JULY 1973



**your  
action  
goals**

**page 5**



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**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

Toastmasters programs prepare you for today's communication and leadership demands and put you up front in your occupation and in your community. You participate in programs designed to develop your ability to communicate effectively and improve your leadership capabilities through participation and fellowship of a Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, U.S.A. 92711.

# the toastmaster

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BETTER LISTENING  THINKING  SPEAKING FOR THE ACTION PEOPLE



## Have You Ever Heard of Max Carey?

Donald W. Paape, DTM  
International President

Unless you are a real student of baseball, chances are that you are not aware of Max Carey's achievements. Carey holds the record in professional baseball for the best stolen-base average in any one year, 0.960. He stole 51 bases and only failed twice. Have you ever heard of Ty Cobb? Almost all of us have, and most of us know he was greatly feared by opposing pitchers for his ability to steal bases. In his best year, Cobb's stolen-base average was a mere 0.710—he failed 38 times that year, but he did steal 96 bases. Carey is forgotten, but Cobb is remembered because he achieved twice as much. He set a higher goal and risked failure to reach it.

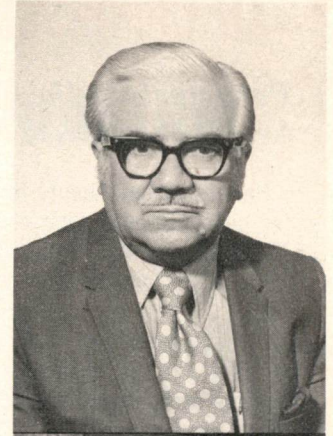
Do you, as a Toastmaster, set high goals and risk failure to meet them? Or do you play it safe like Carey and never try anything new? Hopefully, you take the risk many times during the year. You now have the opportunity to set yourself a goal—a goal to take a more active part in your club. Your club goals between July 1, 1973 and June 30, 1974 are outlined in the article beginning on page 5.

Your membership responsibilities include and concern interest in your club. Fulfill your responsibilities by getting in, risk taking action and help your club meet these goals—it is for your benefit. By risking some effort, your returns of progressing in the Communication and Leadership program, experiencing new members in your audience, or sharing a Speechcraft opportunity with Speechcrafters will be big returns for your risk. Be a member in action—now and next year. Taking the risk will mean *big success* for you and your club.

TOP — **J. Henry Ballman** of Evansville Club 337-11, Indiana, has been appointed executive director of the Freedom Festival Foundation in Evansville. He will be responsible for coordinating the various phases of the annual Fourth of July Festival.

CENTER — **M. J. "Mace" Miller**, president of the Scottish Rite Toastmasters Club 2289-11 in Indianapolis, addresses a Shriners Club meeting, urging them to become active in Toastmasters. Mr. Miller has been speaking to various civic groups throughout the city in an effort to build two 40-member clubs in 1973.

BOTTOM — **Bob Rickett** (right) of St. Joseph Toastmasters Club 1439, Missouri, receives the Outstanding Young Engineer of the Year award from Elmer Jackson of the Missouri Society of Professional Engineers. Mr. Rickett is employed by the St. Joseph Light and Power Company.



## AN OPPORTUNITY FOR INVOLVEMENT

### *Participate in the Reader's Digest Association—Boy Scouts of America National Public Speaking Contest*

Here is an opportunity for Toastmasters to serve their community and help young people develop their communication skills. All over the United States, the 1973-74 Reader's Digest Association—Boy Scouts of America Speech Contests are starting at the local level, with competition continuing to the national finals next February. All of these contests will need judges, and Toastmasters are just the people they need for experienced evaluation of the speeches. Last year Toastmasters from many districts helped the Scouts with their contests and this year promises even more participation. For information, contact your local Scout district, council, or region headquarters.

The top three winners of last year's national speech contest finals, held in Washington, D.C., are congratulated by TI Executive Director Robert T. Buck Engle (left) and TI Senior Vice-President David A. Corey, DTM. Engle was Chief Judge at the national finals, and Toastmasters from Districts 36 and 46 also served as judges. This event gained publicity for Toastmasters in Scout publications reaching six million readers.



## The Toastmasters

### LONG RANGE PROGRAM

A five-year long range program has been set up by the Board of Directors in order to chart a course of action for the Toastmasters organization. This plan is extended each year to maintain the five year forward look. This is to insure that your needs are met by your Toastmasters club through providing opportunities for your development as an individual member and making the benefits of the Toastmasters program available to a maximum number of members.

Research on the long range program began in 1966-67 and the actual planning document went into action in November, 1972. This article is being presented to inform you of the direction your organization is going and to give you an idea of what *you* can do to help. The programs outlined below are broad proposals and may be modified or updated along the way, as the organization and society change.

The general objective of this program is to help each of you gain from your membership, including a definite membership growth, an encouragement for you, the member, to participate in

and complete the Toastmasters educational and leadership programs, an ongoing executive development program which assures effective leadership at all levels of the organization, and constant review of Toastmasters programs along with the study of new program possibilities.

Any long range plan must recognize major program and organization problems. The number one Toastmasters club problem is club programming, and the club is the heart of Toastmasters. Too many clubs, for meeting after meeting, present four speakers, four evaluators, and one Table Topic session, setting a pattern which becomes monotonous and boring, affecting attendance, participation and membership. Another area needing club attention is the lack of effective new member orientation at the time of initiation, leaving the new member questioning the completeness of the Toastmasters educational opportunity and uncomfortable in his new environment. A member joins the club to improve his communication and leadership abilities and he doesn't want to be embarrassed in doing it. A third

area where clubs need to improve is in using the Member Interest Survey (No. 403) to determine the needs of each member, resulting in greater improvement in club programming and increased member benefit and participation.

The strengths of the organization are many, and must be considered with equal enthusiasm. The major asset is: it provides a *proven* communication and leadership program for people from all walks of life who have sought and gained personal improvement, and continue to do so, through the Toastmasters program.

A second major strength is that the Toastmasters communication and leadership member and club program is a proven program that does deliver required results when properly planned and implemented.

The long range program recognizes these problems and strengths and attempts to deal with them in a rational and ordered sequence. To deal with the problem in club programming, all the educational material in Toastmasters has been reviewed and major changes are continuing. The Listening to Learn Tape Program has been completed and will be presented at the Houston Convention next month. An updated Parliamentary Procedure Program for club use is scheduled for completion in 1974. Translation of the Communication and Leadership

manual, section 1, into Spanish and French is planned as part of the international development program, as funds are available. A research program on the subject of evaluation and its relationship to Toastmasters is planned for the 1973-74 period, along with an updated and possibly expanded version of the Reading Program. Along with the study and introduction of these new member and club programs, there will be an ongoing review of present programs.

It is believed that a continuous updating of present programs, introduction of new programs as the needs arise, and a constant effort by clubs and members with guidance and assistance from international, districts, and areas to maintain the standard of excellence in programming, will enable Toastmasters International to serve its members in their self-improvement in communication and leadership. As part of this standard of excellence, the Distinguished Club Plan and Distinguished District Program were set up to help clubs and districts keep track of their progress in accomplishing their goals and where they stand in relation to other clubs and districts. Use of these checklists will not only guide present officers toward their goals, but will allow continuity through the years in the clubs and districts, as succeeding officer teams build upon the accom-

plishments of their predecessors as recorded in the DCP or Distinguished District records.

Club programming is the number one problem in Toastmasters. Many clubs that are using the "How To" ideas in Patterns in Programming (No. 1314) find that their attendance is up, their drop-rate is down and guests are happy to join. Your club need not have

Member Program Accomplishment: up 25%  
Obtaining ATM Recognition: up 25%  
Net membership growth: up 25%  
Speechcraft growth: up 25%

It should be kept in mind that these goals are *net* increases; for example, since some members will drop out during the year, you will have to invite enough guests and convince them to join your club in order to equal the number of members who drop out *plus* an additional 5% membership gain. A letter was sent to your club president in May describing these club goals and giving him detailed information on how to achieve these goals.

In both of these major efforts under the long range program—improving club programming and developing membership—all Toastmasters can play a part. It is the responsibility of your district and area officers to help your club and members in both of these endeavors, through person-

a different theme meeting every time, but club program variety is a necessary ingredient in turning your members on to the whole TI program.

As part of the emphasis on membership development, goals have been set for each of the next five years. For your club, the 1973-74 goals are a net increase in the following areas:

al guidance, through the District Visitation and Area Club Assistance programs, and most important, through providing effective club officer training. To help you, your officers must attend this training. Help your officers by having your club defray some of your officers' meal and travel expenses when attending these necessary training meetings. Their efforts will benefit you.

These goals can only be reached if we all work together to bring to Toastmasters a standard of excellence in programming and membership development that will attract new members and give present members a greater sense of involvement and self-improvement. The Board of Directors has charted the course, but it is our responsibility to keep going on that course.



# The Making of a “BORN SPEAKER”

by Elmer E. Hunt, Jr., ATM

The success of your business, department, or organization often depends on the leadership image projected by the executives and managers. This image depends primarily upon oral communication. It is one thing to meet the public on a one-to-one basis and exude your normal pleasant personality and intelligent conversation; it is quite another to present your thoughts (or perhaps someone else's) before a large gathering in a formal or semi-formal setting.

Now, you might comment at this point with that standard rhetorical phrase, “Good speakers are born to it.” Don't you believe it. *Good speakers are made, not born.* Some of the finest professional public speakers and entertainers are people

who have had severe speech handicaps and introverted personalities, and through great personal effort and practice before a critical audience have gained significant personal satisfaction and public recognition in their accomplishments.

How can you be “made” into a good speaker? There are three rather short and simple guidelines for communicating orally: First, *have something to say.* Second, *say it.* And finally, *never read it.* (Well, hardly ever. There may possibly be extreme occasions where reading a presentation may be a necessity, but for goodness' sake, be a good reader or don't attempt it. Become **FIRST** an accomplished public speaker, **THEN** an oral reader.)

Now that you are convinced (if you are) that it is important

to be understood and interesting, as well as being heard, our next step is to outline the approach to becoming a better oral communicator. The ten points listed below should be present in any well-prepared and presented public appearance, demonstration, workshop, or other oral experience:

### **Know Your Audience**

Before you begin the planning of your speech, in fact before doing anything else, learn as much as you can about your audience. Make sure it is the *right audience* and that you are the *right speaker*. If either of you are wrong for the occasion, forget it. They won't be interested, and you will be uncomfortable and ill-at-ease, which would make for a poor presentation. You do have an advantage over the audience, however; to them, you are the authority, so maintain an attitude of confidence that your audience will notice.

### **Develop A Theme**

Once you have researched your audience and know its interests, developing a theme can be easy. In all probability you were chosen because you have special qualifications in an area of their choice, but even so, planning a central theme is important. Keep the theme narrow and direct—don't ramble—but give yourself just enough lati-

tude to fill the designated time. The length of the speech is not as important as whether or not you have put your point across. A short speech may have more lasting effect than a longer speech, *if* you have said something of significance.

### **The Creative Spark**

Creativity is not something that you put down on your calendar to do: "Next Monday I will be creative." Appointments with ideas are not made in advance, they just happen. They may occur as you wait for the bus, or as you grab a quick snack at the corner drug store, or as you glance at a window display while walking past the local department store. Be ready—don't miss the opportunity. Carry a dozen 3 x 5 cards in your pocket just for that moment of inspiration. If you don't, it may be lost forever.

### **Organization**

Organize and arrange your ideas into a natural sequence. It's like playing "idea solitaire" with the inspiration cards you have prepared. Order them once, numbering their backs. Later, shuffle the cards and reorder them, noting possible changes. Be sure the sequence has a smooth transition and logical continuity.

### **Verbalize Your Ideas**

Put your sequenced ideas into phrases and connected sentences

to fit the occasion. Remember, there are two distinct sets of language—the written and the spoken. The grammar and syntax of your speech should be in the *spoken vernacular of your audience*, using words they understand and which are in *your normal spoken vocabulary*. Avoid jargon with a non-professional group (including the alphabet soup of today's society). Keep your sentences short and your words easy to pronounce and understand.

### **Reference Notes**

Earlier, it was emphatically noted that reading the speech is a particular "no-no." That does not exclude the use of notes to remind you of your organization and factual information to support your theme. Keep your notes brief—use only key words and phrases. If you have statistical data to exhibit, put them on attractive visuals to animate your speech and keep it ALIVE. Words and phrases clearly *printed* in large letters should act as a triggering mechanism to remind you of the ideas you have to present. If you find it cumbersome to shuffle cards or pages at the lectern, put your notes on visuals everyone can enjoy. Your eye contact will be improved and your speech will be more interesting and lasting to your audience.

### **Illuminate The Speech**

The clarity of your speech relates directly to the amount of candle-power you turn on. Illustrations, overhead transparencies, slides, humor, examples, and anecdotes will change a one-watt incandescent performance into a thousand-watt fluorescent speech. Humor is an important ingredient in every presentation, but humor does not mean a collection of irrelevant jokes. Remember, you are not a comedian, good or bad. You are before this audience for something besides just entertainment.

### **Two Audiences**

You must remember that in making any kind of public (or private) presentation, there are two audiences you are addressing. First is the "seen" audience you have seated before you. They are observing everything you do and say. But there is a second, "unseen," audience which will receive an "echoed" version of what you've had to say. A written abstract of your speech should be available to your audience, emphasizing the total theme and the factual quotations you want carried from the meeting. If your speech is of sufficient significance to be carried by the press, provide them with a short summary of the speech, with the relevant information you would like repeated. If this statement is too

long, it won't be used. But if it is too short, additional copy might be taken from your speech without regard to context. As a courtesy, give the information to the news media in advance of the presentation. If you are respectful of the media, they will respect you in their reporting.

### Check Your Facilities

Take the time to examine the acoustics and equipment in the facilities you are going to use. Don't rely on someone else. This is your responsibility. If adjustments must be made, you're the only one who can make those changes. And, even though everything is in order, be prepared for any last minute occurrence; be flexible in the nature of your presentation and content.

### Enjoy

The enjoyment you project will be transferred to your audience. The introduction is of particular importance. Be relaxed, be yourself, and gain the attention of your audience. The old saw of beginning with an irrelevant, perhaps even irreverent, story or joke to put your audi-

ence at ease will not do the job if you are not fully relaxed yourself. There is also the risk of removing your audience from the subject of your talk. The best way to gain their attention is to be explosive, developing a challenging question which you intend to answer. This may be done in a humorous way, with visuals, or just in a very direct manner.

Now with each of these ten steps to improved communication in mind, the next step is to practice and find an opportunity to put them to use. "Practice Makes Perfect," but practicing poor techniques makes you perfectly awful, or at least perfectly mediocre. Practice before a critical audience. Work with your Toastmasters club and don't be offended at the constructive criticism. Be prepared to use their experience to develop the techniques of leadership to improve your communication. With practice, friendly evaluation, and constant re-thinking of your presentations, you are on your way to becoming a "born-speaker."

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*Elmer E. Hunt, Jr., ATM, is past Lt. Governor of District 15 and is Idaho State Coordinator for educational television. He also teaches mathematics at Boise State College, Idaho.*

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## anniversaries

### 25 YEARS

- Sunrise Club 74-3**  
Phoenix, Arizona
- American Legion Post Club 637-10**  
Canton, Ohio
- Logansport Club 621-11**  
Logansport, Indiana
- Richmond Breakfast Club 635-57**  
Richmond, California

### 20 YEARS

- Transportation Club 633-24**  
Omaha, Nebraska
- Cortez Club 1351-26**  
Cortez, Colorado
- Appleton Club 1331-35**  
Appleton, Wisconsin
- NNMC Club 1234-36**  
Bethesda, Maryland
- Mt. Rushmore Club 1326-41**  
Rapid City, South Dakota
- El Dorado Club 1304-43**  
El Dorado, Arkansas

**Daybreakers Club 1327-44**  
San Angelo, Texas

**Commissioned Officer Club 133-57**  
Alameda NAS, California

**Aiken Club 1355-58**  
Aiken, South Carolina

### 15 YEARS

- Blue Flame Club 2717-F**  
Newport Beach, California
- Logan County Agriculture Club 2808-8**  
Lincoln, Illinois
- Elyria Club 2820-10**  
Elyria, Ohio
- Di Napoli Club 2703-U**  
Naples, Italy

### 10 YEARS

- Telstar Club 1913-4**  
Sunnyvale, California
- Townsville Club 3632-69**  
Townsville, Qld., Australia
- Kaohsiung Club 1904-U**  
Kaohsiung, Taiwan

## CORRECTION

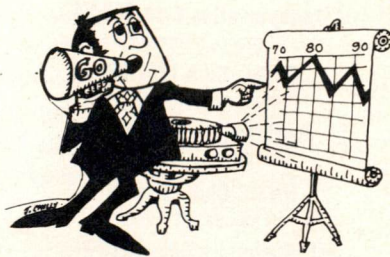
**The Toastmasters International Board of Directors will meet before the Houston Convention dates, on August 13 and 14, 1973.**

**George C. Scott, DTM, is presently Chairman of the Organization, Planning, and Administrative Committee.**



# 17 PRESENTATION PITFALLS

*An effective presentation is based on three things: 1) preparation, 2) preparation, and 3) preparation. To help you prepare properly, here are 17 presentation pitfalls to avoid during the planning and preparation of your speech. The pitfalls delve into the period of preparation, the time before you mount the platform and deliver your speech. This period, however, is where the greatest number of mistakes — which manifest themselves during your presentation — are born.*



## **Dazzle the Audience with a Stream of Visuals**

I recall a film series on rocketry, which ran back in the late fifties, that contained one fantastic film. Each film featured a university professor lecturing on some aspect of missile or rocket design. I remember the unusual film so well because the speaker showed how to graphically plot the same bit of scientific information 35 different ways. The message was the same, it never varied from slide

# and how to avoid them

Part Two

by Vincent Vinci

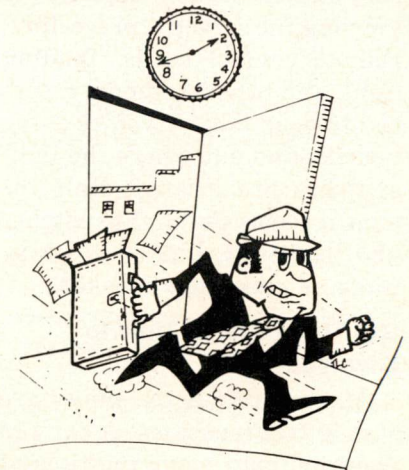
to slide. The speaker, I'm sure, imparted absolutely no knowledge of missile design to this audience, but he did give us an exhibition in chartmanship.

You should use visual aids judiciously. Employ visuals to support or augment your presentation. Remember, they should not be an outline to help you, rather they should contribute to the audience's comprehension. If they do not do just that, then either they are not needed or they'll simply be a decorative distraction.

## **Don't Check Out the Room**

This pitfall can upset you if you find that a physical element is not as you imagined. You shouldn't feel uncomfortable at the lectern or before a mike. Suppose you arrive at the meeting room and find out that

there's no lectern and you intended to use notes or read your speech. Maybe you've asked the program chairman to be sure there's a lectern and then you discover it's a table top unit. You try it for height and you realize



it's too low for you. That occurred to me about two years ago and I had to place a milk box underneath the lectern to raise it.

Very often the site of your presentation is many miles away and it's not economical to examine the facilities. In this case you should arrive at the meeting room several hours before, or the night before, you are to speak. This will give you sufficient time to correct anything that's necessary to the effective execution of your presentation.

Of course there's more than just the lectern and audio system to check. Screen placement (this is important to some speakers who require that they, as well as the audience, are capable of viewing the screen), projectors, remote control cords, reading light, and other elements essential to your talk. If you're using visuals, find out where the light switches are located. Half the time it seems that light switches are purposely hidden to frustrate or embarrass speakers.

### Get There Just in Time to Give Your Talk

Making this error may have strong repercussions. A shift in program may move the time of your speech to an earlier time

slot. This can be unsettling even to an experienced speaker.

Georgie Jessel (they say) was scheduled to deliver a eulogy and arrived just in time to start his speech. After describing what a righteous life the deceased had lived and what a good husband and father the man had been, Jessel looked down on the deceased and stopped short. Jessel then blurted, "Eh, I know this guy!"

If you don't arrive in time to take in the lay of the land, you may miss some element or occurrence that affects your presentation. Additionally, getting there early affords you the opportunity to feel the mood of the audience. If someone speaks before you and is an absolute



bore or a dynamo, you can adjust your delivery to obtain the best audience reaction. By arriving early, you may also pick up some last bit of information enabling

you to tailor a story or supporting data to the audience's experience.

Sure, you may not need another chicken dinner, but you owe it to yourself and the audience to do the best job you are able to do. This requires that you leave little to chance.

### Mix Your Media

This seldom happens among experienced presentors; however, I've seen it occur enough times to warrant the warning. There are compatible media, such as 35mm slides and motion pictures (both are utilized in a basically darkened room), but there are incompatible media also. In the latter area, there is chalk talk and motion pictures. Though they may be used together, you should not go back and forth between the two so that the room lights are switched on and off, shocking the audience's eyes.

If you intend to use 35mm slides, you must also keep in mind that the slides should run continuously. That is, a slide—even a blank slide—must be on the screen throughout the slide portion of your presentation. Do not show several slides, put the lights on and then return to the slides. Once the lights are dimmed keep them that way until you've gone through all your slides.



### Be Yourself

I've read so many books and heard several "speech experts" give this ill advice, "be yourself." Very often this admonition is followed with the statement to "speak in a conversational manner, because speechmaking is very similar to conversing. And besides, you'll sound more sincere." Don't believe it. When you are giving a speech, you should be yourself *and* a little bit more. Most individuals are not very dynamic when conversing. In fact, a conversation is more of a two-way street, while a presentation is basically a one-way affair. During a conversation, the listener can ask you to explain, repeat, or challenge a statement. This

does not happen during a presentation.

Since in the speech situation you're the whole show, you need to be more lively than when conversing. During a speech, you're in a position of being the authority on the subject of the presentation. The audience starts out with this thought in mind, therefore, you must not allow them to think otherwise or else you'll fail.



### Assume You Can Handle Any Question

If you know there is a question and answer session after your presentation, you should prepare for that as much as you do for your presentation. Don't expect to "wing" it. If your answers are shallow, they may throw a pall over a good presen-

tation, leaving your audience doubtful of your experience and knowledge.

The best way I've found to get ready for a Q&A session is to write down every possible question I believe might be asked. Then, of course, I rehearse my answers. If I can answer them logically, I do so. However, I don't attempt to respond if it is beyond my experience. An audience will forgive you if you say you don't know, but they'll be quite unforgiving if you attempt to "snow" them.

### Don't Rehearse

Sure, you've given many speeches and you may have given this talk before. Unless you've presented the material recently (not more than a week ago), then I suggest you rehearse not once, but several times.

In one company I know, they have a number of experienced and knowledgeable persons in the company that were called a "Murder Board." Their function was to listen to presentations (to be given by scientists and managers to societies, symposia, conferences, and to top management) and literally tear each presentation apart—with constructive criticism, of course.

I feel that each rehearsal should start from the beginning



of the speech. In this way, the speaker can reinforce the opening sections of his talk each time he runs through it. If the initial remarks of a speech come off smoothly, the speaker gains confidence. A professional start will also increase audience support.

### Ignore Your Allotted Time

Nothing will work against the possibility of your being invited to speak again than ignoring your allotted time. This pitfall is particularly devastating when there are a series of speakers, as at a symposium. If you're cutting into the next speaker's

time, you're doing him an injustice, as well as the audience.

One simple method to stay within your time is to plan on using less than the chairman has allowed you. Notice I said "plan" which doesn't necessarily mean you can't use the total time. Remember it is far easier



to stretch a speech several minutes than to try to squeeze in, say, a 15 minute presentation into 12 minutes. Nevertheless, the key to staying within your allotted time is to rehearse... and rehearse...and rehearse.

Reprinted from MEETINGS AND CONVENTIONS, November, 1972.

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# hall of fame

## DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

**William D. Hamilton**  
Park Central Club 3527-3  
**Norman L. Gillette**  
Uni Royal Club 2510-35  
**Frederick George Lawson**  
TNT Club 2291-42  
**Elbert E. English**  
Alzafar Shrine Club 2180-56  
**Edward Young Ulmer**  
Dolphin Club 3170-58

## ABLE TOASTMASTER (ATM)

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement:

**Juan B. Manchego**  
Harbor View Club 143-1  
**Charles P. Miller**  
Aztec Club 2531-3  
**William E. Wilson**  
Tele Talk Club 3016-3  
**Dean Ladd**  
Los Habladores Club 1952-4  
**Roy J. Childers**  
Cactus Gavel Club 120-5  
**Frank J. Green, Jr.**  
Elgas Club 1508-5  
**P. J. Huberty**  
Sioux Sayers Club 430-6

**John C. Chegwyn**  
Shriners Club 590-6  
**H. Weldon Nussbaum**  
Cape Girardeau Club 2072-8  
**Harry A. Popp, Sr.**  
Chinook Club 40-9  
**John P. Weber**  
Tri Cities Club 274-9  
**Richard R. Crick**  
Anthony Wayne Club 521-11  
**John Menzel**  
Eriez Club 2705-13  
**J. E. Hicks**  
Rome Club 1844-14

**Morse K. Smith**  
Hercules Incorporate Club 1252-15  
**Robert F. H. Woodberry**  
Hercules Incorporate Club 1252-15  
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**E. G. Heidbreder**  
Littleton Club 2177-26  
**Dr. Thomas A. Garrett**  
Baxters Club 2447-30  
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**Samuel Z. Schreiber**  
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**Garry P. Fellers**  
Daybreakers Club 1327-44  
**Jack Kiuru**  
Simpsons & Simpsons Club 1555-45  
**Raymond E. Floyd**  
Cosmopolitans Club 2655-46  
**David B. Meeks**  
Jose Gaspar Club 3668-47  
**Steve J. Torda, III**  
Winter Park Club 3674-47  
**Jack P. Serina**  
General Club 136-52  
**Edward H. Hardin**  
North Valley Club 2715-52  
**Edward T. Brady, Jr.**  
Farmington Valley Club 2975-53  
**Fred Haak**  
Northern Conn. Club 3591-53  
**Ed Peine**  
Uptown Club 1458-56

## HERE'S A SHORT QUIZ

## ABOUT PROJECT FUN.



Which category interests you?

Check one:

- Mr. Salesman       Toastmaster Key Man  
 Toastmaster Sponsor       Club Sponsor

(we told you it was a short quiz)

You can be any of the above; get involved with Project Fun... '73. Awards are listed on page 23 of THE TOASTMASTER, January '73. Read the procedures on the other side of this insert and join the action people in Project Fun '73.

# hall of fame

## DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

- William D. Hamilton**  
Park Central Club 3527-3
- Norman L. Gillette**  
Uni Royal Club 2510-35
- Frederick George Lawson**  
TNT Club 2291-42
- Elbert E. English**  
Alzafar Shrine Club 2180-56
- Edward Young Ulmer**  
Dolphin Club 3170-58

## ABLE TOASTMASTER (ATM)

### RECOGNITION PROCEDURES

1. To get credit, every membership application (400) must include the name of the sponsor. The new member must join in calendar year 1973. (December applications must be at World Headquarters by January 8, 1974.)
2. Recognition is based on the number of new members who pay the new member service fee, charter members, and reinstated members (**transfers not included**).
3. TOASTMASTER SPONSOR brings in THREE members and receives a certificate of recognition and his choice of one of the sponsor items.
4. TOASTMASTER KEY MAN brings in FIVE members and receives a certificate of recognition, has his name added to the membership sales honor roll in the TI HALL OF FAME, is recognized in THE TOASTMASTER, and receives his choice of one of the KEY MAN items.
5. If a member accepts the Recognition Award for sponsoring three members (Sponsor), he must start over when going for the KEY MAN award.
6. MR. SALESMAN is the Toastmaster in Toastmasters International who adds the largest number of members, as defined in paragraph 2 above, during the year. His honors and those of the runners-up for this award are listed on page 23 in the January, 1973 TOASTMASTER.
7. All applications for PROJECT FUN—73 Recognition must be received at World Headquarters by January 8, 1974.
8. Clubs sponsoring new clubs chartered in 1973 select any one of the six Recognition awards.
9. DISTRICTS and AREAS will receive recognition for membership sales success and

- Morse K. Smith**  
Hercules Incorporate Club 1252-15
- Robert F. H. Woodberry**  
Hercules Incorporate Club 1252-15
- K. J. Petrauskas**  
Highway Men Club 1692-16
- John E. Grauman**  
Billings Club 319-17
- Dan H. Pyfer**  
Butte Club 378-17
- Charles R. Stalker**  
Belmond Club 1328-19
- Robert A. Jenkins**  
Esquire Club 2388-19
- R. Bernard Searle**  
Clover Leaf Club 2769-21
- Cecil R. Allen**  
Wichita Club 3255-22
- Vance M. Arnold**  
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- Dr. Thomas A. Garrett**  
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- John L. Berman**  
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- Gene H. Josephsen**  
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- Samuel Z. Schreiber**  
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DESC Club 2781-40
- James D. Busch**  
Yankton Club 1294-41
- Linden D. Bentley**  
El Dorado Club 1304-43
- Garry P. Fellers**  
Daybreakers Club 1327-44
- Jack Kiuru**  
Simpsons & Simpsons Club 1555-45
- Raymond E. Floyd**  
Cosmopolitans Club 2655-46
- David B. Meeks**  
Jose Gaspar Club 3668-47
- Steve J. Torda, III**  
Winter Park Club 3674-47
- Jack P. Serina**  
General Club 136-52
- Edward H. Hardin**  
North Valley Club 2715-52
- Edward T. Brady, Jr.**  
Farmington Valley Club 2975-53
- Fred Haak**  
Northern Conn. Club 3591-53
- Ed Peine**  
Uptown Club 1458-56

### COMPLETE & MAIL

RECOGNITION FOR

NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CLUB: \_\_\_\_\_ DISTRICT: \_\_\_\_\_

AWARD CODE NO.

NEW CLUBS OR NEW MEMBERS

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

CLUB NO.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# hall of fame

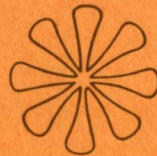
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**Edward Young Ulmer**  
Dolphin Club 3170-58

## ABLE TOASTMASTER (ATM)

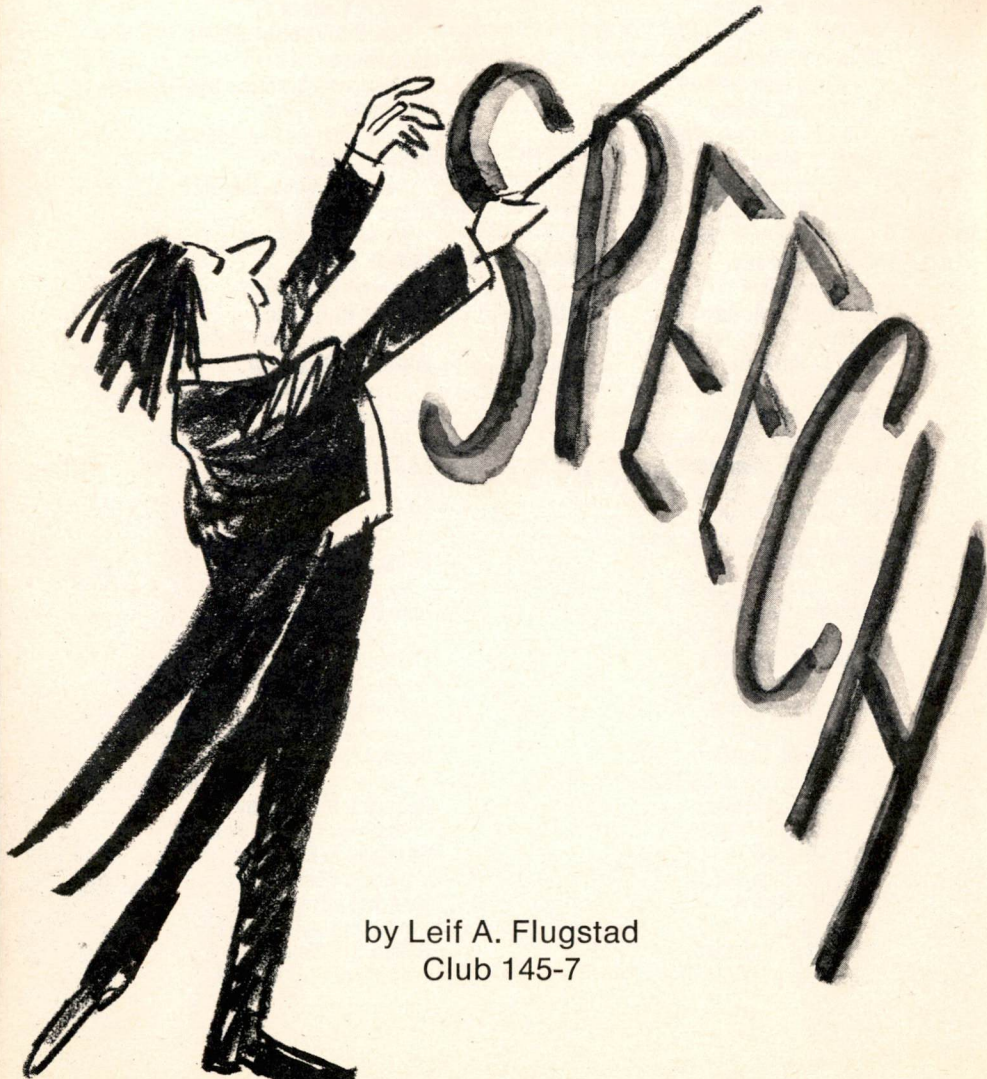
TOASTMASTERS  
INTERNATIONAL  
2200 N. GRAND AVE.  
SANTA ANA, CA. 92711



**Morse K. Smith**  
Hercules Incorporate Club 1252-15  
**Robert F. H. Woodberry**  
Hercules Incorporate Club 1252-15  
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**Gene H. Josephsen**  
Windjammer Club 3576-30  
**Richard M. Montecucco**  
Capitol Club 422-32  
**G. Robert Williams**  
Sunrisers Club 2205-32  
**Ray A. Hill**  
Tri City Club 1438-35  
**Clarence Schock**  
Tri City Club 1438-35  
**Norman L. Gillette**  
Uni Royal Club 2510-35  
**Jerry R. Longcore**  
Laurel Club 3176-36  
**Thomas M. Durkin**  
Revenooers Club 3653-36  
**Herman C. Lenins**  
Raleigh Club 843-37  
**Merle D. Nall**  
Raleigh Club 843-37  
**Peter C. Turner**  
Raleigh Club 843-37  
**William C. Hubbard**  
Goldsboro Club 1496-37

**James D. Couley**  
Elks Club 1835-37  
**Samuel Z. Schreiberman**  
Nor Easters Club 2494-38  
**Duane F. Horton**  
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Farmington Valley Club 2975-53  
**Fred Haak**  
Northern Conn. Club 3591-53  
**Ed Peine**  
Uptown Club 1458-56  
**William L. Kreps**  
Sharpstown Club 2243-56  
**Robert N. Hall**  
Napa Club 2024-57  
**John D. McPhail**  
Beaver Club 1744-60  
**Thomas C. Beale**  
Forest City Club 2729-60  
**A. E. Hodgins**  
Canadian Legion Club 3264-60  
**Donald J. Hassen**  
Harvey Spaulding YMC Club 781-62  
**Robert J. Kenworthy**  
Rockhampton Club 3732-69  
**Geoffrey S. Barker**  
Bedford Club 3279-71  
**John A. Fauvel**  
Auckland Club 3593-72  
**Baden S. Palmer**  
Auckland Club 3593-72

# "HOW TO" ORGANIZE YOUR



by Leif A. Flugstad  
Club 145-7

There is probably no more pitiful cry than "How do we get there?" If you were ever lost, and the people you asked for directions couldn't show you out of a paper bag, did you ever come near that point of panic? That is the dilemma of too many Toastmasters and platform speakers who have not resorted to **SPEECH ORGANIZATION!**

Your vacation trip is usually preceded by a study of the road map, isn't it? Businesses plan by budgets, don't they? If a map and a budget are roads toward the goal, then **SPEECH ORGANIZATION** will surely lead you to the gratifying success of a well-received speech!

## Special Planning

How do we get there? The speaker must first remember that speeches are like people, are listened to by people, and therefore have wide variety. You have to plan accordingly, and planning calls for special types of speeches, for special audiences. Count the number of speaking occasions, and you will have the same number of special types of speeches with special problems! For example there are formal after-dinner speeches, conference speeches, speeches of introduction, nominating speeches, speeches of response, welcomes and eulogies. Unless the speaker is acutely aware of the many pitfalls of every kind

of presentation, he is more than likely to fall victim to the question, "How do I get there?"

A speech to inform, for instance, is one of the most straight-forward types of presentations, and usually the simplest to give. Because the subject-matter is usually clear, the speaker too often assumes the listeners are getting a clear picture, when that may not be true at all.

## Four Points

There are four major points to consider when organizing your speech:

- (1) Determine your purpose—what do you want to accomplish in your speech? Is it to inform, or to entertain, or to persuade? Once you have determined that goal and the effect you desire, you have overcome the biggest obstacle to good speech organization.
- (2) Don't ever forget your audience! This is your reason for speaking, and the interests, knowledge, and expertise of your audience should be the first considerations in determining your purpose in speaking. Once this determination has been made, and you have started on the road toward your speaking goal, the audience will instinctively know it and will eagerly follow along with your presentation.

(3) Never exceed your time limit! How long is the speech to be? We in Toastmasters have a prescribed time limit for our Manual and Table Topics speeches. But, have you ever asked the program chairman of another organization about the time limit on your presentation? You can generally plan on a speaking rate of 125 or 150 words per minute. A ten minute speech, therefore, could be counted out at approximately 1250 words. Consider the pauses, time for applause, and other possible elements which will slow down your "average". Pauses for laughter, for dramatic effects, for applause to subside...all are important. But what about pauses to allow information to "sink in"? All of these will affect your timing.

(4) Connect your ideas into a logical sequence. You have all heard speeches with too many ideas, not connected, which caused the entire presentation to ramble on and on. Your purpose in speaking to this group is to present one idea, or several simpler ones related to a larger over-all idea. Every point MUST be related to the preceding one, leading up to the final conclusive "punch" line — the call for some type of action.

Toastmasters have been constantly reminded of the need for an opening, a body, and a closing. Do we know what that real-

ly means? Let's briefly examine that sequence:

### Opening

(a) The OPENING is simply an expansion of your title. It gives a better idea of what you are going to talk about. It is a preview of what you are going to examine in the body of your speech. Most important, it requires a strong, attention-getting thrust from the speaker, or else "ho-hum" will be the response. It's harder to wake up a sleepy audience than to keep them awake! Therefore, consider the conditions, and change the pace. The opening of a speech is comparable to trying out a new food or drink: your listeners' minds work the same way as taste buds. A "horrible" taste (opening) will cause rejection of the food (speech), and your purpose is lost with that audience. Don't let the audience "spit you out"!

### Body

(b) Once you know the audience is with you, by their attention and interest, you have a free opportunity for the development of the idea for maximum impact. The BODY contains the vitals of your speech and whatever message the audience received from the opening of the presentation will set the tone for the body. There are many ways to organize the body of your speech, but I have two favorites

—from the general to the specific and from the specific to the general and back to the specific. I believe the latter has more impact because you repeat the specific point; you answer the audience's "questions" about the idea in the general development, and then "sock it to 'em" by coming back to the specific. Here, an outline is essential. It will teach you to be analytical, give you a graphic view of your proposition, and show you whether you are, in fact, reaching your destination. Discard the irrelevant and minor points; expand and explain the major items. The listeners will remember the figure of "one million" longer than "one million two hundred and thirty-three thousand." They will remember that an Olympic swimmer won seven gold medals rather than accumulating nine hundred fifty one and two tenths points! Do you get the point?

### Closing

(c) "And now in closing"—how many times have you heard that cliché? If the listeners didn't know he was closing by the organization of his talk, then they probably were all too glad to hear those opening remarks to his "closing". The close should always be a natural one, a completion of the purpose you

originally set up. The natural closing is easily recognized by the listeners, and their minds become receptive to a dynamic closing. Make it one they'll never forget. Make sure your goal has been reached, by a definite organization of your speech. The end of the speech is like a solid roof on a well-built house—it is insulation to protect the value inside. The impression must be lasting, or the speech value is nil. A good closing, like a roof, won't save a weak structure, but it can conceal a few oversights in construction. Your conclusion is the final impression you leave upon the listeners. A direct appeal, an appropriate quotation, an information summary, or a rhetorical question are all possibilities for an effective closing.

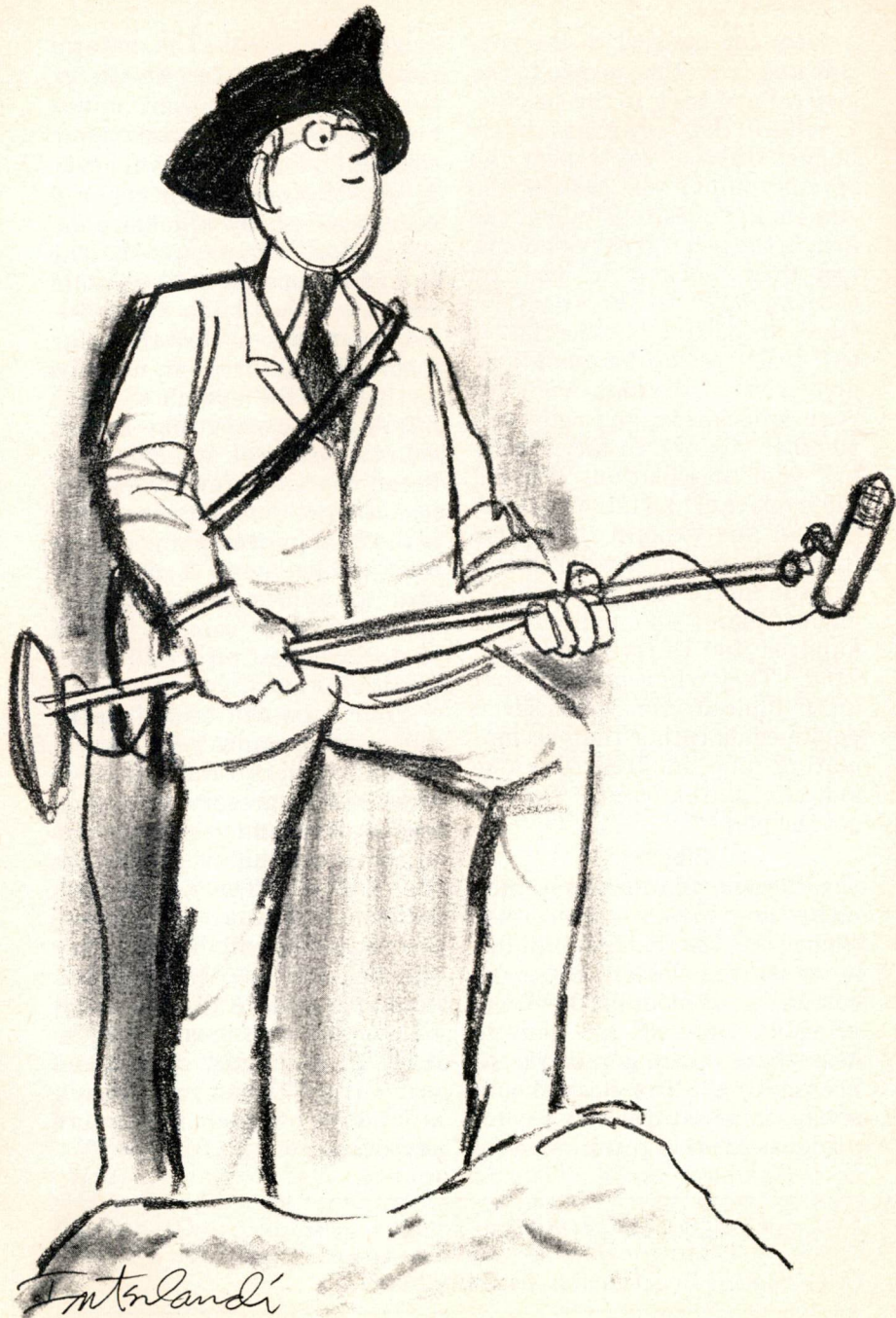
Your time will be well spent when you organize your speech. Organization protects the value of your ideas, preserves the good impressions, and vastly increases your "batting average" with the listeners. These principles do work! If you apply them, your audience will like you. They will believe you. They will understand you. And, they will follow you. You must get these listener responses, for unless you *do* get them, your speech will not be a speech, but a mere performance.

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*Leif A. Flugstad is a member of Eugene Club 145-7 in Oregon and owner of American Business Machines and Systems. He was 1972 Outstanding Toastmaster in his division.*

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# volunteer for ACTION

by Douglas K. Kinsey

*From time to time, this magazine presents opportunities for Toastmasters to become involved in community activities, primarily through the Speakers' Bureaus. The following article is such an opportunity; it is not endorsed by Toastmasters International, but is presented for the information of members interested in community involvement. Although Toastmasters is an international organization, the large majority of members are in the United States, and this article is being presented for that reason.*

Several years ago, the U.S. Army Corps of Engineers announced a plan to build a dam about midway on the Buffalo River in Arkansas. The plan satisfied a few people who stood to profit by it; it satisfied the Corps of Engineers. But it didn't satisfy the people of Bentonville, Arkansas, and surrounding communities that would be affected by the project. Without any assistance from any of the

major foundations or other sources of great power, these people formed the Ozark Society, a lobbying group dedicated to preserving the natural environment of the Buffalo River. The dam has never been built.

### Clean Streams

In 1969, the people of Marshall County, West Virginia, were faced with a choice: They could accept the fact that the

major streams of their rural area would grow steadily more polluted and unusable, or they could do something about it. They chose the latter alternative; in January of 1970 they organized the Clean Streams Project. Working with Government agencies, the people have begun to reclaim their environment—and to alert their neighbors to the fact that it can be done.

These are just two of the hundreds of examples of the voluntarism movement in action throughout the Nation.

In every sphere of our national life—from environment to housing to legal protection to care for the aged—the people are taking power into their own hands; they are taking the initiative in solving the problems of our society. And, as in the two instances cited, they are achieving results.

### Early Voluntarism

In some respects the voluntarism movement is as old as the Nation itself. The early colonial settlers banded together in voluntary association in order to survive; their descendants began the fight for independence as a voluntary movement. A century and a half ago the French observer Alexis de Tocqueville noted that what really made America unique was its

emphasis on independent citizen participation in the great movements of the society.

But somewhere along the way, we as a people lost faith in the viability of voluntary action. More and more we turned to Government to solve problems, creating an ever larger and ever less responsive bureaucracy. The volunteer in our society was viewed as someone with nothing better to do—a sort of busybody Lady Bountiful, seeking to relieve her own boredom by helping others. We recognized that the work of the volunteer had its place—but it was a pretty unimportant place in the larger scheme of our culture.

### Things Change

Then, early in the 1960s, things began to change. People from all backgrounds, but especially the young, began to feel frustrated with a system in which decisions that mattered were made by vague and distant forces. From Abbie Hoffman to Richard Nixon, representatives of all sectors of our society began talking about giving power back to the people. And people began to feel again that they could make a difference.

Millions of Americans began to take part in voluntary action—approximately 43 million in all. And millions more now want to take part; they see problems,

and they want to work toward solutions.

### NCVA

It was for people like this that the National Center for Voluntary Action came into existence. Created in 1970, the Center sees its role as that of a link between people and problems. Privately supported, NCVA has the independence it needs to work for an independent action movement.

How does NCVA work? First, we are developing a national network of local Voluntary Action Centers. These community-based agencies serve as a channel joining volunteers' talents to causes in need of voluntary assistance. They are referral centers, but they are also more than that; the VACs seek actively to raise the consciousness of the national problems. Their "Stop Rubella" campaign against German measles had to date seen millions of children innoculated against this disease. Encouraged by their success, NCVA has undertaken programs to

eradicate illiteracy and to assist older persons who wish to remain in their homes and avoid institutionalization.

In the last analysis, however, NCVA is nothing more than a channeling organization. It can provide encouragement and support to voluntary movements. But the inspiration for those movements, the leadership and the participation, will have to come from people. The United States has a tradition of voluntary response—a tradition that is finding a renewal in the 1970's. NCVA is confident that the American people will answer the need for voluntary action with a strong and positive response.

*EDITOR'S NOTE: If you are interested in speaking on behalf of a volunteer organization or in obtaining information on a subject of community concern, the NCVA suggests you contact your local Voluntary Action Center. There are 183 such centers in the United States.*

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*Douglas Kinsey is president of the National Center for Voluntary Action in Washington, D.C.*

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# new clubs

Chartered During April and May, 1973

- 1191-F **EDISON EARLY BIRD CLUB**—Rosemead, Calif.—Thurs., 6:45 a.m. Southern California Edison Co., 2244 Walnut Grove (572-1212). **Sponsored by MONTEBELLO CLUB 20-F.**
- 2828-1 **NATIONAL DRINKS CLUB**—Gardena, Calif.—Thurs., 6:30 p.m. National Drinks, Inc., 661 W. Redondo Beach Blvd. (871-1515).
- 1547-2 **BLACK CLAWSON TECHNI-TOASTERS CLUB**—Everette, Wash.—Wed., 12:15 p.m. Black Clawson first floor conference room, 45th and Lowell (258-3555). **Sponsored by DALBERT RYCHTER, CEC.**
- 327-3 **SPEAK-EAZIES CLUB**—Scottsdale, Ariz.—Wed., 2:30 p.m. Scottsdale Community College (959-4176). **Sponsored by VALLEY CLUB 3354-3.**
- 3790-5 **EARLY RISERS CLUB**—San Diego, Calif.—Fri., 7:00 a.m. Bank of America, 6th and Broadway (294-4357). **Sponsored by THE COP OUTS CLUB 3481-5.**
- 3555-9 **RITZVILLE CLUB**—Ritzville, Wash.—Tues., 7:00 a.m. Circle T Inn, 214 West Main Avenue (659-1122). **Sponsored by SPOKANE VALLEY CLUB 308-9 and MOSES LAKE CLUB 1349-9.**
- 1299-11 **ECKRICH CLUB**—Fort Wayne, Ind.—Wed., 5:00 p.m. Peter Eckrich and Sons, Inc. 3515 Hobson Road (484-0761). **Sponsored by WILLIAM C. CARTWRIGHT, ATM and ROBERT E. RIES, ATM.**
- 3454-11 **INLAND SPEAKS CLUB**—East Chicago, Ind.—Tues., 5:30 p.m. Inland Steel Co., 3210 Watling St. (392-5432).
- 3512-12 **OJAI ORATORS CLUB**—Ojai, Calif.—Tues., 7:30 p.m. The "Oaks" Hotel (Red Room) (646-3458). **Sponsored by OXNARD CLUB 649-12, TED OLCOVICH, and AREAS 1 & 7 COMMUNITY CONTACT TEAM.**
- 1422-15 **PAL CLUB**—Salt Lake City, Utah—Fri., 12:00 p.m. Utah Power and Light Co., 1407 West North Temple (350-3329). **Sponsored by LOS GALLOS CLUB 2428-15.**
- 3562-17 **PINTLAR CLUB**—Anaconda, Mont.—Thurs., 12:00 noon. Marcus Daly Hotel (563-2205). **Sponsored by BUTTE CLUB 378-17.**
- 848-21 **THE MASTERS CLUB**—Dawson Creek, B.C., Canada—Wed., 6:30 p.m. The Colonial House, 1028 - 102 Avenue (782-3745). **Sponsored by SIKANNI CLUB 3008-21.**

- 2418-26 **FARMINGTON CLUB**—Farmington, New Mexico—Tues., 7:30 p.m. Chef Bernie's Restaurant, 910 W. Main (325-1971). **Sponsored by EARLYBIRD CLUB 1268-26.**
- 2554-26 **BREWMASTERS CLUB**—Golden, Colo.—Fri., 6:30 a.m. Adolph Coors Company, Room #112 (279-6565 Ext. 2593).
- 2637-26 **COORS MONDAY CLUB**—Golden, Colo.—Mon., 4:45 p.m. Adolph Coors Company Room 112 (279-6565).
- 3129-29 **JOHN BERRETO CLUB**—Fort Walton Beach, Fla.—Thurs., 11:30 a.m. Staff Restaurant, Miracle Strip Parkway (651-0056). **Sponsored by PLAYGROUND CLUB 1797-29.**
- 3223-31 **STATE STREETERS CLUB**—Boston, Mass.—(466-4124). **Sponsored by GENE KELLER.**
- 3363-35 **TAXMASTERS CLUB**—Milwaukee, Wisc.—Mon., 8:00 a.m. 517 E. Wisc. Ave. (224-3386). **Sponsored by NEW BERLIN CLUB 3803-35.**
- 651-36 **H E W CLUB**—Washington, D.C.—Tues., 12:30 p.m. Department of Health, Education and Welfare, 330 Independence Avenue, S.W. (963-1438). **Sponsored by FEDERAL CLUB 1037-36 and AREA 5.**
- 3739-36 **FDIC CLUB**—Washington, D.C.—Tues., 12:00 noon. Federal Deposit Insurance Corp., 550 - 17th St., N.W. (389-4646). **Sponsored by ATOMIC ENERGY COMMISSION CLUB 2901-36.**
- 3043-39 **BOARD TOASTERS**—Sacramento, Calif.—Mon., 11:30 a.m. Consumer Affairs Bldg., Room 601, 1020 N. St. (445-2151). **Sponsored by APOLYMON CLUB 1466-39.**
- 3310-41 **RISE AND SHINE CLUB**—Mobridge, South Dakota—Mon., 6:45 a.m. Embers Lounge (845-3447). **Sponsored by PIERRE CLUB 1195-41.**
- 3336-41 **MIXMASTERS CLUB**—Volin, South Dakota—Sat., 7:30 p.m. Volin Lutheran Church (267-2362). **Sponsored by YANKTON CLUB 1294-41.**
- 3001-47 **SCIENCE OF MIND CLUB**—Fort Lauderdale, Fla.—Fri., 8:00 p.m. Church of Religious Science (564-8357). **Sponsored by FORT LAUDERDALE CLUB 2004-47, POMPANO BEACH CLUB 3003-47, MR. VETO MELFI and MR. EDWARD McDONNELL.**
- 3330-47 **NAVY JAX CLUB**—U.S.N.A.S., Jacksonville, Fla.—Thurs., 12:00 noon. NAS Jacksonville, Officer Club (264-6335). **Sponsored by SATURDAY MORNING CLUB 2840-47.**
- 2079-48 **DCAS DISTRICT CLUB**—Birmingham, Ala.—Mon., 7:00 a.m. DCAS District, 908 South 20th St. (325-3376). **Sponsored by BIRMINGHAM CLUB 512-48.**
- 2532-53 **TRAVELERS NOONTIME CLUB**—Hartford, Conn.—Wed., 12:15 p.m. Travelers Insurance Co., 1 Tower Square (277-4968).
- 3234-60 **QUEEN'S PARK CLUB**—Toronto, Ontario, Canada—Wed., 5:30 p.m. Niagara Room, 2nd Floor, MacDonald Block, Queen's Park (823-2104). **Sponsored by BROADVIEW CLUB 1569-60.**
- 2295-64 **PEACE GARDEN CLUB**—Boissevain, Manitoba, Canada—Tues., 7:00 p.m. Boissevain Inn (534-6216).
- 1179-70 **KNOX CLUB**—City of Knox, Victoria, Australia—Mon., 7:45 p.m. Knox Club, Corner Baronia & Stud Roads (03 758-2829).
- 2716-70 **NEPEAN VALLEY CLUB**—Penrith, NSW, Australia—Wed., 7:30 p.m. Overlander Hotel Motel, Richmond Rd., Cambridge Park, NSW (047-218736). **Sponsored by BLACKTOWN CLUB 3378-70.**

**ADVANCE CONVENTION REGISTRATION  
42nd ANNUAL CONVENTION  
AUGUST 15-18, THE SHAMROCK HILTON  
HOUSTON, TEXAS**

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1973-74.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday, Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

Member Registrations @ \$7.00 .....	\$
Ladies Registrations @ \$2.00 .....	\$
Youth Registrations (9 years and older) @ \$1.00 .....	\$
Tickets District Governors' Luncheon @ \$5.00 ea. .... (Wed. noon August 15)	\$
Tickets "Houston Holiday" @ \$10.50 ea. .... (Thurs.; Dinner, Dancing, Entertainment)	\$
Tickets President's Dinner Dance @ \$12.00 ea. .... (Fri.; Dinner, Dancing, Program)	\$
Tickets Hall of Fame Breakfast and International Speech Contest @ \$4.50 ea. .... (Sat.)	\$
TOTAL	\$

Check enclosed for \$ \_\_\_\_\_ (U.S.) payable to Toastmasters International. All advance registrations must reach World Headquarters by August 3.

**(Cancellation reimbursement requests not accepted after Aug. 3)**

(PLEASE PRINT)

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_

NAME \_\_\_\_\_

WIFE'S FIRST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

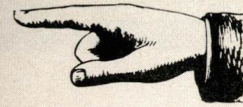
CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP \_\_\_\_\_

NO. CHILDREN ATTENDING (Elementary School Age) \_\_\_\_\_

(Jr. High School Age) \_\_\_\_\_ (Senior High School Age) \_\_\_\_\_

If you are an **incoming** district officer, (**other than district governor**), please indicate office. \_\_\_\_\_

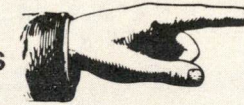
(PLEASE PRINT)



**FOR ADVANCE CONVENTION  
REGISTRATION...complete and mail to:  
TOASTMASTERS INTERNATIONAL  
P.O. Box 10400 • Santa Ana • California 92711**

**FOR HOTEL  
RESERVATIONS**

**...complete and  
mail to: Reservations Manager  
Shamrock Hilton • P.O. Box 2848  
Houston • Texas 77001**



**APPLICATION FOR  
HOTEL ACCOMMODATIONS**

42nd Annual Convention  
August 15-18, 1973  
Toastmasters International  
HOUSTON, TEXAS

Please reserve _____ single room(s)	at \$18.00 each
Please reserve _____ single room(s)	at \$22.00 each
Please reserve _____ twin room(s)	at \$24.00 each
Please reserve _____ twin room(s)	at \$28.00 each
Please reserve _____ junior suites, single	at \$26.00 each
Please reserve _____ junior suites, twin	at \$32.00 each

All rates European Plan (no meals included).

One and two bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on August \_\_\_\_\_, 1973. (Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I plan to leave on August \_\_\_\_\_.

I am sharing the room with \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**To be assured accommodations at the Shamrock Hilton this form must be received at the hotel by July 31, 1973.**



# HOUSTON IS... EDUCATION!

*Come to the Houston Convention and catch up on a variety of educational opportunities.*

There will be an introduction and demonstration of the Listening to Learn tape program, now being put into its final form after extensive field testing. This program consists of five sessions to be conducted in club meetings; each session includes an explanation of a different facet of listening, sample dialogues using the principles being explained, and audience response to involve the Toastmasters in the learning experience. All who actively participate in this program will be more effective listeners and will be able to separate a speech full of logical ideas from a speech full of "hot air."

There will be a variety of programs to orient Toastmasters on the Fiftieth Anniversary celebration and their roles in it. A demonstration will be presented showing clubs in a metropolitan area joining together in a community-wide program, coordinated by the area governor. This demonstration will show how individual club programs may be combined with area-wide programs for maximum effectiveness in the community. At the workshop concerned with the anniversary, delegates will work in groups to develop additional ideas and programs for this celebration. The New Publicity and Promotion manual, anniversary edition, will be distributed to officeholders; it is full of ideas on how to do your part in the anniversary program. As another educational opportunity, Dave Schmidt will present a multi-media exploration of "Body Language—The Power of the Silent Message." In his presentation, Mr. Schmidt will combine audience participation, a sound and slide show, and a live demonstration of body language into a fast-paced and exciting hour program. There will be a role-playing session on new club development, to demonstrate the techniques and resources for building new clubs in the community and within existing organizations, and a fascinating presentation on Excellence in Programming. Also on hand will be Eugene Keller and Robert Glenn, the first and second place winners of Project Fun—72, with a presentation on membership-building.

# AND...

As if the educational opportunities were not enough, you or your family might want to go on one of the

## TOURS!

While Toastmasters' wives and all other registered guests are welcome at the educational sessions, there will be tours of the Houston area going on at the same time. These tours will highlight the Texas Medical Center, the mansions of the River Oaks residential area, the world-famous Galleria shopping center, the Johnson Space Center, and the nearby Astrodome.

Those who wish to go touring in Houston may register during the convention.

And, above all, Houston is

## FUN!

Arrive early for the Tuesday night "Proxy Prowl," an informal mixer for early arrivals. You can meet old friends and make new friends, and the candidates for International officer and director will be introduced. Then comes Fun Night on Thursday of Convention Week, with the theme of "Houston Holiday."

*Wear a costume to celebrate your favorite holiday and head for the Fun Night Festivities.* Then on to Friday night, with the President's

Dinner Dance and the installation of 1973-74 officers.

And throughout the week, bus schedules will be available to the Houston Zoo, the Planetarium, and the Museums of Fine Art and Natural Science. There will be so much to do, you'd better arrive early and stay late! And, of course, bring the whole family!

## HOUSTON IS...

**The 1973 Toastmasters International Convention at the Shamrock Hilton Hotel, August 15-18, Houston, Texas.**

## SEMIANNUAL REPORTS

These clubs were the first in their districts to submit semiannual reports to World Headquarters. Their promptness indicates a high standard of excellence in club management.

### District and Club

- F Santa Ana Toasters Club 991-F
- Global Club 3148-F
- 1 Westchester Club 869-1
- Western Electric Club 3088-1
- 2 Sea Ren Club 1994-2
- 3 Toastmasters B C Club 2866-3
- 4 Redwood City Club 27-4
- 5 I R S Club 3743-5
- 6 Pipestone Club 1324-6
- 7 Sundial Club 2586-7
- 8 Carlinville Club 2137-8
- 9 Columbian Club 708-9
- 10 Gaslight Club 3523-10
- 11 NBR One Club 337-11
- Kentucky Lakes Club 417-11
- Intrepid Club 3410-11
- 12 Needles Club 3917-12
- 13 Beaver Valley Club 752-13
- Johnstown Club 1231-13
- 14 Monroe Club 3324-14
- 15 Breakfast Club 563-15
- 16 Tinker Club 1362-16
- 17 Jay Cee Club 291-17
- Billings Club 319-17
- Capital Club 940-17
- Helena Jaycee Club 2067-17
- 18 Potomac Edison Club 2613-18
- 19 Scottish Rite Club 1817-19
- 20 Ada Club 3143-20
- 21 Cariboo Club 786-21
- 22 Surburban Club 1009-22
- 23 Carlsbad Club 1182-23
- 24 Revelliers Club 1796-24
- 25 Mid Cities Club 989-25
- 26 Wetalk Club 1533-26
- Orators Club 2964-26
- 27 Christophers Club 157-27
- 28 Sanduskey County Club 1402-28
- 29 Downtown Club 2552-29
- 30 West Surburban Club 930-30
- Silvertones Club 3559-30
- Windjammer Club 3576-30
- 31 Raytheon Equipment D Club 2621-31
- 32 Olympia Club 84-32
- 35 Uni Royal Club 2510-35
- 36 George Washington University Club 1237-36
- Naval Gun Factory Club 1979-36
- Chopawamsic Club 2635-36
- Census Club 3349-36

### District and Club

- 37 Transportation Club 1153-37
- AIB Club 2573-37
- 38 Sea N Air Club 2314-38
- Tun Tavern Club 2325-38
- 39 Saad Sacs Club 2591-39
- 40 Delaware Club 244-40
- 41 Yankton Club 1294-41
- 42 Twin Rivers 3858-42
- 43 Philadelphia Club 3370-43
- 44 Daybreakers Club 1327-44
- 45 Fundy Club 2709-45
- 46 Governors Island Club 448-46
- Kearfott Club 3156-46
- Picatunny Club 3547-46
- 47 CPA Club 2756-47
- 48 Valley Club 536-48
- 49 Kamehameha Club 720-49
- 52 General Club 136-52
- 53 Travelers Club 1389-53
- Groton Club 3007-53
- Newburgh Club 3331-53
- 54 Mainline Club 1446-54
- State Farm Club 3228-54
- 56 Intercontinental Club 2171-56
- 57 West Berkeley Y Club 3609-57
- 58 Red Bank Club 2091-58
- 60 Barrie Club 1603-60
- CFB Trenton Officers Club 3081-60
- 61 Baie St Francois Club 3628-61
- 62 Hi Noon Club 1021-62
- Teaspoon Club 2698-62
- 63 Breakfast Club 72-63
- 64 The Pas Club 2237-64
- 65 Elmgrove Club 2356-65
- Susquehanna Club 2644-65
- KPAA Film City Club 2647-65
- Liberty Club 3506-65
- Surburban Club 3630-65
- 66 Gamma Club 3423-66
- 67 Taku Club 724-67
- 68 YMBC Club 842-68
- 69 Mount Isa Club 3704-69
- 70 Sea Eagles Club 2951-70
- 71 Eblana Club 3103-71
- 72 Taumarunui Club 2053-72
- U Laemthong Club 1635-U
- Jeppe Quondam Club 1954-U
- West Berlin Club 2737-U
- Grand Falls Club 3477-U



**PHILIPPINE NATIONAL CONFERENCE**—President Rogelio "Ging" Apostol of the Barangay Toastmasters Club 3128-U welcomes the delegates to the **1972 National Conference of Philippine Toastmasters**, held in Bacolod City. On hand were the mayor, vice-mayor, constabulary chief, a congressman and the presidents of other civic clubs in Bacolod.

## clubs in action

**TOASTMASTERS HELP**—Women for the Survival of Agriculture, a new organization of farmers' wives in southwestern Michigan, asked **Mainstreet Toastmasters Club 1407-62** in Benton Harbor-St. Joseph to evaluate their presentation on farm production problems. So Toastmaster Joel Grams (right) scheduled five of them for a regular Toastmasters meeting. Here, Toastmaster Al Hinkelman is shown completing an evaluation.



**43 YEARS OF TOASTMASTERS**—**San Diego Club 7-5**, California, celebrated its 43rd anniversary with a Reunion and Old Timers' Meeting. Sixty-four people attended, including (from left) Joe Sawaya, past district governor; Guy Shackley, district governor; Bob Switzler and Clark Chamberlain, past international presidents; Bob Chandler, club president; and Durwood English, international director.



**GOODTIME SPEECH CONTEST**—The **Goodtime Toastmasters Club 535-29** at the Eglin Federal Prison Farm, Florida, hosted the Spring Speech Contest of Area V, District 29. The meeting was held inside the institution, with over 130 Toastmasters and guests attending. Shown here are (from left) Robert Hendricks, prison farm superintendent; Ken Smith, District 29 AVP; and George Deliduka, Area V governor.



**COMMUNITY ACTION**—Donald Chessir, governor of **Area 10, District 25**, is introduced by Helen Lee as he addressed a meeting of women's civic organizations in the Ft. Worth, Texas, metropolitan area. Governor Chessir offered Toastmasters speakers to all the women's clubs in the area and the offer has led to several speaking engagements for Toastmasters.



# PROJECT FUN



Here are the names of additional Key Men, and the number of certificates awarded since the last issue of THE TOASTMASTER.

NAME	CLUB NO.	NO. OF CERTIFICATES
Ted A. Olcovich	649-12	8
Earl McCanna, ATM	1-F	3
Dr. Sam Sarem	3425-F	2
Robert Strauss	3327-F	1
Clayton E. Nenzo, Jr.	1398-1	1
Robert L. Peterson	208-6	1
Virginia R. Eckert	3219-10	1
J. Dan Harlan	3031-16	1
Earl Bernhart, ATM	713-25	1
Henry F. Malicki, ATM	2277-31	1
Quentin Ludgin	3349-36	1
John Sokol	256-38	1
Paul J. Flanagan	1230-39	1
J. Q. Warnick, Jr.	660-44	1
R. W. Wilkinson	3189-44	1
Maurice I. Nielsen	2655-46	1
Raymond Riendeau	3525-61	1
Noble Beck	2865-66	1
R. Besley	2865-66	1
Don Clay	2865-66	1
Joe Corfield	2865-66	1
H. Divelbiss	2865-66	1
Claude Doughtie	2865-66	1
Bill Fedor	2865-66	1
George Lampkin	2865-66	1
L. T. Ward	2865-66	1

## DISTRICT GOVERNORS 1972-1973

- F. Stephen A. Douglas  
 1. Norbert E. Schmidt, ATM  
 2. George Tostevit  
 3. James V. Quinn Jr., ATM  
 4. Guy V. Ferry, DTM  
 5. Guy B. Shackley, ATM  
 6. Robert J. Simonsen, ATM  
 7. Robert L. Jantz  
 8. P. J. Hill, ATM  
 9. Orville G. Lee, ATM  
 10. Donald C. Seager, ATM  
 11. Wayne L. Henderson, DTM  
 12. Norman Young  
 13. Lawrence R. Guenin, ATM  
 14. Raymond J. Young  
 15. Warren C. Reeves  
 16. Wayne R. Rogers  
 17. Julian J. Fugere Jr.  
 18. Harvey N. Aviles, ATM  
 19. Gerald B. Winget, ATM  
 20. Robert W. Anderson  
 21. R. Bernard Searle, ATM  
 22. Raymond J. Schaffer  
 23. Vincente Fresquez, ATM  
 24. Eimer T. Straube, ATM  
 25. Edward L. Kitchens, ATM  
 26. Richard G. Milne, ATM  
 27. Bernard A. Dean, ATM  
 28. Keith T. Hullinger, ATM  
 29. Ralph D. Villeneuve  
 30. Kenneth F. Bjorkquist  
 31. Eugene E. Keller, ATM  
 32. David R. Lewtas  
 35. Norman R. Maier  
 36. Robert A. Owen, DTM  
 37. Oscar Olive  
 38. James D. Beissel Sr., ATM  
 39. Phillip A. Cooke  
 40. John E. Pappas  
 41. John H. Hirsch, ATM  
 42. Robert L. Jones  
 43. Woodard W. Pearson, ATM  
 44. Robert C. Gleason, ATM  
 45. Robert L. McKinley  
 46. Clarence L. Roberts, DTM  
 47. Charles L. Jones Jr., ATM  
 48. James H. Johnson  
 49. Harold Wong, ATM  
 52. Edward R. Casper, ATM  
 53. Richard L. Hilliard, ATM  
 54. Floyd R. Kisner  
 56. John A. Shults  
 57. David A. Roberts, ATM  
 58. William R. Calamas, ATM  
 60. Al Hodgins  
 61. Lionel Masse  
 62. Dr. W. Richard Dukelow, DTM  
 63. John L. Tolbert Jr., ATM  
 64. Eric K. Stuhlmueller  
 65. Robert R. Borsching Sr., ATM  
 66. Thomas F. Waters  
 67. George A. Denison, ATM  
 68. William C. Siegel  
 69. Robert J. Kenworthy  
 70. Graeme L. Allen  
 71. R. B. Marriott  
 72. Raymond L. Morse
- 511 E. Princeton St., Ontario, Calif. 91764  
 4054 W. 129th Street, Hawthorne, Calif. 90250  
 12555 - 37th Avenue, N.E., Seattle, Wash. 98125  
 3201 W. Gelding Dr., Phoenix, Ariz. 85023  
 P.O. Box 3, Moffett Field, Calif. 94035  
 824 Taft, El Cajon, Calif. 92020  
 4900 17th Ave. S., Minneapolis, Minn. 55417  
 4530 S.E. Roswell St., Portland, Ore. 97206  
 30 Woodside Dr., Belleville, Ill. 62223  
 W. 1505 Fourth, Spokane, Wash. 99204  
 16712 Ernadale Ave., Cleveland, Ohio 44111  
 9011 Bingham Dr., Louisville, Ky. 40222  
 P.O. Box 753, Atascadero, Calif. 93422  
 5022 Clifton Dr., Aliquippa, Pa. 15001  
 P.O. Box 432, Albany, Ga. 31702  
 4999 Burch Creek Dr., Ogden, Utah 84403  
 5887 S. Joplin St., Tulsa, Okla. 74135  
 1514 E. Ames, Glendive, Mont. 59330  
 1238 Knightswood Rd., Baltimore, Md. 21239  
 4239 40th St., Des Moines, Ia. 50310  
 Rt. 1 So. Big Darling, Alexandria, Minn. 56308  
 304-1306 Haro St., Vancouver 5, B.C., Canada  
 4300 W. 74th Ter., Prairie Village, Kans. 66208  
 9217 Roanoke Dr., El Paso, Tex. 79924  
 1034 N. Sherman, Grand Island, Neb. 68801  
 P.O. Box 1770, Shreveport, La. 71166  
 5751 W. Elmhurst Ave., Littleton, Colo. 80123  
 3332 E. Clinton Ave., Fresno, Calif. 93703  
 1197 Gordon Court, Clawson, Mich. 48017  
 8030 No. Pinus Lane, Pensacola, Fla. 32504  
 591 Sunnyside Ave., Elmhurst, Ill. 60126  
 255 High Street, Newburyport, Mass. 01950  
 4712 N. Mullen St., Tacoma, Wash. 98407  
 5660 No. Lydell, Milwaukee, Wisc. 53217  
 3917 Woodbine St., Chevy Chase, Md. 20015  
 2827 Shelly Lane, Ellenwood, Ga. 30049  
 RD #1 East Boehm Road, Willow Street, Pa. 17584  
 P.O. Box 1111, Marysville, Calif. 95901  
 5067 Glenmina Dr., Dayton, Ohio 45440  
 IAS-SDSM&T, Rapid City, S.D. 57701  
 1411 24th Street S.W., Calgary, Alta, Canada T3C-1H9  
 P.O. Box 0850, Jackson, Miss. 39218  
 4517 Princeton, Amarillo, Tex. 79109  
 204 Whitney Ave., Moncton, N.B., Canada  
 10 Village Dr., Huntington, N.Y. 11743  
 124 Lake Otis Rd. S.E., Winter Haven, Fla. 33880  
 3814 Thomas Rd., Apt. 8, Huntsville, Ala. 35805  
 531 Hoomalu St., Pearl City, Hawaii 96782  
 17042 Enadia Way, Van Nuys, Calif. 91406  
 5 Hillcrest Rd., Glastonbury, Conn. 06033  
 2407 Winnetka Dr., Rockford, Ill. 61108  
 1217 Heights Blvd., Apt. 6, Houston, Tex. 77008  
 225 Clifton St., #213, Oakland, Calif. 94618  
 2910 Rainbow Dr., W. Columbia, S.C. 29169  
 Rural Route 2, Thamesford, Ont., Canada  
 896 De la Colline, Sainte-Foy, Que., Canada  
 3801 Willoughby Rd., Holt, Mich. 48842  
 305 Hamilton Dr., Kingsport, Tenn. 37660  
 168 St. Vital Rd., Winnipeg R2M 1Z9, Man., Canada  
 118 Aberdeen St., Rochester, N.Y. 14619  
 140 W. Gilpin Ave., Norfolk, Va. 23503  
 P.O. Box 190, Soldotna, Alaska 99669  
 9110 Hermitage Pl., New Orleans, La. 70123  
 198 Schmidt St., Frenchville, Rockhampton, Qld, Australia  
 23 Payten St., Kogarah Bay, N.S.W., 2217, Australia  
 40, Montague Ave., Leigh-on-sea, Essex, England  
 2 Hewlings St., Timaru, New Zealand



