

MARCH, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

ST. JOHN'S, NEWFOUNDLAND
TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

"Send More Men Who Read" • Dictating the Business Letter

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TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,400 clubs which are located in every state of the Union, every province of Canada and in 42 other countries.

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

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

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.
VOLUME 28 NUMBER 3 MARCH, 1962

INDEX

SEND ME A MAN WHO READS!—By Derick D. Schermerhorn . . .	2
DICTATING THE BUSINESS LETTER—By Robert L. Webb	6
MAKE MEMBERSHIP MORE MEANINGFUL— Part IV—By Herman E. Hoche	9
ENVOY TO EUROPE—By Emil H. Nelson	11
THE SIZE OF YOUR AUDIENCE—By A. J. Zito	14
THIS IS OUR NAME—By Bertram H. Mann	16
EAST MEETS WEST—By Irvin H. Lee	24
WHY TOASTMASTERS?—By James R. Mallen	31
READING PLAN WINS WIDE RESPONSE	34
BOOK REVIEW	36
TOWN OF THE MONTH, 18—CLUBS IN THE NEWS, 19—PERSONALLY SPEAKING, 28— TOASTSCRIPTS, 32—JUST IN JEST, 37—LETTERS TO THE EDITOR, 38—NEW CLUBS, 40	

PRINTED IN U. S. A.

PRICE \$1.50 PER YEAR

Address All Communications



136 The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3439 active clubs located in the United States, Canada and 42 other countries. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924. World Headquarters—Santa Ana Community Center, 1104 West Eighth Street. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.

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“Send Me A Man Who Reads!”

TWO YEARS AGO, one of America's foremost paper companies began a new series of advertisements to encourage reading and promote the importance of the printed word. You have probably seen the ads several times in *The Reader's Digest*, with the headline—“Send me a man who reads!” The company with this advertising program is International Paper Company, and

By

DERICK D. SCHERMERHORN

the program has generated an enthusiastic response which has exceeded all expectations.

The advertisements were created by the agency Ogilvy, Benson & Mather, Inc. Each of the ads in this new series shows a picture of a man in a particular kind of work or profession. The man may be a businessman, a teacher, an engineer, a farmer, a Congressman, an architect, a student. But each of these men, whatever his occupation, is pictured as being engaged at the time in one particular activity—the same activity. He is *reading*. “Send me a man who reads!” says the headline, and the text following it supports the idea that for everyone, regardless of his walk of life, reading is of tremendous value.

Since I work in the Advertising Department of International Paper and am also president of a Toastmasters club, I was especially interested to note the newly created Toastmasters Reading Plan. I thought it would be appropriate to explain some of the things International Paper has discovered

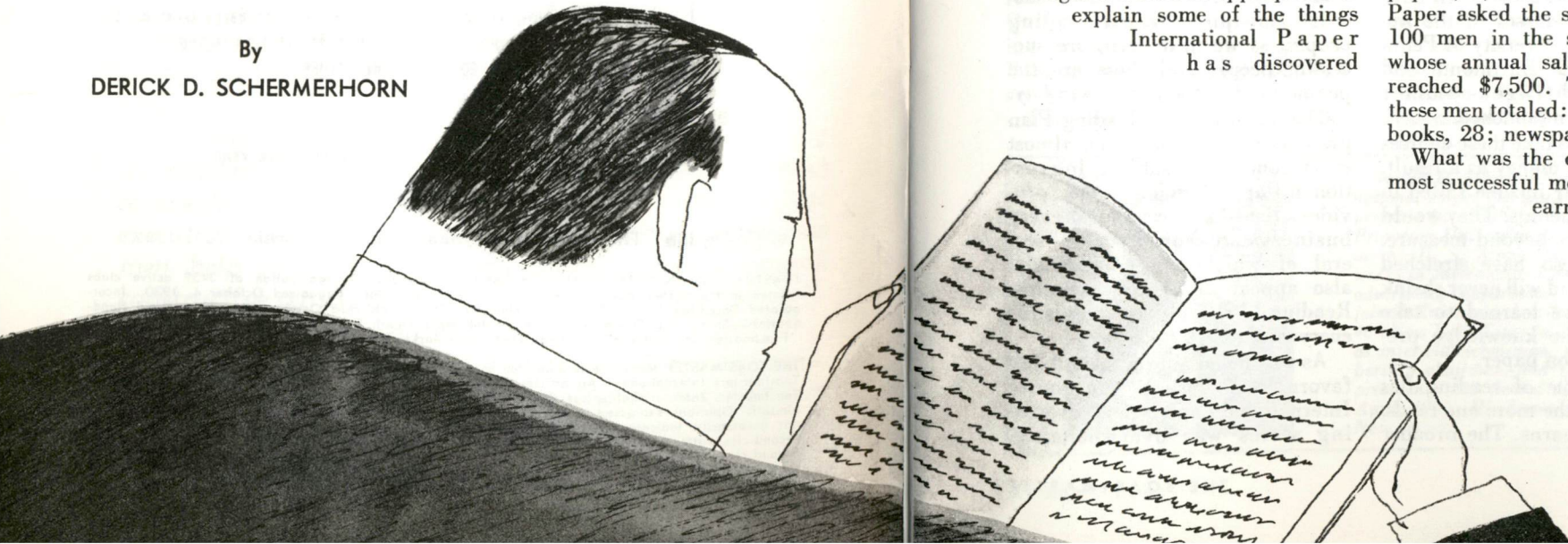
about reading and why this company considers reading so important.

One of the reasons, of course, lies in the fact that this company is one of the world's largest manufacturers of paper for magazines, books and newspapers. Obviously, the more people read, the more paper International Paper Company can sell!

But International Paper knows that reading is valuable to *everyone*. It was pretty clear that many people really *enjoy* reading. Now what could the company find in the way of actual documentation that would support the idea that people *should* read? International Paper began to conduct some surveys.

The company asked 100 executives, men generally earning upwards of \$15,000 a year, “How many magazines, books and newspapers have you read in the past week?” Their answers totaled: magazines, 338; books, 53; newspapers, 1,490. Then International Paper asked the same question of 100 men in the same age group whose annual salaries had never reached \$7,500. The answers of these men totaled: magazines, 229; books, 28; newspapers, 1,177.

What was the conclusion? The most successful men, the ones who earned \$15,000 a year, read



nearly twice as many books, almost half again as many magazines—and over a fourth more newspapers—as the men who made under \$7,500.

The implication is clear: *Men who read more achieve more.*

International Paper went on to interview students, Congressmen, architects, engineers, teachers, doctors and farmers. In every case, the relationship between reading and achievement was clear. Successful men read more. And once a man has become successful, he *keeps on reading* at a high clip. This, too, was proven.

It was also found that successful people read an abundance of material *outside of*, as well as within, their special fields. Their general knowledge is enhanced, and their outlooks are broadened.

“Since 1953,” states one of the advertisements, “businessmen have been attending classes in the humanities at the University of Pennsylvania. And at Dartmouth and Williams, eight-week summer courses have been launched.

“The men who take these courses may make more money as a result. But what if their income failed to rise by a single penny? They would still be wealthier beyond measure. For their interests have stretched galaxy wide—and will never shrink back. They have learned to take advantage of the knowledge preserved by print on paper.”

The real value of reading lies in the fact that the more one reads, the more one learns. The broader

his perspective becomes, the better able he is to analyze problems, to understand his life and the lives of people around him. He gains a knowledge of his past, present and future.

Reading, furthermore, is a “growth” activity. During the 20-year period ending in 1959, the number of books sold in America increased by 351 per cent. That’s *ten times* the rate of population growth during this same period! In 1959, eight hundred million new volumes were put on America’s bookshelves. We read a billion magazines and more than 20 billion newspapers. Every day, one million paperback books are sold.

Today, no less than 75 per cent of all American advertising is in *printed* media. This fact is especially meaningful when one considers that this is the advertising that is reaching America’s most successful people. Because reading people, as we have seen, *are* successful people and these are the people most in the position to *buy*.

The Toastmasters Reading Plan presents a list of books on almost every conceivable subject. International Paper Company, too, provides a list—“25 recent books every businessman should read”—several of which, not surprisingly, also appear on the Toastmasters Reading List. Truly, reading is for *everyone*.

As was noted above, the public’s favorable, enthusiastic reaction to International Paper’s new advertising series was overwhelming.



Within just the first two weeks, the company had received requests for 41,000 reprints. In the past year, almost one million reprints were requested. Requests came from company presidents, sales managers, publishers, college heads, librarians. They came from every state in the Union and from all over the world. They came from parents and from youngsters.

The most enthusiastic request came from a little girl in Oregon. She asked for “12 billion reprints” to give to all her friends!

What about International Paper’s own salesmen? Seventy-one per cent of them reported that they had received inquiries or actual orders because of the company’s promotion of reading.

But the most honored response of all came from the *Saturday Review of Literature*, which named International Paper’s new advertising series the “Top Ad of 1960”—tied with the career program of the N. Y. Life Insurance Company. Quite a response to a new advertising campaign—its first year out! Because reading is important for *everyone*.

For Toastmasters, one of the im-

mediate advantages from reading is gaining new ideas for speeches. But even more important, reading broadens us generally. It is likely to make us more successful professionally. It is certain to help make us more informed and more articulate. International Paper congratulates Toastmasters for engaging in a program of importance to us all.

In a world divided between those forced to live under Communism and those who live in freedom, the value of reading for us becomes all the more urgent. Reading is another “freedom”—a freedom which people living under Communism cannot enjoy. This is because the freedom to read carries with it the freedom to discover new ideas and to question old ones. No totalitarian dictator is safe in such a climate.

International Paper, in deciding to encourage reading, really hit upon something. And so has Toastmasters. Perhaps the next time we need a special speaker to highlight one of our Toastmasters programs, we will consider the headline “Send me a man who *reads!*”

Because he’ll be a top-notch Toastmaster! ♦



Derick D. Schermerhorn joined International Paper Company as a Sales Apprentice in 1936 after graduation from Princeton University (1953) and service in the U. S. Army (1953-56). He now works in International Paper Company’s advertising department. Schermerhorn joined Knickerbocker Toastmasters 137-46 (New York City) in 1958; has served as inter-club chairman, secretary, membership chairman, and educational vice president; was elected club president in April, 1961. His home is in Montclair, New Jersey.

You're really organizing
a speech when you're . . .

Dictating the Business Letter

By ROBERT L. WEBB



WRITING OUR DAILY business correspondence may seem to have little in common with delivering a prepared speech to an audience. But actually it does.

In modern business, "writing" a letter, memo, or report actually means dictating it to a secretary or recording machine. This adds an important oral step to the process of transferring thoughts from our mind to the finished page. And if we hope to make this transfer as accurately as possible, it is necessary that we develop a clear, efficient dictating technique.

The quality of our dictation is particularly important when we are using a dictating machine for later transcription by the steno-

graphic pool. A secretary sitting across the desk asks for clarification if she is confused or in doubt about something. A typist in a central pool cannot rescue our dictation this way.

But though dictation is an important link in the communication process, it is not a difficult one if we follow a few simple rules:

1. Organize the message *before* starting to dictate.
2. Be sure to give complete identification and instructions at the *beginning* of a dictated message.
3. Use a clear, well-paced, and modulated voice.
4. Spell out proper names and unusual or technical words.

5. Make all corrections immediately.

1. Organizing the Message Beforehand

Preparation takes thought—and thought is hard work for most of us. As a result, we are often inclined to begin dictating a message before we know *specifically* what we intend to say.

Unfortunately, messages written off the top of the head this way usually read as if they were. For one thing, the pressure of a waiting secretary or machine encourages the person dictating to stall for time by rattling off strings of clichés and meaningless phrases. Frequently, too, important points are forgotten and must be added later, thereby upsetting the organization of the message.

A rough penciled outline or list of key points to be covered will eliminate these problems. What's more, preliminary organization of this kind gives the writer an opportunity to be sure he has all necessary reference material and data on hand before beginning to dictate a message. As a person becomes more experienced at dictating, of course, the amount of preparation can be decreased.

2. Instructions and Identification at Beginning

Those who have private secretaries can safely assume that their identity is known; those of us who use a stenographic pool of some sort should let the unseen typist know whose message she is transcribing.

All special instructions should also be included at the beginning. Special instructions may include

the kind of stationery to be used, whether the message is to be single or double-spaced, the way to handle headings, and the like. Instructions to the typist that are included in the body of the message itself should always *precede* the items to which they refer. This makes good sense, for an instruction received after something has already been transcribed often means that the secretary must go back and re-type the whole page.

3. Speak Clearly and Steadily

A mumble is not only an unattractive sound, it is an expensive one when spoken into a dictating machine. This is because a typist must spend time interpreting the mumble, and time means money. In addition, the typist may misinterpret the mumble; thus error is added to expense.

When dictating, it is not necessary (or desirable) that we "orate"; however, it is desirable that we enunciate carefully and speak in a clear, evenly-paced voice. If we speak naturally, our voice inflections will indicate normal punctuation. It is often a good idea, though, to specify "period" or "paragraph" when we dictate; and any *special* punctuation should always be dictated.

4. Spell Out Proper Names and Unusual Words

Even a familiar name like *Smith* may be spelled several ways: *Smith, Smythe, Schmidt, Schmitt*. When we get into less common names, the variety of possible spellings greatly increases. So when we are dictating proper names or places with which the typist may not be familiar, we should spell

out those words. For nothing is less flattering to a person than to see his name misspelled. And we should carry over this practice when dictating technical or other unusual words. This kind of preventive dictation will save a lot of time and errors in the long run.

5. *Make all Corrections Immediately*

When corrections must be made to dictation, we should make them at once. Not only does this help the typist, but it also eliminates the possibility that we may later forget the correction entirely.

Also, when correcting a mistake on a dictating machine, the machine's correction indication sys-

tem should always be used. This permits the typist to spot a correction coming up *before* she transcribes it.

An Illuminating Experience

These five simple rules are not guaranteed to make spell-binding public speakers out of any of us. But they will help most of us improve our dictating technique. To make these principles really effective, though, we must regularly check up on ourselves. One way is to ask for a frank appraisal of our dictation by the typist who receives it.

Both experiences can be illuminating—and instructive. ♦

Robert L. Webb, past president of Sandpipers 1131-F, Seal Beach, Calif., is a partner in Telemonit, a radio TV service for advertising agencies, and a free lance feature writer and copywriter. He is part-time instructor in English for Chapman College, and writes a monthly column on written business communications "Putting Words to Word" for "Supervision," a magazine of industrial relations and operating management. This article first appeared in the August, 1961, issue of "Supervision," and is reprinted with permission.



Happy is he who, when the day's work is done, finds his rest, solace and recreation in communion with the great minds of the present and of the past—in study, in literature, and the enjoyment of pleasures which are to be derived from books.

—LEON GUTTERMAN, Editor, *Wisdom*.

—Part IV—

Make Membership More Meaningful

By HERMAN E. HOCHÉ

President, Toastmasters International

TO MAKE MEMBERSHIP more meaningful for new member Fred we have learned about his real purpose in joining, something of his uniqueness and individualism, and determined what to look for in evaluating his efforts. To maximize use of my previous efforts, I must now effectively communicate my thoughts and ideas to him.

Among the multitude of communication difficulties, I should concern myself with at least two. First, I must not assume that Fred understands what I intend to be understood. Second, I should be aware that Fred might assume he understands what I say, when in fact he doesn't.

To help overcome the first difficulty, I should avoid speaking in terms of my attitude, and concen-

trate on his. I should be acutely aware of his uniqueness, the distinctive qualities of Fred. The things I learned about his likes and dislikes, his loyalties, his prejudices. To insure receptivity of my suggestions and ideas in his mind, I must translate them in terms of his point of view. I have learned he feels com-

fortable with his left hand in a coat pocket. Actually, he looks very awkward that way. I have learned that his prime weakness is organization of his principal speech points.

Combining these two pieces of information about Fred, I can suggest a help to overcome that weakness. During evaluation I can propose that in the future, for a few speeches, he enumerate the three principal points of his speech by holding up his left hand, 2nd,



3rd, and 4th fingers extended. Then with his right forefinger he can touch each extended finger as he previews briefly the points he is about to discuss. What have I, as evaluator, really done? I have gained his interest by suggesting one way of organizing his speech better—something he himself has told me about. I have suggested he take that left hand out of his pocket without mentioning the pocket or how bad I think it looks. I am doing my best to speak in terms that Fred will willingly receive and understand. I don't assume that my favorite way of saying things will be understood by him. Rather, I concentrate on avoiding barriers formed by his likes and dislikes. My remarks probably would have fallen flatter than a pancake had I said, "Fred, when speaking, take your left hand out of that pocket, it looks horrible." After all, Fred told me that it was *comfortable*.

To help overcome the second barrier, after the meeting I might talk with Fred about my remarks. To help insure his understanding, I can ask him whether or not he agrees

with my suggestions. I might ask him to review what I said, just to be sure he understood my meaning, not just my words.

This is a simple example of making evaluation more personalized, more individualistic. Obviously, the idea has many applications. This kind of evaluation is not difficult. But it takes time, thoughtful inquiry and careful planning. It can have a powerful impact in Making Membership More Meaningful.

Try it. Experiment. Review the previous three messages on this Theme and devise a plan directed to a new member or one of your Toastmaster buddies. Find out the real reason he joined. Learn something about his traits, characteristics, ideas and prejudices. Then plan your evaluation in terms of this useful information. Finally, be sure you communicate your ideas in a manner most palatable to him.

We are in Toastmasters to help each other increase our personal usefulness. To do this effectively, let us concentrate to—*Make Membership More Meaningful for every Toastmaster.* ❖

PRESIDENTIAL TRAVEL SCHEDULE

During March, International President Herman E. Hoche will make official visits to Toastmasters in District 43 at Little Rock, Ark., on March 7-8; in District 48 at Montgomery, Ala., on March 9-10, and in District 29 at Pensacola, Fla., on March 12.

During April, he will visit Toastmasters in District 19 at Cedar Rapids and Des Moines, Iowa, on April 25-26, and District 25 at Shreveport and Dallas, Texas, on April 27-28.



Envoy to Europe

By EMIL H. NELSON

Past President, Toastmasters International

OLD PRESIDENTS OF TMI neither die nor fade away. Sometimes they just continue to travel and visit Toastmasters clubs.

After our presidential year, during which my wife and I visited many Toastmasters clubs in the United States and the Orient, we might have been expected to stay at home. But the travel habit was too strong for us. A visit to our son Curtis, stationed with the U.S. Army at Fulda, Germany, provided the incentive for a trip to Europe and visits to Toastmasters clubs of England, Scotland and the Continent.

In London, our first stop, we visited three groups of Toastmasters: London 2935, First London 3068 and High Wycombe 2941. At the meeting of Club 2935 I had the honor of installing the new officers, passing the gavel from outgoing President J. A. Wise to incoming President Gene Weaver.

Club 3068 was founded by W. A.

High Wycombe Air Station Club 2941 meeting brings out many dignitaries: Left to right, seated, Air Commodore J. R. Morgan of the Bomber Command, SM/Sgt. R. J. Andrews, Past TMI President Emil H. Nelson, Area Governor W. A. Roberts. Standing, Incoming Club President's Capt. R. M. White, 2941; J. M. Cornwall, 2799, I. M. Morgan, 762.



Young, who learned about Toastmasters when his employment took him to Glasgow for a time. Returning, he organized the club composed of London residents and U.S. Navy officials. We discovered at the meeting that the club charter was one I had signed during my term as TMI President.

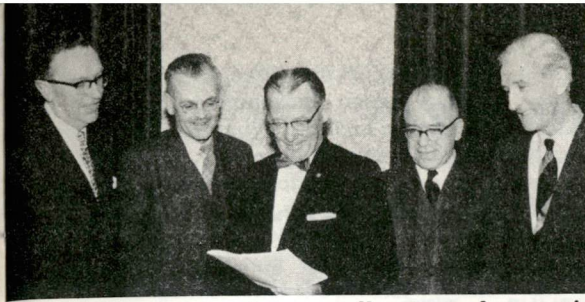
The regular luncheon meeting of Club 2941, under the direction of President E. A. Collitti and Secretary W. J. Walker, Jr., had as guests many representatives from nearby Armed Services installations and from Buckingham Club 2799 and Aylesbury 762. Area Governor W. A. Roberts of District 18 (now Territorial Council of the British Isles) was also present, and a most inspiring meeting was held.

At the Glasgow Airport we were met by our old friend Past District 18 Governor Ian McIntyre and Mrs. McIntyre, Mr. and Mrs. James

McGill and John Blaney, then lieutenant governor, now governor of the District. The next evening found us at a joint meeting of about 18 clubs in the Glasgow area. The following day we moved on to Edinburgh, where District Governor Ian Brock and his family treated us to a sightseeing tour of the many historic sites. Later we attended a banquet given by the clubs of the city.

Moving on to Germany via Copenhagen, we touched down at Frankfurt where our son was waiting, accompanied by Robert Del Fino, president of Rhein Main Air Base Club 2617 and Lloyd Des-saint of Ramstein Club 2442, an old Toastmaster friend from District 6 in Minneapolis. President Del Fino had invited members of clubs at Heidelberg (75 miles away), Ramstein AB (90 miles), Weisbaden and Sembach to the

Pointing out their club name in TMI Directory to Past President Nelson (center), are Frank Pareti, educational vice president (left) and C. B. Faulkner, president, Leghorn Club 2194-U.



Old friendships are renewed and new ones made in Glasgow as past District 18 Governors chat with Envoy Nelson. Left to right, Tom O'Beirne, J. Lockhart Whiteford, Nelson, David Moffat, Ian McIntyre.

banquet meeting, as well as several Air Force officers, including Deputy Commander Colonel James G. McDonald. A representative of the Armed Services Radio Station taped an interview with me. This was later broadcast to all services in Europe. Master Sergeant Hal Kelly also taped an interview to be sent to his former club in Panama City, Fla., for its anniversary celebration.

After a thrilling scenic trip through southern Germany, Switzerland, France and Monaco, we reached Leghorn, Italy, our next scheduled Toastmasters stop. Because of a delay, we missed the regular club meeting, but had a wonderful visit with officers of Leghorn Club 2194. President C. B. Faulkner and Educational Vice President Frank Pareti reported that the Leghorn Club which is composed of Armed Services men from the Base in that area, is in a healthy state with a strong membership.

Through Rome to Naples, and a

meeting with the Toastmasters Club di Napoli 2703. George R. Ireland and Major Quinn Smith headed a splendid meeting of this interesting club, whose members come from many different countries, officers of the Allied Forces and high-ranking civil service employees of the Southern European Allied Command, a part of NATO. It is the club's aim to have at least a dozen countries represented in its membership, and it would appear that this goal will soon be reached.

Space does not permit reporting all the achievements of our Toastmasters overseas. All the clubs are furnishing leaders in their own localities and are turned to when leaders are needed for any project. The clubs operate with enthusiasm and interest, with excellent programs and club projects. In Europe, Toastmasters International continues to be recognized in civilian and Armed Services circles as the builder of community leaders who are expressing their ideas effectively and usefully. ♦

Toastmasters di Napoli display one of their trophies: Left to right, Guido Tortorelli, Major, Italian Army; Harry Denen, Captain, U. S. Navy Dental Corps; Quinn Smith, Major, U. S. Army and club president; Nelson; George Ireland, Director, Publications and Printing Office, immediate past club president, and Franco Di Gamberardino, Commander, Italian Navy.



Weisbaden, Rhein Main, Ramstein and Heidelberg Clubs join in meeting at Frankfurt, where Col. James G. McDonald, Deputy Base Commander (center) receives a copy of "The Story of Toastmasters" from Past President Nelson, as S/Sgt. Robert Del Fino (left), president of Rhein Main Club, looks on.



The Size Of Your Audience

By ARTHUR J. ZITO

DID YOU EVER GIVE a talk to about 300 people and have it turn out a sensational success? Then have you later repeated the same talk, in the same way, before a small audience of about 25 people? It went over like a lead balloon.

Strange as it seems, few speakers seem to take this important factor of audience *size* into consideration when preparing to mount the platform. Recall for a moment the various talks you have made. Have you ever given any serious thought beforehand as to how your speech should be tailored to fit the size of your audience?

For instance, do you simplify for a group of 25 and expand to fit an audience of 300? A good speaker remarked to me recently, "Talking to less than 25 people isn't giving a speech; it's merely conversation." Yet many speakers giving talks to groups of 25 or less fail to keep their talks in a conversational vein.

Specifically how does audience size affect the delivery of your speech? We must start with the premise that a speech is really a one-way discussion, usually organized beforehand, with delivery heightened by more force and enthusiasm in direct proportion to the number of people being addressed.

Let's illustrate with an extreme example, the obviously unlikely case of a speaker talking to an audience of *one* person. This can't be anything more than one-way conversation. A speaker would be impossibly artificial if he attempted to read his words from a text, follow notes, or use a microphone. In face-to-face discussion the speaker shouldn't employ more than very elementary gestures or use more force and enthusiasm than in normal social talk.

Now let's boost the audience to about 25 people. Again, to be most effective, the speech should be delivered informally with a minimum of notes. A microphone is not required. Even a lectern might tend to impose an obstacle between speaker and listener. Furthermore, the room would probably be small, and a wise speaker would not employ too much force, nor try to project himself too strongly or with any undue display of enthusiasm. A speech to a small group might better tend to be somewhat relaxed for maximum audience contact and effectiveness.

But let's swing up to an audience of 100 people. The speaker has now reached the point where he needs more punch in his remarks. Humor begins to have more of an

impact. Laughter is contagious; a joke or humorous remark which provokes only a smile in a group of 25 may cause uproarious laughter to an audience of 100 or more. The speaker might now need a microphone. He will certainly want to deliver his talk with a great deal more force since the greater volume in which he is operating will absorb a considerable amount of his energy. He is speaking, too, in a room large enough so that the use of a lectern will not be over-obvious. In short, audience size dictates that the talk become less of a conversation and more of a speech.

Now let's make a big jump to an audience of 300 or more. Speaking to an audience of this size is a challenge and a pleasure, requiring a great deal of enthusiasm, considerable force, a full range of gestures. This audience will respond favorably to even slightly humorous comments. Notes and lectern can be used effectively and without audience distraction, as most of the listeners will be seated at some distance from the speaker. A microphone may be desirable, depending on the size and acoustics of the room.

The perils in transition from a small to a large audience were forcibly brought home to me a few years ago, during a speech contest. A large industrial concern was running ten speech classes concurrently. Each class consisted of 20 employees. At the conclusion of the

16-week course, each class selected one student to compete in a graduation speech contest. All 200 students were now in the audience, yet each contestant, to a man, spoke far too softly, being so accustomed to talking to his own class of 20 people that he failed to realize that the larger audience, in a larger room, called for much more force and volume.

Television sometimes presents a striking contrast between the speaking styles required for small and large audiences. Many times a speaker will talk directly to a large audience and simultaneously appear in living rooms across the nation via the small screen. Naturally the speaker delivers his speech in a style consistent with his large audience. But to the average TV viewer, he may appear to be overdoing it, since the TV screen brings the speaker into the intimacy of one's living room as if he were talking to only a few people. Here the speaker is really on the horns of a dilemma brought about by modern technology.

If you aspire to effective public speaking, you must tailor the delivery of your talk to the size of your audience. Thus you will sharpen your capacity to get your message across effectively—whether you are talking to one person, 25, 300, or 1,000 people or more.

Next time you give a speech, tailor your talk to the size of your audience! ♦

Arthur J. Zito is Sales Manager, Electronic Surveillance Systems, General Electric Co., Syracuse, New York. He is a member of Syracuse Toastmasters 580-34.



This is Our Name

By BERTRAM H. MANN
Patent, Trademark and Copyright Counsel,
Toastmasters International

FREQUENTLY, there have been questions as to the exclusive right in and control of the word "Toastmasters" by Toastmasters International. Recently these questions have increased in number, no doubt because of the growth of the organization in numbers of members and clubs as well as prestige and importance. It is my purpose here to set forth for the benefit of the general membership the legal aspects and proper use of the name "Toastmasters."

Dr. Ralph Smedley first used the word "Toastmasters" to designate public speaking clubs shortly after the turn of the century. He selected the term because of its pleasant suggestion of one relatively minor aspect of the clubs which he started and guided. The name, however, was never descriptive of the clubs or, as we say in law, "generic" to the extent that it could not serve as

a distinctive name for such clubs and their members and activities. Note "Toastmasters," as the name of the organization, is always capitalized and pluralized. In 1924



Club No. 1 of the present organization was formed at Santa Ana, California, and in 1931 the few existing Toastmasters clubs were organized into Toastmasters International which became chartered as a nonprofit corporation of California.

Toastmasters International has grown by geometric progression until now there are Toastmasters clubs in every state of the union and in many other countries. While the intensity of development of Toastmasters clubs varies in different parts of the United States, publicity in such publications as *The Reader's Digest*, in newspapers and on radio and television, makes it safe to assert that the public speaking activities of Toastmasters are

now well known throughout this country. Because of this, people in all parts of the Union, whether consciously or unconsciously, associate the name "Toastmasters," when used in connection with public speaking clubs and their members and activities, with a particular source, namely, Toastmasters International. Stated another way, any use of the name "Toastmasters" in connection with such clubs, members and activities, inevitably, must create the impression that there is a connection between the designated club, activity or member and Toastmasters International.

This condition of public acceptance gives rise to the exclusive right of Toastmasters International to the use and control of the dominant feature of its name, namely, "Toastmasters." This situation has been recognized by the United States Patent Office which granted Registration No. 555,137 covering the word "Toastmasters" as a service mark and Registration No. 562,904 covering the emblem as a collective mark for training in leadership, in public speaking, and in criticism thereof. Both registrations have now become incontestable under the Federal Trademark Act. While these registrations refer primarily to educational activities, the rights of Toastmasters International in the name "Toastmasters" and its emblem are by no means so limited.

The test of infringement is as stated in *Talbot v. The Independent Order of Owls* (CCA 8) 200 F 600, 661, where the United States Circuit Court of Appeals said:

"An established voluntary association for religious, fraternal,

benevolent or social purposes is entitled to an injunction against the use by any other person, association, or corporation of its name or emblem or of any name or emblem so similar to it as to be likely to create confusion, or to deceive or to induce persons to join or treat with the latter as the former, because such a name or emblem in effect defrauds the former and the person so confused or deceived (citing cases)."

This clearly states that any use by those not authorized by Toastmasters International of the word "Toastmasters" or the Toastmasters emblem in connection with a public speaking club, whether primarily educational or, perhaps, primarily civic, which may reasonably create the erroneous impression that such club, activity or member is connected with or sponsored by Toastmasters International, is unlawful and is subject to an injunction and damages in a civil action. Furthermore, Toastmasters International in order to preserve its extremely valuable and exclusive rights in the name and mark must vigilantly enforce those rights. In other words, Toastmasters International cannot afford to permit unauthorized groups to use the name whether or not such groups are a credit or a discredit to the International organization. Consequently, I urge all Toastmasters to assist the International Headquarters in maintaining control over its exclusive name by reporting any examples of unauthorized use of the name "Toastmasters" or a similar name in connection with public speaking clubs. ♦

ST. JOHN'S, NEWFOUNDLAND—

Toastmaster Town of the Month

KNOWN AS THE OLDEST CITY in North America, historic St. John's lies almost landlocked in one of the most beautiful and ancient harbors of the New World. Here Sir Humphrey Gilbert laid the first cornerstone of the British Empire in 1583. On Signal Hill, which rises nearly 500 feet above the city, Marconi received the first transatlantic wireless message in 1901. And here in 1941 the United States landed the first American soldiers to go overseas in World War II and built its first overseas base.

It was on St. John's Day, June 24, 1497, that Explorer John Cabot in his good ship *Matthew* dropped anchor in the beautiful harbor and named it in honor of the day of his arrival. Cabot returned to England with tales of fish-filled seas, and soon hardy European fishermen set out for the Newfoundland. In 1527 the first permanent residence in St. John's was erected, and by the time Sir Humphrey Gilbert arrived to lay formal claim to the island, St. John's was a thriving community with houses, flower gardens, and a path (today's Water Street) stretching the length of the harbor.

Fate was not too kind to St. John's of yesteryear. Dutch, French and pirate fleets attacked the harbor; the town had been plundered and burned three times when in 1762 the French made their last successful attack, enjoying a short-lived triumph before being routed by British troops under Colonel Amherst.

Today St. John's is a city of 82,000 people, with excellent schools, shops, parks, churches, and many points of interest for the visitor. The Newfoundland Museum, Cabot Tower and Signal Hill, and the fortifications—Queen's Own Battery (1763), Chain Rock Battery, Fort Amherst (1704), and Fort Townshend (1762)—Government House, the Anglican Cathedral of St. John the Baptist, the Basilica of St. John the Baptist, and St. Thomas's Church, the oldest Anglican building in St. John's, opened for worship in 1836. Fishing is still the main industry, but St. John's is also noted for its fine handicrafts, especially knitted and woven articles, and for breeding of the famed Newfoundland dogs.

Toastmasters came to St. John's on October 29, 1960, when Terra Nova Club 3192-U received its charter. The club has prospered and flourished ever since, providing leadership in community projects and development of its members in the functions of better listening, thinking, speaking. Toastmasters of St. John's progress and develop like true descendants of the hardy pioneers who laid the foundations and fostered the growth of the city.



International President Honored

Toastmasters of District 6 recently joined to honor International President Herman E. Hoche at a testimonial dinner at the Radisson Hotel, Minneapolis, Minn. Over 100 Toastmasters and their wives attended.

In recognition for his many services to communication, President Hoche was awarded three plaques: from the Navy, from District 6, and from his own club, Gopher 183. Telegrams were read by toastmaster of the evening Jack R. Pelinka, immediate past District 6 governor, from Founder Ralph C. Smedley, Executive Director Maurice Forley, International 1st Vice President Frank I. Spangler and District 64 Governor S. M. McMurray of Winnipeg.

Special guests in addition to Mr. and Mrs. Hoche were International Directors John B. Miller and Ralph G. Iverson, TMI 2nd Vice President Alex P. Smekta, District 19 Governor Jerry Bertramsen, and the Hoche daughters, Linda and Chris.

District Six Minnesota

* * *

Play Santa Claus

The Navy Glynco Toastmasters 2599-14 of Glynco Naval Air Station, Georgia, utilized a local radio station and the speaking talents of its members to play Santa Claus to children in the area dur-



Lcdr. J. C. Dowdy (Elmer the Elf) left, Lcdr. W. H. McDaniel (Santa) and Club President Cdr. H. F. Gustafson of the Navy Glynco Club tape one of their Santa Claus programs. U. S. Navy Photo

ing the 1961 holiday season. One commander and two lieutenant commanders answered children's letters to Santa over the radio in a program that the station has since termed its "most successful of the 1961 Christmas season." The Toastmasters have been invited to repeat their performance this year.

In addition to their Santa Claus activities, Navy Glynco Toastmasters have gained a great reputation for community speaking, and members are constantly called upon to speak before local groups. An average of almost two outside speeches a week was made by members during the last half of 1961.

Navy Glynco Club 2599-14 Glynco Naval Air Station, Ga.

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Old Timers Night at Stoughton (Mass.) Club 1556-31 drew large attendance, including seven past presidents. Left to right: Edmund Bushee, Lawrence J. Lane, Warren Piper, Albert Nickerson (present president), Charles V. Keene, Michael A. Gangemi and Frederick J. Boyle. All are still active in the club, which was chartered in 1956.



Toastmasters of Hawaii select Dr. Hung Wo Ching, Club 1668, as Toastmasters Man of the Year. Hawaii Governor William F. Quinn (right) presents scroll and calabash to Dr. Ching at recent District 49 Jubilee Banquet.



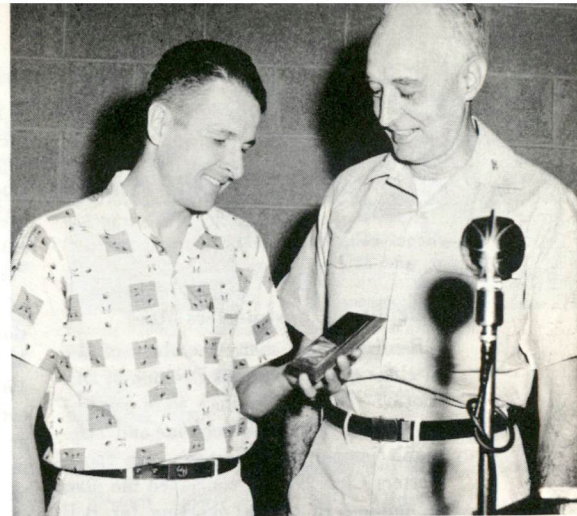
Kenneth Magnuson, Governor of District 30, coaches Scout Mitchell Turner (left) and Scout John Schaffer, both of Chicago, in final training session of "Operation Patrick Henry." Thirty-five Toastmasters served as coaches together with members of the Chicago Rotary Club and Frontiers International.



District 49 Governor Ed. Hudak (right) presents Certificate of Merit and miniature gavel to Lt. Col. Joseph Shepherd, president of Pearl Harbor Club 1882. Club has recently instituted practice of awarding miniature gavels along with the certificate for completion of Basic Training.



"Toastmasters Day" was recently proclaimed in Phoenix, Ariz., by Mayor Sam Mardian (center). Dist. 3 Lieutenant Governors E. C. Friar (left) and George A. Morrison observe. Proclamation preceded the District Fall Council meeting.



Colonel Robert D. Herbison, director of personnel at Hunter Air Force Base, Georgia (right), honors Master Sergeant C. J. Myers with the Oglethorpe Club 3131-14 past president plaque after successful term of office.



Honorary Toastmaster: Major General Victor J. MacLaughlin, Executive Director, Military General Supply Agency, is awarded honorary membership in Richmond (Va.) Quartermaster Depot Club 3282-66. Presenting the membership certificate is Lieutenant Commander Al Moore, club administrative vice president.

Attractive window display in library of Deuel Vocational Institute (Calif.), was prepared by Gavel Club 19 members in celebration of anniversary of founding of TMI. Markers on map depict locations of some of the 3400 clubs in 44 countries throughout the free world.

MARCH, 1962





Presidents of eight TM clubs meet at first annual Bell System Toastmasters conclave at Winston-Salem, N. C.

Telephone Toastmasters Meet

Realizing that many members of the 21 clubs of the Founders Division of District 37 (North Carolina) were employees of the American Telephone and Telegraph Company, the Northwestern Toastmasters Club 2946-37 conceived the plan of holding an annual meeting for Bell Systems Toastmasters. Invitations were sent to all clubs in the general area of Winston-Salem, Greensboro, and Burlington. Over 114 Toastmasters responded, making up one of the largest aggregations of Toastmasters in the history of the district.

The meeting was held in the Western Electric Company's Reynolda Road plant, a new and beautiful office building capable of accommodating a group of this size. Many notables from District 37 and Telephone Company officials were present. Don E. Procknow, assistant manager of the North Carolina Works and a member of Club 2118 of Winston-Salem, was the principal speaker.

Picture shows presidents of the eight Toastmasters clubs which participated in this unique joint meeting. Left to right, Club presidents John Edwards, 2864; Robert Cornwell, Jr., 1962; Phil Epperson, 2118; J. F. Coordsen, 1862; Ellis Berlin, 2946; Ed Ponder, 935; Robert L. Conder, 2466; Henry Highsmith, 1356.

**Founders Sub-District,
District 37
North Carolina**

* * *

Achievements Reviewed

At its second anniversary celebration, McDonnell Aircraft Corporation Club 2753-8 of St. Louis, Mo., reviewed its achievements over a festive birthday cake. Membership continues high, and club enthusiasm is flourishing.

One of the outstanding achievements of McDonnell Club has been its cooperation with the Speakers Bureau of the McDonnell Aircraft Corporation. During 1961 over 50 speeches (most of them concerning the Project Mercury space program) were delivered by club members to civic and professional groups in the Greater St. Louis Metropolitan area. The club has again been invited to judge the American Legion's Greater St. Louis High School Oratorical Contest. In asking this relatively new club to judge for the second time, Legion officials expressed pleasure at the manner in which the judging had been handled the previous year.

**McDonnell Aircraft Corp.
Club 2753-8
St. Louis, Mo.**

* * *

Joint Meeting

Golden Gate Club 56 of San Francisco, Calif., recently played host to an unusual joint meeting when representatives of the host club, four adjacent TM clubs and one Toastmistress club gathered in the scenic banquet room of Hamm's Brewery, overlooking San Francisco. Visiting clubs were Visitacion Valley 2038, Chinatown 2296, Skyline 1299, Financial Center 838, and the St. Francis Toastmistresses, all of the San Francisco Bay area. President Bill Peck of Golden Gate presided, and the Chinatown Club furnished a buffet-style Chinese supper.

Winner of the evening's Best Speaker

Award was Ted Sailor of Visitacion Valley. Additional entertainment was a magic show presented by Charles Topke, president of the San Francisco Chapter of the American Society of Magicians. He was assisted in his presentation by Robert Offenbacher, an amateur magician and member of the Financial Center Club.

**Golden Gate Club 56-4
San Francisco, Calif.**

* * *

Successful Officer Installation

One of the most successful meetings of Kwajalein Toastmasters 2632 was the last officer installation and ladies night program. Guests of honor were the commanding officer of the Kwajalein Base and his wife, Captain and Mrs. Paul A. Holmberg, and Mr. and Mrs. George Carmichael of the Transport Company of Texas.

A highlight of the evening was the reading by Incoming President John Coleman of a letter from the Broadway Club 1000-46 of New York City containing an offer for mutual moral support and interchange of program ideas and suggestions through a regular exchange of club bulletins. "Just to hear that a long and well-established Toastmasters Club in the great metropolis of New York was aware of our existence gave us a real shot in the arm. Now we can proceed more boldly and confidently with our speech clinic projects during this coming term," stated Educational Vice President Larry Finn.

Bob Price was voted best speaker of the evening and Sam Gaines best table topics speaker.

**Kwajalein Club 2632-U
Kwajalein**

* * *



Beaver Valley Toastmasters Carrol Miller (left) treasurer, and Alan Meilinger, administrative vice president, demonstrate the type of presentation which won their club a citation for community service.

Club Cited for Community Service

Beaver Valley Club 752-13 (Beaver, Pa.) was cited at the recent 1961 Academy Awards Dinner of the Beaver County United Fund for its contribution in staffing the United Fund Speakers Bureau. This award marked the first time in the history of the Fund that an organization was cited for its collective effort. The nine experienced Toastmasters of Club 752 who constituted the Bureau had explained the need for a unified charitable effort to 35 different groups representing a combined audience of approximately 2,500 people, in 11 different communities.

Utilizing their talents for worthwhile community activities is a familiar role for members of Club 752. In the past year the club has established a Junior Speakers Club which currently numbers 15 teen-age high school students, has assisted the Boy Scouts in all of their charter presentations, has alerted several communities to the need of Civil Defense programs and has supplied speakers for many academic and civic programs. The county-wide publicity resulting has attracted many new members to the club.

**Beaver Valley Club 752-13
Beaver Valley, Pa.**

* * *

In Pacific Air Force Toastmasters Clubs...

East Meets West

By IRVIN H. LEE

FROM HAWAII TO OKINAWA, Air Force men and women, and residents of the countries in which the men and women of PACAF are stationed, literally unite to convey their customs, thoughts and interests by "Better Listening, Thinking, Speaking." Realizing the importance of word usage and effective presentation, several hundred military personnel, dependents and civilian employees of the Pacific Air Forces have organized 16 Toastmasters and Toastmistress clubs throughout the command.

On Hokkaido, the northern isle of the Japanese archipelago, the Misawa Air Base Toastmasters organization meets once weekly. The two-hour sessions consist of formal and impromptu speeches by club members. The best speaker of the evening is awarded a rotating trophy, and all three-time winners receive permanent awards.

Howard M. Gillis, club president, reports meetings are planned in de-

tail one month in advance. Topics range from customs of Japan to sports. He adds that local Japanese civic organizations attend and participate in the club's proceedings periodically.

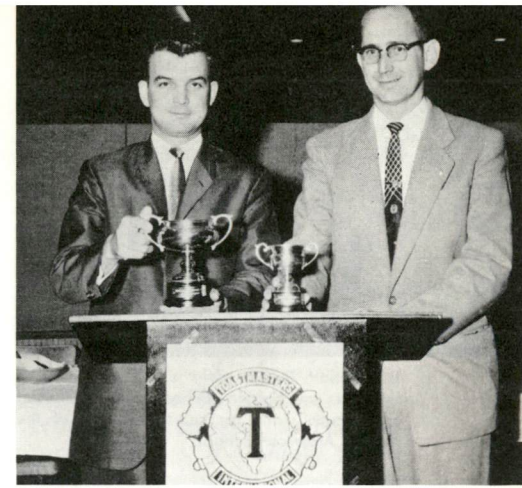
Itazuke Air Base on Japan's southernmost isle of Kyushu boasts two Toastmasters organizations—an officers' and a non-commissioned officers'—and a Toastmistress Club of officers' wives. Though separate clubs, they frequently hold inter-club debates. This, according to club members, affords training for both male and female members should they be called upon to speak before audiences of the opposite sex.

To add international flavor to the club's activities, Major Jeremia A. Taylor, Sr., club president, initiated periodic joint meetings with a Toastmistress club in nearby Fukuoka City, one of the nation's largest seaports. Initial success of the program was so stimulating



A Japanese member delivers a speech during a meeting of the Fukuoka Officers, NCO and Airmen Clubs at Itazuke Air Base.

—USAF Photo



Winners of trophies for best speaking performance during a meeting at Yokota Air Base are (left) S/Sgt. Leonard E. Berry (best speaker) and T/Sgt. Charles F. Black (table topics).

—USAF Photo

that joint meetings are now held on a quarterly basis.

At Fuchu Air Station, and in the Tokyo area in general, Toastmasters is a common word in Japanese conversation. For within these communities there are four Toastmasters organizations: the predominately Japanese Sanno Club 2803 and the American Torii 1373, Bushido 2165, and Samurai 3033 Clubs.

The Sanno organization is the only chartered English-speaking Japanese Toastmasters club in Japan.

Organized in October 1959, the Sanno club's 20 active members are businessmen, university students, employees of the U. S. Forces in Japan, and include the Chief of the Foreign Section of the Japanese Editors and Publishers Association. Two Americans, Joseph K. McCollum and G. Nurenberg, are also members of the group.

Toru Miyagi, club president and advisor to the U. S. Forces Japan Office of Information, states that aside from hurdling the barrier of timidity that besets an inexperienced speaker, the club's Japanese members also have the problem of groping for proper grammatical terms, a point which challenges their command of the English language.

The Fuchu area boasts of Tokyo's oldest Toastmasters International Club, Torii, as well as that city's newest club, Bushido. Both have tri-service membership representing the U. S. Army, Navy and Air Force, with Torii composed of officers and Bushido open to non-commissioned officers.

The third club, Samurai, is organized for membership of enlisted personnel of lower grades.

Like their counterparts at Itazuke, the Toastmasters and Toastmistresses at Tachikawa Air Base



Lt. William Burger gives a speech pointer to members of Yokota Officers Club's special speechcraft clinic for selected pupils of the Yokota American School.

—USAF Photo

have joint participation programs where officers and dependent wives gather for the purpose of mastering the art of public speaking, developing poise and self-confidence, and for a stimulating exchange of ideas.

Enlisted personnel of Tachi's third Toastmasters organization have taken special steps to aid their speakers in overcoming some bad habits through a special device conceived and constructed by Master Sergeant Adolph Blum, sergeant-at-arms. Labeled "Toastmasters Exposed," the device is a clear plastic lectern which prevents the speaker from hiding. It gives the audience a clear view of the speaker and prompts him to control his nervousness instead of hiding behind the lectern.

Tachikawa's clubs have done more than just stimulate interest in Toastmasters activities on their base. For example, the enlisted men's club has organized and sponsored a group of Japanese civilians who meet weekly for speech training. It is composed of male and female members of all ages.



Introducing herself to the members of the Sanno Club, Toastmistress Emiko Sasaki gives her icebreaker talk.

—USAF Photo

Three Toastmasters organizations at Yokota Air Base, also near Tokyo, were established with the aid of Tachi Toastmasters and Toastmistresses in 1959 and 1960.

One Yokota group, composed entirely of officers, has established a speakers bureau manned by volunteer club members. The group makes itself available to base and community functions on request. The club has also organized a Speechcraft Course for selected Yokota American School students. It is designed to give course participants a working knowledge of preparing, delivering and evaluating speeches. Lieut. John C. Barret, club president, relates that the program has been highly successful.

There are two military clubs in Okinawa, one at Naha and the other at Kadena Air Base. Each is open to membership from all services although both are predominantly composed of Air Force personnel. The programs, like others within the PACAF area, are conducted as prescribed by TMI World

Headquarters. Weekly meetings are held. All speeches are evaluated, and awards are presented to the evening's outstanding speaker.

Toastmasters organizations are doing many things to prepare their speakers for presentation of varied subjects. For example, at a Toastmasters dinner meeting at Hickam Air Force Base, Hawaii, the impromptu speakers, in the presence of wives, dealt with such subjects as hemlines, who should handle the money and a man's opinion on dyed hair. It's excellent training—a Toastmaster thinks, or sinks, on his feet.

Hickam's club is composed of officers and civilian employees, and and rapidly growing is its distaff counterpart, the Hickam Toastmistress Club.

Presiding over the male assembly is Lieut. Ernest Dean, a test pilot who joined the club to improve his skill at presenting briefings to his unit commander.

Lieutenant Dean states that as many as 12 speeches are given by the group during a single meeting. These increase in difficulty from number one, the "ice breaker," through speech number 12, the final exercise in Basic Training. Occasionally subjects are assigned but in most instances, the subject is left to the individual.

In this day of increased trans-continental travel, ventures on the fringes of outer-space and conflicting ideologies, the ability to present organized thoughts and convey ideas is essential. Toastmasters of the Pacific/Far East, as with their worldwide counterparts, lend credence to a statement made by former Secretary of State Henry Clay.

Clay said: "There is no power like that of true oratory. Caesar controlled men by exciting their fears; Cicero, by captivating their affections and swaying their passions. The influence of the one perished with its author; that of the other continues to this day." ♦

Staff Sergeant Irvin H. Lee entered the U. S. Air Force in 1952, after attending Morgan State College in Baltimore, Md. He has served on public information staffs with the U. S. Air Forces in Europe, AF Logistics Command and AF Defense Command, and is now serving with the Public Information Division, Hq. Pacific Air Forces, Hickam AFB Hawaii.



If everyone waited to tackle the unknown until he had a clear chart of directions, there would be no inventors, explorers, composers, artists or authors. Creative thinkers are people who move fearlessly into the unexplored and unchartered territory and have faith enough in themselves to blaze new trails.

—RUTH G. STRICKLAND, *Education.*

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Purposeful Reading

Most gratifying has been the reception given to our recently established "Reading Plan." It might even be called amazing. Rarely, if ever, has a new proposal been given such a cordial and enthusiastic welcome by our members. Let us hope that the enthusiasm continues.

Of course, we must keep in mind the fact that this project is somewhat in an experimental stage. While careful study went into the preparation of the lists of suggested books, there is no certainty that all the books selected are absolutely the best of their kind, nor is there any intention of closing these lists against revision and change. It is possible that some revisions may be needed in the categories as well as in the individual books. Such matters must wait on experience, and all readers may be assured that the members of our Advisory Committee will view the problem with open minds.

One point which we assumed was generally understood is the fact that so many of the books are available in economical paper bound or "pocket" editions. However, if you want to build a permanent library, we suggest you take advantage of the special prices for hardbacks offered to members by the World Headquarters. Naturally,

one is at liberty to buy the books at any store, and it is quite good practice to patronize your own public library. Just be sure to get the right books, and then to read them with attention, not primarily with great speed.

Take your time in reading up on subjects which are, or should be, of interest to you. Then interpret some of the ideas to your fellow members.

In preparing speeches on these subjects, remember that you can use this material in connection with any Basic Training project beyond the first two or three; or you can prepare the speeches without reference to Basic Training, except for such help as you think is needed in selection and organization of material, and in delivery. Go at it to get all possible good from the reading and thinking, as you pursue your studies.

Use It or Lose It

We are told that the fish in the Mammoth Cave have eye-spots, but they cannot see.

Scientists tell us that many generations ago, the ancestors of these fish, swimming in the light, had seeing eyes, but long ages of life in the darkness have caused the eyes to lose their sensitivity. They have become atrophied—lost by lack of use. Since they did not use their

eyes for seeing, they lost the power to see.

That is the way it is with all of us. We must use our abilities and our faculties, or lose them. Let a muscle remain unused for a long time, and it wastes away. Let a mental faculty lie dormant, and in the course of time it is lost.

The musician who does not practice his art, the athlete who fails to exercise his muscles—even the speaker who drops his speech practice—will lose his ability, his skill.

This is why membership in a Toastmasters club is a life assignment. A man who holds his membership for a few months or years, and then drops out, invites the loss or deterioration of his hard-won ability in public address. But the member who holds on, year after year, using every opportunity for speech practice and speech improvement, continues to grow better as a speaker, and more useful as a leader. He uses his ability, and by using it, he not only retains it, but he increases it.

This is especially true of your skill in speech. If you let the months pass without facing an audience and giving your message to them, you will find that your facility has been impaired. The way to become a good speaker, and then continue in that classification, is to practice without ceasing. In other words, stay in your Toastmasters club for the sake of practice which will enable you to keep on being a good talker.

Whatever ability or talent you have, use it, or you will lose it. Whatever you do, keep on doing it if you wish to hold on to the skill.

A Voice From The Past

The following words appeared in *The Gavel* for January 1, 1931. *The Gavel* was the monthly publication of Toastmasters in those early days. The following paragraphs appeared under the title: "Opportunity Knocks." They seem as timely today as they were then.

"Members of the various Toastmasters clubs throughout this land of ours will, in 1931, get chances to speak at public functions, dinners, service clubs, etc. If the people of your city are not in the habit of calling on your club for speakers, then it is up to you to call their attention to what they are missing.

"Your club should have the reputation of being THE CLUB in your town where there are plenty of good speakers available.

"Speaking outside the club by Toastmasters serves to advertise the club and it also furthers the spirit of service in the community. Opportunity is there, not alone for the club but for the individual member.

"The Toastmasters club is the training ground where we work our way up from 'raw recruits' to 'captains' of speech. We become more or less master of our minds and tongues. However, this period of training avails us little if there are no great battles.

"Speaking out in public is the battle! When you get up before a strange audience, all your training tactics are called into play. If you have been a good Toastmaster, words will not fail you, and you will emerge victorious from the fray. The next battle is easier, and so you continue to win."

Why TOASTMASTERS?

By JAMES R. MALLEN

WHY TOASTMASTERS? Have you ever wondered?

Come along with me. We are seated in the South Terrace room of the Edgewater Beach Hotel in Chicago.

The South Terrace is a plush room, glittering with crystal chandeliers, and large enough to seat 200 people comfortably. In an appropriate place, there is a long speaker's table mounted on a low platform. A lectern is primly placed in the exact, dead center of the table. In the ceilings are a number of spotlights; their light bathes the speaker's table and converges directly on the lectern.

The program has started; the toastmaster is calling upon me to present to the group the marketing research data for a new product about to be launched by my company. Amid polite applause I advance to the speaker's table. I place

my notes and other material on the lectern and scan the audience, left to right. From the lectern two microphones glare at me, one for the p.a. system, the other for a tape recorder. A hush has come over the room and every eye is upon me.

I break the silence—"This is, indeed, an exciting time for all of us." I pause, take a deep breath, and prepare to deliver my second deathless phrase. My glance travels up the center aisle, and suddenly a bolt of lightning strikes my knees. The president of our company is strolling into the room.

Our president is a veteran of 30 years and more of speech making. He's in constant demand for speeches before groups of all sizes and varieties. He has the ability to identify quickly with any audience and has a great deal of empathy.

I blanch—totter—my legs are visibly vibrating. Fortunately, the

vibration can be seen only by the toastmaster, the only person except me at the speaker's table.

I'm too scared even to remember my Toastmasters training. But from somewhere, and entirely without my realizing it, that training takes over. Somehow or other my knees steady, the vibrating stops. My second line, my third line come out without hesitation, come out strongly and accurately. I am now well into my speech, and going strong.

There are other distractions, but they do not matter to me in the least. Photographers appear from somewhere and roam about the room, flashing their bulbs at me from different angles. They don't even faze me.

I know that my audience is with me. I've got their attention, and hold it. A strong close now, and it's over. My baptism of fire. I'm still alive, and I feel wonderful.

After the generous applause, the toastmaster of the evening makes a few comments, then calls on our company president to address the group. He remarks, "This is a most unenviable position you have placed me in. The last speaker followed all the rules of good speech-making. Now you'll be able to compare my performance with

his, and it's not going to be easy for me." Later, the president sought me out to congratulate me personally on what he termed "a skillful presentation."

Now, I don't want you to think I am telling you all this to brag about my achievement. I'm not some kind of an egocentric nut parading his skill the way a peacock parades his gorgeous feathers. Rather, the point I am trying to make is that it was only a short time ago that I could not possibly have stood up before that group and made even one opening remark. And it was only a very short time ago that my evaluators criticized me for my shaky delivery and for lack of vocal variety.

Why Toastmasters? The congratulations I received that night did not really belong to me. They belonged to Toastmasters.

Why Toastmasters? Because without my Toastmasters training I would never have been able to make the talk at all. And without the careful, considerate suggestions of my evaluators, I could never have overcome my deficiencies in speech-making.

Why Toastmasters? Because, as you can see from my own personal story, *it works.* ♦



James R. Mallen is manager of market research for the Armour Pharmaceutical Company of Kankakee, Illinois, and a registered pharmacist. He is a member of Southwest Club 1029-30, Chicago, Ill.



TOASTscripts



The origin and multiple meaning of words was the subject for table topics at a recent meeting of Subic Bay Toastmasters Club 1975-U (Philippine Islands). Concluding the session, Lieut. Cmdr. J. P. Carr read an excerpt from a letter his father sent him at the time of his first child's birth. These were the wise words the father wrote:

"Teach her as many of the seven hundred thousand words of the English language as you have time to, but be sure she knows that the greatest word is God; the longest word, eternity; the swiftest word, time; the nearest word, now; the darkest word, sin; the meanest word, hypocrisy; and the deepest word, soul."



They're still talking about the January 1 Pasadena Tournament of Roses at Mesquite (Texas) Toastmasters Club 3046-25. And it's because the Mesquite High School Band was the only band in all Texas to be invited to participate in the Rose Parade. Of 20 bands in the Parade, only eight were from outside California.

The Mesquite Band received an invitation to take part in the colorful New Year's Day parade when the president of the Tournament of Roses saw it perform at last year's San Antonio Fiesta. How did the Mesquite Toastmasters get into the act? Well, it took \$10,000 to send the 136-member musical aggrega-

tion to California and the Mesquite Toastmasters along with several civic clubs in the community took to the platform and successfully raised the necessary funds.

In New York, Toastmasters in District 40 recently performed a service that is now having an effect in cities in both Canada and the United States.

When the Boys' Clubs of America brought 39 of its professional leaders to New York City for a four-week training program, Toastmasters in District 46 were asked to help plan and conduct an eight-session Toastmasters speech program. In thanking Cleve Campbell, lieutenant governor of the district, William R. Bricker, assistant director, Personnel and Training, Boys Clubs of America, also reported on the results after the professional leaders had returned to their homes in Canada and the U. S. "We have had most enthusiastic reports of their interest in affiliating with local Toastmasters clubs," he wrote. "Not only was this encouraging to us, but another dimension was added in that many of them persuaded their professional colleagues also to join in these local programs."

Expressing his appreciation to Executive Director Maurice Forley for the materials supplied for the course by the World Headquarters, Edward W. Pastore, Boys' Clubs Director of Personnel and Training

Service, said, "This introduction to 'Toastmasters' will accrue many positive benefits to these Boys' Clubs' leaders, giving them a greater speaking poise and confidence to successfully interpret the needs, hopes and aspirations of the youth they serve in both the United States and Canada, and stimulating them to continue to improve their skill. I hope we can again call on you for assistance next fall."



Jim Long of Liberty Bell Club 1010-38 (Philadelphia), puts it very neatly in a verse he calls "Speech."

The wisest
Still hold,
It should flow from the heart.
But we're too often
Told,
It's a diaphragm art.



The 1000th Toastmasters club was organized in New York City in December, 1951. Last December, the club observed its 10th anniversary, and messages of congratulations were received from Dr. Smedley and other Toastmasters around the world. Guest speaker for the occasion was Eugene J. McNeely, president of the American Telephone and Telegraph Co., the largest corporation in the world.

One of the things which has made Broadway Toastmasters Club 1000-46 so successful has been "The Speaker," the club's weekly bulletin. Edited and published by S. Dan Daniels for the 10 years of its existence, "The Speaker" has presented

articles by many outstanding business and industrial leaders. During the past decade, it has carried over 396,000 words on topics ranging from speeches to sabbaticals.

Five hundred copies of "The Speaker" are printed each week. It is read in West Germany and in Kwajalein. It numbers the president of one of the largest corporations in the world as a regular reader. A survey shows that each copy of the bulletin is read by between eight and 15 persons. Fathers even send it to their sons in college.

In the first issue of "The Speaker," Editor Daniels wrote, "There are many skills and qualifications leading to success, but the ability to express oneself is perhaps the most important." After 10 years, the message of "The Speaker" is unchanged.

A belated "Happy Anniversary" to Editor Dan Daniels and to the members of Broadway Toastmasters Club 1000-46.



CONGRATULATIONS: To Thermopolis, (Wyo.) Toastmasters Club 2636-55 for supplying the entire legislative body from Hot Springs County. Toastmaster James D. Brunk was elected State Senator and Toastmaster Willard Wilson defeated the incumbent, Toastmaster A. T. Graham, for the office of State Representative. . . . To Edward J. Gorman, member of V. A. Gaveliers Club 2920-36 (Washington, D. C.) on his appointment as chief of the general administration staff, Department of Veterans Benefits, Veterans Administration.

Reading Plan

RESPONSE TO THE NEW Toastmaster Reading Plan (THE TOASTMASTER, November, 1961) has been tremendous. Before the close of 1961, over 2500 requests had been received at World Headquarters for the brochure explaining the plan, which offers an "Award for Informed Speaking" to Toastmasters who present five talks based on five books in any category of their choice. The following comments were contained in letters received by Executive Director Maurice Forley:

"I think this plan may be one of the most important steps taken by Toastmasters in years."—Thomas C. Wilson, Camosun 757-21, Victoria, B.C.

"... it is up to all educational v-p's to inform themselves on [the plan], see that club members know of it and understand it, and if the club so determines, incorporate it into the club educational system. . . . Almost all beginning Toastmasters need additional training in reading for a purpose and in research methods."—Joseph J. Hiley, Club 1014, Forks, Washington.

"I am pleased that Toastmasters is taking this progressive step . . . and with so much reading material available to pick and choose, some sort of plan is certainly required."—C. R. Looney, Club 1948-13.

"I have been a member of Toastmasters for 25 years. It is my opinion that this is the best innovation proposed by Toastmasters in that time."—Arthur O. Armstrong, Bellevue, Wash.

"The Reading Plan is a splendid idea and I am glad to see you give

it the importance it deserves by devoting an issue of the magazine to it."—Paul Gnadt, past governor Dist. 8, St. Louis, Mo.

"I have read everything relating to the Plan and my enthusiasm mounted as I pursued the reading. It is indeed a good thing, not only for Toastmasters but for any thinking person."

"It was pleasing to note your reference to libraries as a source of books when the reader may not wish to buy . . . or when he may wish additional titles in a chosen category. I am asking our loan and reference divisions to become acquainted with the materials so that they may show them to people who are seeking guidance to make their reading more purposeful and more beneficial."—Harold F. Brigham, Director, Indiana State Library, Indianapolis, Ind.

"We have a total of 26 members . . . at least 15 members are interested in The Toastmasters Reading Plan . . . I think this is the best educational project the Home Office has ever sponsored."—Lavene Ransom, Club 349-25, Fort Worth, Texas.

Wins Wide Response

"The November issue of The Toastmaster is loaded with good reading. The Toastmasters Reading Plan is particularly tempting, and I wonder if a non-Toastmaster may receive your brochure. This is particularly interesting now that I'm a librarian, for it's good to have people read."—Barbara C. Hollis, Brookline, Mass.

"Undoubtedly much interchange of ideas went into this project, and I suspect you may have had to overcome some temptation to get it over-organized or too complicated. I believe you came up with just the right approach—keeping it simple, providing expert guidance, and appealing to the initiative of the individual Toastmaster. . . . Much good will come of this program. Some you will know about. But a great deal more will be effected here and there, in little bits and dabs, that will not be measurable. The common interests of all Toastmasters and our peculiar relationship to each other, even across continents and seas, will keep The Toastmasters Reading Plan from ever becoming just another book club."—Walter Holland, Club 1275-66, Richmond, Va.

"... We plan to distribute copies of your brochure to area and club officers as we talk up reading for more informed Toastmasters."—Robert J. Leo, Assistant Area XII Governor, District 36, College Park, Md.

"Am intrigued with your new Toastmasters Reading Plan and wish to introduce and discuss it at our next meeting. . . ."—Robert R. Hufstader, Club 1412-19, Des Moines, Iowa.

"Many thanks for the reading plan and catalog. I thought the catalog so good that I have sent it to a young Marine stationed in Alaska. . . ."—Aubrey C. Mendle, Club 1242-4, San Francisco, Calif.

"I was . . . delighted with your Reading Plan. In many ways it parallels the Air Force's reading plans . . . the difference, of course, is that your plan integrates the reading with the understanding and interpretation necessary to speak effectively on the book. . . . We plan to ask our Base Library to purchase the recommended books and that they have a special shelf for them, which will make a fine point for publicity and information distribution. We will let you know how fully this plan is implemented and how successful it is. It might be worth suggesting to other clubs, especially Armed Forces clubs. . . ."—Robert L. Erckert, Capt. USAF, Club 2967-29, Brookley AFB, Alabama.

"... an excellent program that enables a Toastmaster to become better informed as well as adding interesting subjects to use in regular speeches."—Robert R. Parshall, Club 160-9, Spokane, Wash.

BOOK REVIEW

MAN IN A WHEEL CHAIR, by Charles J. Schwab. Exposition Press, 386 Park Avenue South, New York 16, N. Y. Price \$2.50.

We are all familiar, by hearsay, with the suffering and distress caused by paralytic polio, but most of us, fortunately, have escaped the close contact with this dread disease which would make us realize just how disastrous an effect it can have on the life of its victim.

This book gives us an intimate view of the experiences, the problems, the life-shattering consequences of this affliction. It is a story based on the actual facts of a specific case. It tells the story of a man who was stricken down in the midst of a successful life, and was condemned to spend the rest of his days in a wheel chair.

How he overcame the handicap and made his life a success is an inspiring tale of courage, determination, persistence and understanding, on the part of the sufferer and those about him. It is a story which can be read with profit by any person who is in favor of working to overcome obstacles. It is written with sympathy and understanding, and with careful attention to detail.

The writer is a man with an interesting background. Charles Schwab spent years of his life with the Chrysler Corporation. He retired from his executive position about five years ago, and for some time he has been living in Dallas, Texas, where he has been associated with our Toastmasters clubs in that city. This was not his first acquaintance with Toastmasters, for he was a member of the Number One Toastmasters Club in Santa Ana, California, nearly 30 years ago, and he has sustained his interest in our work through the years.

It is inspiring to read of the part which the author played in the story of a man crippled for life by polio. Mr. Schwab writes with feeling of his many visits with a business associate who became a victim, and of his observations of other patients in the hospital. His book, which will be useful in the annual campaign for the March of Dimes, should be available at your bookdealers. It may even provide inspiration for some helpful speeches.

—Ralph C. Smedley



That man is truly ethical who shatters no ice crystal as it sparkles in the sun, tears no leaf from a tree, cuts no flower.

—DR. ALBERT SCHWEITZER.



JUST IN JEST

Said the chairman of the board to the group surrounding the table: "It's only a suggestion, of course, gentlemen—but let's not forget who's making it."

A good way to have the world beat a path to your door is to try to take a quiet nap.

"So you're not bothered any more with relatives coming and staying?" asked Jim.

"No," answered Tom with satisfaction, "I borrow money from the rich ones and lend it to the poor ones, and none of them come back."

It took the early settlers months to cross the country. With today's traffic, that's still good time.

Introducing the guest speaker, the M.C. listed his virtues in glowing terms. "That introduction," grinned the guest, "reminds me of the man, who on judgment day, stuck his head out of the grave and read the epitaph on his headstone. 'Either somebody is a terrible liar, or I'm in the wrong hole.'"

The man who laughs at the boss's jokes does not necessarily have a sense of humor, but he surely has a sense of direction.

A miser isn't much fun to live with but he makes a wonderful ancestor.

A police reporter from an Eastern paper noticed that a certain desk sergeant occasionally wrote "S & B" after a prisoner's name on the blotter. So one night he asked what the letters stood for.

Replied the matter-of-fact sergeant: "Salt and Battery."

Wall motto in the office of a new recruit at the Bureau of Internal Revenue: "Remember, America is a land of untold wealth."

Two teenagers on a tour of a modern art gallery found themselves alone in a room of modern sculpture. Staring at the twisted pipes, broken glass, and tangled shapes, one of them said, "Let's get out of here before they accuse us of wrecking this place."

Some people can stay longer in a few minutes than others can in a day.

I don't think you will get people really worked up over fallout until it begins interfering with TV reception.

By the time a man can afford to buy one of those little sports cars, he's too fat to get into one.

Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

I am presently a member of Park Ridge Toastmasters 381-30, Ill.; was formerly a member of Toastmasters in St. Paul, Minn., and have approximately five years of Toastmastering "under the belt." I was glad to read in your September (1961) issue that there is a club (2154) in Wiesbaden, Germany. Unfortunately this club is for Americans and I believe that the idea of "Toastmastering" might find a lot of appeal for Germans too.

The comment in the December '61 "Letters to the Editor" column, however, by Capt. John Pasch, USAF, shows the depth of the chasm between the Germans and the Americans to the fullest extent when he advises you, that the "Marktkirche" (Market Church) is, to quote him, "the Marktkirsche" (Kirsche—cherry; Kirche—church), showing by the misspelling and giving of wrong information the lack of contact between Yank and German.

As a citizen of the Federal Republic of Germany and a Toastmaster of five years standing I request you (1) correct the information from the December '61 issue to read that in the September '61 issue you showed the "Marktkirche in Wiesbaden, Germany" and (2) investigate the possibility of introducing "Toastmastering" in Germany for Germans.

Dr. Rolf Helmut Ehrmann
Park Ridge, Ill.

The frequent misinterpretation of B.T. Speech No. 8, "Illuminate the Speech," has long been a pet peeve of mine, but you

have me getting it wrong.... "Illuminating the Speech" in Toastmasters means illustrating with jokes, stories and anecdotes, not with visual aids. Would you print this correction to keep others from making this mistake?

J. Stephen Ogden
Club 246-40
Ashland, Ky.

(Ed. Note: Toastmaster Ogden is absolutely right. We regret that in editing his article, "Make Your Evaluations Effective," for the December 1961 issue, we inadvertently altered the meaning.)

Goose Bay is a military base where people of the United States and Canada work in close harmony and many of them find that they can develop their abilities by attending a mutual club. The Toastmasters Club provides such a common ground.

The Goose Bay Club 1699-U meets every Tuesday evening at 7 p.m. at the Officers Club. Since this is a military base and many Toastmasters from other clubs are called upon to do temporary duty here, we would like to extend an invitation to those who may be visiting the Officers Club on any Tuesday evening to drop in on us. You will see our Toastmasters banner proudly displayed on the door where we meet.

S. LeGrow
Adm. V-P, Club 1699-U
Goose Bay, Labrador,
Canada

A letter to the Editor in the October Toastmaster signed by Harold E. Jenkins was very interesting to me because our club has had a very similar experience. We, too, established an "Outstanding Toastmaster Award" in the 1961 summer term. With the hope that our experience will be of some value to other clubs, I would like to pass it along via *The Toastmaster*.

There seems to be considerable similarity between the system developed by the Steel City Club and the one we use, in that such things as attendance, performance of assigned duties and similar factors are considered in the selection process. From this point on, however, we take a different approach. The Outstanding Toastmaster is selected with complete objectivity. The Educational Committee, originators of the award, established a point system wherein numerical values, weighed in terms of difficulty and importance, are assigned to each of the several selected determining factors.

The member with the highest number of points at the end of the term wins the award. In this way the possibility of the award turning into a popularity contest or political campaign is eliminated.

The award itself is an attractive plaque inscribed with the winner's name and other pertinent information, and is presented to the unknowing recipient at our Ladies Night dinner. We are convinced that the Toastmaster of the Term Award is well worth the time and small expense it entails, and would recommend it to any club as a tool for increasing interest and participation in club activities.

Douglas M. Hood
Admin. V-P, Club 2265-7
Portland, Ore.

Oak Ridge, Tennessee, has a Toastmistress club and a Toastmasters club. It also has as residents, an attractive and active couple known as the Chases.

What might make Oak Ridge a little different from other towns with Toastmistress and Toastmasters clubs and attractive, active couples, is the fact that Helen and Larry Chase have been simultaneously serving as presidents of their respective Toastmistress and Toastmasters clubs, as well as being charter members.

Helen has just finished her term as president of the local Toastmistress club and Larry will soon finish his stint as president of Toastmasters club.

Helen is a charter member of the new Atomic Toastmistress Club and is its first president. Larry is a charter member of the Oak Ridge Toastmasters Club, and has held several offices.

Helen and Larry are native Ohioans but have been long-time Oak Ridgers. Both have done outstanding jobs in founding and developing their clubs and are beloved by Oak Ridge Toastmistresses and Toastmasters.

John M. Bobb
Club 1858-63
Oak Ridge, Tenn.

I find that the magazine has improved much in content and format and wish to congratulate you for this.

Moses E. Brener
Past Gov. Dist 29
New Orleans, La.

Please notify TMI Headquarters immediately in case of change of address. Give old address and club and district number.

New Clubs

(As of January 15, 1962)

- 153-5 SAN DIEGO, California, *Los Paisanos*, 2nd & 4th Wed., 7:30 p.m., 732 "F" Street.
- 646-51 TORRANCE, California, *Torrance-Lomita Realtors*, Thurs., 8 a.m., Jody's Restaurant.
- 1208-10 ORRVILLE, Ohio, *Orrville*, Wed., 5:15 p.m., Homestead Grill.
- 1300-F NEWPORT BEACH, California, *Aeronutronic Employes*, Wed., 6:30 p.m., Villa Marina.
- 1643-11 HOPKINSVILLE, Kentucky, *Hopkinsville*, alt. Thurs., 6:30 p.m., Coach and Four Restaurant.
- 1733-5 SAN DIEGO, California, *California State Employee Association*, alt. Wed., 6 p.m., Haynes Streamliner.
- 2115-49 HONOLULU, Hawaii, *WAIPUNA*, 2nd & 4th Wed., 2:00 p.m., Board of Water Supply Conference Room.
- 2139-U DEBRE ZEIT, Ethiopia, *YARED*, alt. Tues., 6:30 p.m., Royal Hotel.
- 2172-38 CARLISLE, Pennsylvania, *Carlisle*, alt. Tues., 6 p.m., Carlisle Country Club.
- 2235-AC SYDNEY, Australia, *Port Hacking*, Wed., 6:45 p.m., Miranda Rex Hotel, Miranda.
- 2348-U HOKKAIDO, Japan, *Kuma Station*, Fri., 11:45 a.m., Kuma Inn Officers' Open Mess.
- 2676-6 ROCHESTER, Minnesota, *High Noon*, Thurs., noon, Mayo Clinic.
- 2678-29 AVONDALE, Louisiana, *Avondale*, Wed., 12:05 p.m., Avondale's Conference Room.
- 2999-7 BEND, Oregon, *Bend*, Thurs., 6 p.m., West Coffee Shop.
- 3305-37 SMITHFIELD, North Carolina, *Smithfield*, Tues., 7 p.m., Brannan's Restaurant, Highway 301, North.
- 3393-61 GRAND'MERE, Quebec, Canada, *Grand'Mere*, Wed., 6 p.m., The Inn.
- 3398-U BENTWATERS RAF STATION, Suffolk, England, *One-O-Wonder*, Tues., noon, Bentwaters NCO Club.
- 3401-65P BUFFALO, New York, *Speakeasy*, alt. Wed., 5 p.m., Lounge Room, Travelers Insurance.
- 3412-14 CHAMBLEE, Georgia, *Chamblee*, 1st & 3rd Fri., 7 p.m., Hitching Post Restaurant.
- 3413-21 HAGENSBORG, B. C., Canada, *Kla-How-Ya*, 2nd & 4th Tues., 7 p.m., W. I. Hall.
- 3415-46 NEWARK, New Jersey, *VAN*, alt. Thurs., noon, Military Park Hotel.
- 3416-39 PLACERVILLE, California, *Hangtown*, Tues., 7:30 p.m., First Baptist Church, 14 Bee Street.
- 3417-56 KELLY AFB, San Antonio, Texas, *COMMAND*, Thurs., 6:30 p.m., Staff Dining Room, Bldg. No. 2000.
- 3418-42 MOOSE JAW, Sask., Canada, *Sitting Bull*, Thurs., 6 p.m., Grand Hall Hotel.
- 3419-2 SEATTLE, Washington, *Century 21*, 1st & 3rd Thurs., 6:30 p.m., Fort Lawton Officers' Club.
- 3420-29 EGLIN AFB, Florida, *Rocker*, Thurs., 7 p.m., Bldg. 371.

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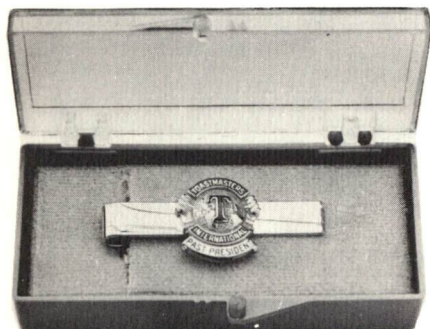
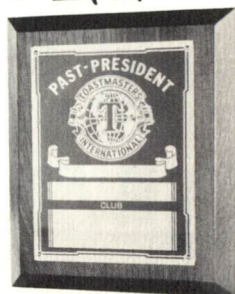
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