

MAY, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

COEUR D'ALENE, IDAHO—TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

Polishing the Pros • Aids to Better Thinking

OFFICERS

President—**HERMAN E. HOCHÉ** 408 E. Minnehaha Parkway, Minneapolis 19, Minnesota
1st Vice President—**FRANK I. SPANGLER** 5271 N. Bay Ridge, Milwaukee 17, Wisconsin
2nd Vice President—**ALEX P. SMEKTA** 622—9th St., S. E., Rochester, Minnesota
Past President—**GEORGE J. MUCEY** 144 N. Main St., Washington, Pennsylvania
Founder—**RALPH C. SMEDLEY** Santa Ana, California
Executive Director—**MAURICE FORLEY** Santa Ana, California

DIRECTORS

Dr. Leo Anderson 500 Beach St., York, Nebraska
Stanley Ditchfield 238 Goodram Drive, Shore Acre Heights, Burlington, Ontario
Dr. Arthur E. Dracy South Dakota State College, Brookings, South Dakota
Joseph Ellis 1515 E. Maxwell Lane, Bloomington, Indiana
William B. Gobel 58 Bonnie Lane, Clarendon Hills, Illinois
Dr. Ralph G. Iverson 900 Oakwood Heights, Menomonie, Wisconsin
Paris Jackson 9068 E. Las Tunas Dr., Temple City, California
Richard V. Keim Route 5, Nampa, Idaho
Thomas R. McDonald c/o Retail Credit Co., P. O. Box 4081, Atlanta 2, Georgia
John B. Miller P. O. Box 117, Nevada, Iowa
Charles C. Mohr Sun Oil Co., P. O. Box 920, Toledo 1, Ohio
W. Bruce Norman 1516 S. Atlanta, Tulsa 4, Oklahoma
Maurice L. Olson 3621 N. Stevens St., Tacoma 7, Washington
Fred J. Payne 1142 Vance Ave., Memphis 4, Tennessee
Lothar Salin P. O. Box 452, San Rafael, California
Charles S. Swan 1538 S. Orange Ave., Sarasota, Florida

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.

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 28

NUMBER 5

MAY, 1962

INDEX

POLISHING THE PROS—By Albert H. Wood.....	2
THE INGREDIENTS FOR LEADERSHIP—By Eugene J. McNeely	7
THE ADVENTURES OF A TOASTMASTER—By John E. Fisher	10
AIDS TO BETTER THINKING—By Fred DeArmond.....	13
THE FORGOTTEN MEN—By Robert Beacon.....	24
ZONE CONFERENCES	26
THE GOPHER TWINS PLAN A CONVENTION	30
DON'T BE PART OF THE PROBLEM—By Daniel K. Malone...	34
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

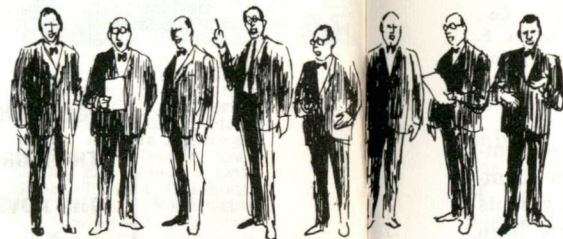


136 The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3480 active clubs 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.

THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1962 by Toastmasters International. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Cincinnati, Ohio, by S. Rosenthal & Co., 22 East 12th St., Cincinnati, Ohio. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Polishing The Pros



By ALBERT H. WOOD

Executive Director, Western Insurance Information Service

TAKE A MAN WHO has successfully appeared as guest speaker before dozens of civic and service clubs, safety rallies, PTA groups and other organizations and who has deftly handled question and answer periods—some requiring the highest degree of patience and diplomacy—and ask yourself quite frankly, “What additional training could you give such a person to improve his speaking abilities?”

Watch him in action, as he is challenged by a seasoned courtroom practitioner, answering all questions with complete assurance, an obvious knowledge of his subject and with a graciousness that would calm the most nervous of presiding officers. You will surely feel that here is a real pro.

The man we are talking about

could be any one of some 500 members of the various Speakers Bureaus being operated throughout the 11 Western States by Western Insurance Information Service—a public relations organization representing a large segment of the casualty insurance industry and dedicated to the dissemination of factual, unbiased insurance information.

Our man's stint as a spokesman for his industry has not been an easy one. It has lacked all the glamour of telling audiences of the thrills of sailing from San Diego to Acapulco, of the mysteries of the migrating Yellow-Throated Vireo, or the exciting challenges of our new space age.

His has been the task of telling audiences why their insurance rates

have increased over the years and of explaining the relation between accident costs and those rates. He has had to tell mom and dad, collectively, why the antics of their teenagers on the highways bring about surcharges for our young set. To him has gone the assignment of reminding audiences that when serving as jurors, extravagant or exorbitant awards made on the basis of sympathy and emotion, rather than on fact, are, in effect, raising their own rates!

He has had to recite, with brutal frankness, the grim facts about the mounting toll of life and limb on our highways resulting from public apathy and indifference toward traffic safety; to remind the public that the only source from which the money to pay for these tragedies can come is from their own automobile insurance premium, that, in the final analysis, their insurance rates are being made on the highways and in the courtrooms.

And yet, these 500 willing and dedicated speakers have discovered in their nine years experience before the public that audiences are eager to learn more about America's voluntary system of providing indemnification in the event of loss or disaster. Out of it, they have created a fascinating story of how insurance started, what it is, what it does and its important role in our national economy. Many of these speakers have been invited for second and third appearances! Many have been presented with certificates and scrolls of appreciation for their

contributions to the cause of highway safety and the public welfare.

Yes, you might well ask what more training could you give such a person in the fine art of public speaking. You might, that is, unless you had heard of the very interesting and rewarding results which followed the formation of Toastmasters Clubs made up of such men. Drop in one day at a meeting of any one of the four WIIS Toastmasters Clubs—the one at Los Angeles, at Salt Lake City, at Seattle or in Orange County, California, and see these pros in action during table topics, presenting their training manual speeches or their evaluation of other speakers, and you will get the feeling that here is a group of men who are earnestly applying themselves to the goal of becoming highly polished, articulate spokesmen for their industry.

True, the application of Toastmasters training as an aid to better understanding, to better communications and to leadership in business has long been recognized, but its use in teaching old pros some new techniques has been little short of an enlightening experience.

Maybe it was a willingness to assume that they had been “doing it all wrong,” a real desire to go back and review the fundamentals of public speaking or perhaps the good fortune of having the active personal interest of a former District Governor of Toastmasters, Richard C. Nelson (Dist. 52), but from its start in 1960, the WIIS Los Angeles Toastmasters Club 3181 has been a vigorous, enthusiastic member of that forensic fraternity—Toastmasters International.



Typical of the enthusiasm evidenced in WIIS Toastmasters Club affairs is this photo of club officers of WIIS Club 3181 pledging cooperation and support to the new president. Left to right: Robert Pecanic, Fireman's Fund Insurance Co., educational vice president; Charles B. Blake, Industrial Indemnity Co., administrative vice president; James E. Ware, Olympic Ins. Co., president; Howard A. Baker, Superior Ins. Co., secretary; Robert M. Bagby, Fireman's Fund Ins. Co., sergeant-at-arms; and Robert E. Haskett, Industrial Indemnity Co., treasurer.

Spurred by its success, three other clubs have been sponsored among the WIIS Speakers Bureaus—one at Salt Lake City, one in Orange County, California, and the most recent, at Seattle, Washington.

It all started some two years ago when Don Perkins, Public Relations manager for Toastmasters International, and with whom I had been associated in National Safety Council work, came to Los Angeles to discuss our desire to organize a Toastmasters Club made up entirely of members of our Speakers Bureau.

Loyal to the principles governing his organization, Don passed on that word of warning from his Executive Director, Maurice Forley, that a club does not long survive composed entirely of men who work together regularly, or who are all at the same level of responsibility, or who join merely because "the boss wants us to."

While there may be a common bond existing among members of the WIIS Speakers Bureau, the very complexion of the WIIS

organization and the business competitiveness of its member companies, representing all segments of the industry, have perhaps been the things which have allayed any such fears. New members are constantly seeking enrollment and clubs are continuing to expand both in membership and activities.

There is, in fact, an interesting parallel between the WIIS Toastmasters Club and their parent organization, Western Insurance Information Service. Founded in 1952 by nine companies engaged in writing automobile insurance on the Pacific Coast, WIIS is today supported by 72 companies, whose home offices are scattered all over the country, and has expanded its public information program to embrace the 11 Western States.

Remember, these companies are all keen competitors in the market places, but in the WIIS program their spirit of cooperation and teamwork has been unparalleled in the history of the industry.

Employing every media of communication in its assignment to improve the public's image of the

The installation of officers, elected every six months, affords an opportunity for a "Ladies Night" party. Left is a partial view of members and their wives and guests at a recent installation of WIIS Los Angeles club officers.



industry, the entire WIIS program has been geared to the operation of Speakers Bureaus. The members of those Bureaus are the executive officers or management representatives of insurance companies. All are capable of discussing the subject of insurance and its problems from any angle.

During its nine years of operation, WIIS speakers have presented nearly 4,400 talks before as many civic and service clubs, PTA meetings and other groups in the 11 Western States before a combined audience estimated at more than a half-million of our business and civic leaders. These appearances have, of course, been supported by news releases to the papers in the community so addressed and by the distribution of leaflets and other information.

So effective has been this program by the casualty insurance industry that, today, there are some 12 such insurance information services in operation throughout the country. Many are presently exploring the WIIS program of affiliation or association with Toast-

masters Clubs as a means of refining and improving the abilities of their speakers.

At this point, let me hasten to explain that the association of insurance people with Toastmasters is not new. A recent breakdown of membership of business and industrial affiliations discloses that employees in the insurance field constitute one of the largest single groups engaged in the Toastmasters program. Also, many of the larger companies such as Allstate, State Farm, Fireman's Fund and Farmers Insurance Group have long sponsored Toastmasters Clubs as part and parcel of their personnel programs. Many require a minimum of one year's indoctrination in the course for management trainees. In fact, John N. Bigelow, vice president of Farmers Insurance Group, commenting on his company's close link with Toastmasters said, "Toastmasters is meeting our needs and producing men who can more persuasively express themselves. It is helping to develop more effective leadership."

But it is the use of a Toastmasters

club to polish already seasoned speakers that is deserving of every commendation. And it is the well organized structure of Toastmasters training to which I should like to pay tribute. When people embrace Toastmasters, meetings become, in effect, a laboratory where members not only learn the fine points of public speaking through practice and evaluation, but they also develop the ability to think constructively. Toastmasters learn how to prepare and present material for group discussion, how to organize and conduct meetings and how to listen analytically.

Recently, at Los Angeles, the WIIS Toastmasters Club was called upon to present an "Employee In-

formation Clinic" for middle management representatives of various member companies. At the conclusion of the all-morning session, which was timed virtually to the split second, James T. Blalock, vice president of Pacific Indemnity Company and one of the original founders of the WIIS organization, had this to say: "During the early years of WIIS, we depended entirely on a man's enthusiasm, sincerity and native ability to express himself. Today, thanks to the effectiveness of the Toastmasters Club training, we have developed dozens of articulate, forceful spokesmen for the industry. This program has really taught some old dogs some new tricks." ♦

Since joining Western Insurance Information Service in 1954, Albert H. Wood, who served as manager and director of public relations for that organization, was named its executive director in 1959. Prior to joining WIIS, Mr. Wood served as executive secretary of the Santa Clara (Calif.) County Chapter of the National Safety Council, coming there from Kansas City, Mo., where he had served as commercial manager of Kansas City Public Service Company.

Mr. Wood is a member of the San Francisco, Los Angeles and Orange County Advertising Clubs, the Press and Union League Club of San Francisco, Sigma Delta Chi (national professional journalistic fraternity), the Public Relations Society of America and the Orange County Press Club. He is a past director of the Advertising Association of the West, and a member of WIIS Los Angeles Toastmasters 3181-52.



Three things are necessary for the salvation of man: to know what he ought to believe; to know what he ought to desire; and to know what he ought to do.

—St. Thomas Aquinas.



Get the facts . . .



analyze them . . .



convince others

The President of the world's largest corporation lists . . .

The Ingredients for Leadership

By EUGENE J. McNEELY
President, American Telephone and Telegraph Company

THE RESPONSIBILITIES of any company president break down into seven basic areas:

First, he must get facts.

Second, he must analyze them.

Third, he must use them as a means of thinking ahead to arrive at potential facts.

Fourth, based on the foregoing, he must arrive at conclusions.

Fifth, he must use these conclusions to determine policies and plans of action.

Sixth, he must delegate, in order to get done the things which need to be done.

Seventh, he must convince others of the soundness of his views.

To me, this final requisite is one of the most important, and at the same time one of the most difficult. Yet when I list it, many are inclined to raise an eyebrow.

"What do you have to spend time convincing subordinates for?" they'll ask. "We thought you were being paid to think."

Such people, of course, miss the entire point of our business, which is that it is one in which everyone is being paid to think. And if we don't have people who think, who

probe, who explore, who aim to consider solutions on their merits as well as their sources, then we won't long have a business left to manage.

And it's up to the leader of a business, throughout his career, to build up a batting average on solutions, so by the time he has reached the top point of leadership his people will, from the record, be inclined to give increased consideration to the source.

This is the point Mr. Kappel, chairman of the Board of our company, was speaking of not long ago when he said a capable manager is one whose talents include the fact that "his judgment is respected by those whose cooperation is needed."

In his book, "Vitality in a Business Enterprise," Mr. Kappel points out that "The structure of business is a chain of command, but most people outside of business do not realize how little command is used. Commands are rarely resorted to, and only when the normal processes of cooperation and accommodation break down. And break down they will unless managers are effective in getting people to work with them."

Such, then, is the importance of this final responsibility.

Actually, I don't know of any phase of the job where a leader is more completely on his own. Others can get facts for him and help him in analyzing them. Delegation in

getting the job done is of itself, an integral part of the job.

But when it comes to personally presenting a plan of action to your board of directors, to your stockholders or to your own staff, you can't send in a substitute because he expresses himself better, or because he outlines a case in a more logical manner. It's strictly your ball, and you've got to run with it.

One of our people expressed this notion very well in analyzing his experience at a management training course he recently completed at Dartmouth. The course, he said, "has stimulated us to develop personal awareness and skills in logical analysis and self-expression so necessary to leadership."

I want to make a couple of additional points:

First, I want to deal with the old self-expression cliché "It's not so much what you say as how you say it." If this slogan hasn't already been thoroughly debunked, it should be. I think I've made myself clear on the need for self-expression in business. But, at the same time, I feel just as strongly that before you exercise self-expression, you have to have something to express.

Second, a word about the "Organization Man."

This is the man who a few years ago was said to characterize big business. The very idea of change or risk was supposed to create all

sorts of psychological disturbances inside him. Or, it was said, if he came into an organization with any such notions of change, they were soon drilled out of him. Thus, to make life simpler, he was supposed to have just continued along in a routine manner without ever having to express an original thought.

I think this notion about business as a whole has been false all along. All we have to do is look around us and view the host of new products and new methods that have come along in the last decade. This has been change and change of the finest kind. If we had as many "organization men" as some seem to think, it never could have happened.

Thus, we do not—and cannot—cater to "organization men." But at the same time we do not—and cannot—cater to the other extreme, to those who argue for change just for its own sake.

The trick, then, is to be able to analyze and to test, to decide what needs changing and why; and what does not need changing and why. Then comes the necessity to exercise your talents of self-expression,

either fighting *for* change, or if need be, *against* it.

I emphasize: *what you say is every bit as important as how you say it.*

Dr. Ralph Smedley, writing in a recent edition of "The Speaker," publication of Broadway Toastmasters 1000, crystallized the point very well when he said, "What we need is the speaker who can implement his ideas. We need leaders who can show us the way out. We want speakers who can personalize their generalizations."

Is this a challenge?

I hope so. For this is the way all of us grow—by facing up to challenges and overcoming them. Thus we enrich our jobs and our lives. ❖

This article was originally presented as a speech by Eugene J. McNeely, president of American Telephone and Telegraph Company since August, 1961, at the recent 10th anniversary meeting of Broadway Toastmasters 1000-46, New York City. In his opening remarks, Mr. McNeely stated: "I know the training you receive and have seen its effects. It's a pleasure to add my personal endorsement to the wonderful job you do."



When we lose the courage to disagree, and when we find ourselves incapable of accepting constructive criticism, we have lost one of the great advantages of living in a democracy. When we conform, our ability to be objective is lost, our ability to grow is retarded, we become overly protective of what we have, and we stop venturing into new fields.

—DICK HANSON, Editorial, *Successful Farming*.



The Adventures of a Toastmaster

By JOHN E. FISHER

“**H**OW TO OVERCOME Drug Addiction” was the fraudulent title of my debut speech in Toastmasters. It was a pre-charter speech before the first Maryland Toastmasters club, and featured a surprise twist introducing a fictitious news flash of the first rocket to the moon. Since this speech was delivered early in 1952, it probably had some prophetic merit—an obscure point which might have given the evaluator at least *one* complimentary comment.

Whatever the dubious value of this initial offering, it ushered in a decade of lively experiences that in review might provide some interest and perhaps a moral or two for other Toastmasters.

For instance, there was that early

opportunity to be a ghost. The performance turned out more ghostly than ghostly as I attempted to read the mournful prayer of a defunct, devoted, but underinsured father who had returned to earth to pray for the future of his young family. Shrouded in a sheet and holding a flashlight to my face, I attempted to deliver this poetic prayer with true emotion. The difficulty of keeping sheet, flashlight, script and meaning intact gave me a permanent lesson in preparation. *There are times when it's necessary to memorize.*

Then there was my appearance as the Last Past Chaste Lord High Plenty of Potentiality of Toastmasties Internatural of Kentucky at a District 36 Hi-Jinks in Wash-

ington, D.C. The accouterments of the act included charcoal gum to black out my front teeth, a jungle helmet, iridescent orange bow tie, loud argyle sox and a tuxedo several sizes too small. The plan was to break into the middle of the program proclaiming my title and presence to “Cousin Luke” (the toastmaster) and a startled audience.

Unfortunately, a hotel official at the door was even more startled. Sizing me up as an inebriated gate-crasher, he attempted to stay my boisterous trip to the lectern. A running commentary of sober asides to the official interspersed with hill-billy humor aimed at the audience finally enabled the Last Past Chaste to pass.

United Appeal speeches are usually uneventful, but unexpectedly playing the role of revivalist helped bring some color to my experiences as a member of the local United Appeal Speakers Bureau. My assignment was to address the Columbus, Ohio, street cleaners as they assembled to receive their pay envelopes at an outside window in the City Supply Yard. Conscience and survival were momentarily in conflict as I found myself in the path of a homeward bound stampede. But true to the best wild west tradition, I handily mounted a set of rickety wooden steps and blared forth with crusading fervor in an attempt to pick off some of those departing pay envelopes.

But my most *shattering* UA appearance was the 6 A.M. appointment to speak at the Pittsburgh Plate Glass warehouse. Some non-believer was busy the whole time

vigorously breaking scrap glass directly behind me.

My employers sponsor a Speakers Bureau. A deficiency in carrying out one of these corporate commitments could cause a fellow to speculate about job security. A speech scheduled before a local businessman's association was a case in point.

It was a busy day. I had agreed to serve for two hours as a barker for a State Fair youth talent show, then keep an early appointment with the Grove City Businessmen's Club. As the situation developed, I took: pains to prepare a careful speech, medicine to fight the flu, a brief rest after the two-hour Fair stint, and off for the meeting. My reward? Gross embarrassment when my dash into the meeting hall was stopped by the crushing news that my speech had been scheduled for the previous night. My letter of apology went unanswered, but out of the experience was born a *rule for confirming appointments.*

Of course, the ironies that sometimes face the practicing Toastmaster are intermixed with small triumphs. One might even get a standing ovation. I did, once.

I was appearing on the program of a convention of the National Association of Suggestion Systems. It suddenly occurred to me that I was the middle man in a lengthy sequence of panelists. So I concluded my pitch to the audience with: “Ladies and gentlemen, I have never received a standing ovation. Possibly I have never deserved one. But since I am the midpoint in this rather long panel, and since some of you may be stiff either

from sitting or from last night's revelry, I invite you to stand and stretch—provided you accompany this movement by applause." To the boss, this was recounted as my finest hour—a standing ovation from a ballroom filled with delegates. Such trickery can be attention-getting, even if not necessarily well received.

On one occasion, I opened a speech by requesting an audience of approximately 100 people to stand and repeat after me what was represented as a solemn and honorable oath. My subsequent announcement that this was a paragraph from the Ku Klux Klan manifesto did not meet with universal approval.

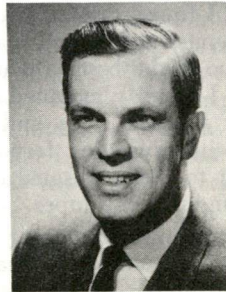
Similar trickery was employed in responding to the assigned topic, "The Show Must Go On." It occurred to me to stumble and knock over an inexpensive ash tray on my way to the lectern, thereby permitting the obvious gambit, "Why must the show go on?" The ques-

tion became more real than rhetorical when I suffered a rather painful wound. *Showmanship can be overdone.*

However, there are still a few local contest trophies, an honorarium or two, sometimes even a small fee to console the persistent Toastmaster. The opportunities to do a little ghost writing for company vice presidents or take over some interesting training sessions may also count for something. And I must not leave out the invitation to Hollywood (as a speaker, of course; unpaid, of course; at company expense, of course; prior commitment, naturally).

Nonetheless, as I sum up these ten years of perilous platforming, I can say sincerely that I have received far more than my money's worth out of Toastmasters. Toastmasters is an enriching, fun-filled, developmental experience—if we make it these things. I hope you feel the same. ❖

John E. Fisher is Services Appraisal Manager for Nationwide Mutual Insurance Company at Columbus, Ohio, and past president of Nationwide Insurance Toastmasters 753-40. The 1961 winner of District 40 speech contest, he is a member of the United Appeals Speakers Bureau, a member of the Board and Public Information Chairman for the Franklin County Mental Health Association and a director of the National Association of Suggestion Systems.



Aids to Better Thinking

By FRED DeARMOND

IT DOESN'T TAKE a genius to think creatively. It does take consecutive application of the mind, and that's one of the most difficult performances in life. If you doubt that statement, try this exercise: Hold your mind strictly to one abstract subject for 60 seconds. If you can do it, you're a very superior creative thinker.

"Men give me some credit for genius," wrote that greatest of constructive thinkers in American statesmanship, Alexander Hamilton. "All the genius I have lies in this: When I have a subject at hand I study it profoundly. Day and night it is before me. I explore it in all its bearings. My mind becomes pervaded with it. Then the effort which I have made is what people are pleased to call the fruit of genius. It is instead the fruit of labor and thought."

Reduced to bare bones, thinking is nothing more than examining

what you know about a subject and looking for what to you will be new relationships among these facts. In this process of analysis you take your subject apart, analyze the constituents and put them back together again, not as you would the parts of a motor, but in a new arrangement that meshes. Out of the old materials you'll create something different from what you had before.

Contrary to a popular conception of the poet, artist, or inventor, with his eyes in a fine frenzy rolling, thinking is not always, nor even usually, a thrilling and exhilarating mental orgasm.

The error here is a tendency to confuse conception with parturition in the world of thought. True, the first appearance of a radiant idea brings a gleam of high satisfaction to the thinker's eye. But it is invari-



ably followed by the pains of labor. His brain-child must be born, nursed and reared. And the way of an original thought is strewn with thorns.

Your boss and your business associates will marshal a thousand reasons why it won't work. It has been tried before and failed. It will offend some militant minority. It will cost too much to apply. And if no other objection can be raised, "It's a good idea, but this is not the right time to try it."

Truly, the way of the idea-parent is hard—except in the very beginning stage.

You are doing creative thinking when you ask yourself, "Is there not a better way of performing this operation?" The unknown realist who first thought of attaching an eraser on the end of a pencil was doing creative thinking. So was R. R. Williams when he conceived the idea of putting synthetic vitamins into flour. Here we see an instance that thinking is merely looking for and finding new relationships between existing facts. In this case the existing facts were: modern milling, which gives us the fine white flour that people demand in their bread, removes from the wheat some of its most vital nutrients. These nutrients can be manufactured synthetically. Then, why not add them to flour in the milling process, and thus give people both what they want and what they should have in their bread?

Suggestion and Analogy

As facts are the raw material of thinking, so are suggestion and analogy the chief tools of the thinker.

Suggestion comes to one only if and when he is alerted to capture it. The French physician Laennec responded to outside suggestion when he passed a school and saw two boys using a teeter board for a new purpose. One held his ear to one end of the board while the other tapped the opposite end with a rock. This observation started a train of thought in Laennec's mind that resulted in

his invention of the stethoscope with which your doctor listens to your heart and lungs.

A browsing walker out to drink in an autumn landscape will not find an Indian arrowhead in a whole day, unless by sheer accident. But an archeological hound will pick up a collection within an hour. The archeologist is *looking* for artifacts. And when *you're* looking for ideas you'll find them—in your observation, in your conversation, in your reading.

"Straight seeing leads to straight thinking," wrote that keen observer of nature and men, John Burroughs.

But straight seeing will not be very profitable unless you see with a purpose and a prehensile mind. To change figures of speech in the middle of a paragraph, there must



be some fertility in a mind to cause it to germinate seeds of suggestion. A person is not thinking when he seeks to borrow an idea whole cloth from someone else. Suggestion is merely a beginning point. And you fertilize your mind for suggestion when you ponder some problem or phenomenon, walk around it, throw your probing flashlight on it, looking for new light.

Who are the persons whose brains you are most successful in picking? Cultivate them. I don't mean that you're to exploit or plagiarize your friends. But listen to them. The highest compliment you can pay a friend is to attend to and apply what he tells you. Try to give him something in return; then your friendship will be solidly grounded.

Inner suggestion or inspiration seems to come uninvited, but in reality is most likely to arrive in response to an unconscious seeking. No two of us are quite alike. The best of my own inner suggestions seem to come on affairs to which I've been directing my conscious attention—doing ground work. They arrive often under these two circumstances: First, I am shaving in the early morning and an idea hits me out of the blue. If it seems good, my first reaction invariably is, "Why in the world didn't I think of this six months ago?" My second reaction is, "Well, better late than never."

Second, I'm lying awake at night skirmishing in my mind with the tattered remnants of the day before or visions of the day to come. A thought hits me, and I turn on the light, reach for the pencil and pad

by my bedside and commit it to paper. These thoughts for something to write almost invariably come clothed in language, and I seem to write my notes as if from dictation.

Be sure to *write it down*. Don't delude yourself that an idea is so hot there's no use noting it; you couldn't forget this. Oh, yeah? Suggestions, both inner and outer, are the most fleeting ghosts in the world. If you don't capture them almost instantly they may dissolve into the mist out of which they came, and are thus lost to you and to posterity.

Analogy comes in when you put suggestion to work. It's simply reasoning from the known to the unknown. Alex Osborn in one of his books told of an anonymous creative thinker in the rubber business who had the idea of making cushions out of rubber. He couldn't get it to work until he happened to be looking curiously at a loaf of bread and observing its spongy nature caused by air spaces from the rising of the loaf when the leavened dough was baked. Why not leaven rubber latex and cook it like bread? That was using analogy. From the experiment came foam rubber.

Woodrow Wilson once said that whole worlds of knowledge are waiting to be discovered through analogy.

Equally with outer and inner suggestion, the flash of inspiration, let me repeat, is but a bare beginning. There is no market for ideas in the raw state. We must get down to the laborious task of putting foundations under these air castles. And that, I repeat, is hard, grubby work.

Let Habit Help You Think

"We are but bundles of habits," said William James, the psychologist and philosopher, who was probably the greatest mind that America has produced.

The nervous system becomes a network of paths or plastic grooves through which thought currents travel ever more easily as they traverse repeatedly the same tracks. Habits are fairly easy to acquire early in life and increasingly hard to break as our nerve paths harden.

Habit thus enormously simplifies our living and thinking. If we had to think through every step in today's routine as we learned it in the first place, a whole day might be consumed in bathing, dressing, eating breakfast and getting to our place of business.

James says, "We must make automatic and habitual as early as possible as many useful actions as we can . . . The more details of our early life we can hand over to the effortless custody of automatism, the more our higher powers of mind will be set free for their own proper work."

In a given situation the first step is to try to fit it to the pattern of thinking we have already established. But the chances are it may not fit in some respects and we thus have to establish a new thought channel.

A man harassed by many problems may sometimes fear that he is wearing out or jading his mind.

But, according to good psychological advice, this is baseless. The emotions can be overworked but not the mind. The more the mind is used the easier thinking becomes, and the reason is obvious: Thinking gets to be a habit and anything you do habitually becomes constantly easier.

Out of the mystical East comes the old philosophy of Zen Buddhism, recently popularized for Occidentals, which has an application as an aid to thinking. Zen is a way of life in which thought and action are fused. Something you have practiced over and over until you can do it automatically, as you drive a car in traffic, is likely to be done well.

Absolute spontaneity in thinking and talking and writing and acting is the Eastern ideal. Be natural, avoid self consciousness, is the rule. But right there is the catch in the whole business. You can't be natural and unselfconscious by striving strenuously to be natural and unselfconscious.

Ray Bradbury, another interpreter of Zen, reduces it to this formula: "Work-Relax-Don't Think." Now this is not as confusing as it seems. Translating freely from these and other sources, it is clear that "Don't think" is not to be taken in a literal sense. When you're working on a project in its creative stages, don't think consciously about thinking. After you've done the spade work and have the facts together, relax and let your mind run without using spurs. "A thought



comes when it wishes, not when I wish," as Nietzsche phrased it.

Great athletes work this way. A superior bowler said to me: "When I grit my teeth and try extra hard, I can't make a strike for sour apples. Let me get the fuzzytail on the alleys and I might as well quit for the evening. I make my good scores when I throw easily and apparently without any great effort."

It's not difficult to relax in creative thinking, and here is where you may adapt something from Zen Buddhism.

James Menzies Black, one of the most realistic and practical business thinkers and authors in America, endorses the value of this sort of brain control. He quotes in support of this type of instinctive brain storming, a remark by real estate executive and theatrical producer, Roger Stevens: "Whenever I think, I make a mistake." As Frederic D. Randall of the Eli Lilly Company, puts it, "The subconscious submits relatively few solutions while it is hard pressed by the conscious mind."

After long experience the more spontaneous and automatic a man can act, at least in the lower levels of cerebrating, the better his battling average will be. The more he

makes his unconscious mind perform routine operations, the more his conscious mind is released.

The reason we have to do so much pressure, frustration, problem thinking is because we have not voluntarily given more attention to initiating creative thinking that anticipates problems. This self-starting brain activity is not reserved for the highbrows and long-hairs. Don't let anyone confuse you by making a mystery out of thinking.

Keep your eyes and ears open to outside suggestions. Listen to the prompting of your inner self. Nail down in writing these gifts from the gods. Tell yourself "The world is my idea." Start with your facts, then rearrange them into new patterns from which new conclusions can be drawn. Don't let yourself get taut, but practice, practice, patiently. We know the fallacy in the maxim, "All things come to him who waits." But add "and practices" and the maxim works.

Fred DeArmond, of Springfield, Mo., is the author of a number of books on management and business problems. He is a frequent contributor to The Toastmaster magazine.

PRESIDENTIAL TRAVEL SCHEDULE

During May, International President Herman E. Hoche will make official visits to Toastmasters in District 14 at Atlanta, Ga., on May 2-3, and in District 36 at Washington, D. C., on May 5-6.



COEUR D'ALENE, IDAHO—

Toastmaster Town of the Month

COEUR D'ALENE, A CITY OF over 15,000 people, is located in the heart of Idaho's beautiful Coeur d'Alene mountains and on the north shore of Lake Coeur d'Alene, a large, glacial-cut body of water with two arms, with a combined length of nearly 50 miles. The name, so the story goes, was given by early French voyageurs to the Indians of the locality. The Indians were shrewd traders and the French found them "sharp-hearted," or having the *coeur* or heart, of an *alene*, or awl.

Close to the city is the Coeur d'Alene mining district, one of the eight most important lead-zinc-silver producing areas of the world. Lumber is another important industry, and the town's four large and several smaller mills produce more than 100 million board feet of lumber annually. Here also is a portion of the world's largest stand of virgin white pine, and the Coeur d'Alene National Forest contains more than 800,000 acres of timber and recreational lands.

The beautiful forests and inviting lake are powerful magnets drawing thousands of tourists each year. Fishing, boating, water-skiing and swimming are summer sports popular with visitors and residents alike. The St. Joe River (familarly known as the Shadowy St. Joe because of the beautiful reflections in its placid waters of tree-lined banks which in autumn turn to a golden blaze of glory) empties into Lake Coeur d'Alene at the southern end. The highest navigable stream in the world, the river and the valley through which it flows form the gateway to some of the finest fishing and big game hunting in northern Idaho.

Coeur d'Alene has two active Toastmasters clubs, Coeur d'Alene 247 and Lake City 105. Two past District 9 governors reside here, Dr. M. I. Higgins and Charles Tyson (also a past member of TMI Board of Directors), as does the present district governor, Bliss O. Bignall, Jr. Dr. G. O. Kildow, president of Coeur d'Alene's North Idaho Junior College and past president of the American Association of Junior Colleges, has been active in Coeur d'Alene Toastmasters. So has Perry Christianson, Dean of Men at the college and a former mayor of the city.

Coeur d'Alene Toastmasters have many things to talk about. Club membership includes attorneys, U. S. Forest Service and State of Idaho Highway Department personnel, teachers (one recently returned from two years in Burma) and farmers. Toastmasters of Coeur d'Alene are putting their knowledge and training to good use in civic and community affairs, growing with their growing community.



New Club in Ethiopia

The second club chartered in Ethiopia, YARED 2139 of Debre Zeit, held its charter party early in 1962 at the Imperial Ethiopian Air Force Officers Club of Debre Zeit. The club is composed of officers of the Imperial Ethiopian Air Force and associated personnel.

Attending the charter party was a USAF Training Team of five members, plus one member of another team. The five-member team consisted of: Capt. Pat Morrissey, Hamilton AFB, Calif, and a charter member of the YARED Club; Capt. Bill Gates, Steward AFB, N.Y.; Sr. Sgt. Charlie Newbaum, Amarillo AFB, Tex., member of Tumbleweed Club 3182-44; M/Sgt. Dick Darnell, also of Amarillo AFB, and M/Sgt. Pete Mathenia, McClellan AFB, Calif. The other USAF member was Maj. Arthur Moore of Lowry AFB, Colo., also a charter member of YARED. Maj. Assefa Ayene, commanding general of IEAF, made the charter presentation, and TM C. G. Forsmark, president of Blue Nile Club 2192 of Addis Ababa, was one of the speakers.

YARED Club 2139-U Debre Zeit, Ethiopia

* * *

Club Stages Demonstration Meeting

Thirty-two guests attended a demonstration meeting staged by Ames (Iowa) Toastmasters Club 569-19 for the em-

ployees of the National Animal Disease Laboratories. The meeting was held at the NADL cafeteria.

After an explanation of the purpose of Toastmasters, a regular meeting was put on, with Charles Hutchcroft as toastmaster of the evening and John Moore as topicmaster. Dr. Man Chaudhri won the award for the best speech with his presentation of "Quest for the Better Half," a speech which described the philosophy behind the customs of Hindu marriage.

Ames Club 569-19 Ames, Iowa

* * *

Early Club Observes Anniversary

The third oldest club in Toastmasters International, Los Angeles (Calif.) Club No. 3, recently celebrated the 35th anniversary of its founding, with a meeting attended by more than 60 members, past and present. Highlight of the evening was a talk by Founder Ralph C. Smedley, who recounted the early days of Toastmasters. Sharing the spotlight with Dr. Smedley was J. Gustav White, founder of Club 3, who told of his experiences during organization days. Twenty past presidents of the club attended the meeting. Other guests were District 55 Governor Robert C. Emrey and Area Governor Richard H. Johnston.

Los Angeles Toastmasters 3-55 Los Angeles, Calif.



Former President Harry S. Truman congratulates Jim Campbell on his portrayal of Gen. Douglas MacArthur at the annual Circus Saints and Sinners luncheon in New York City. Campbell, a member of Roundtable Toastmasters 1041-46 of New York, is an actor well known for his ability to recreate Lincoln on the stage. He also played the part of Lincoln at the event, which was attended by over 1,550 spectators.

Point Mugu (Calif.) Toastmasters erect highway marker and club signs. Point Mugu is headquarters of the Pacific Missile Range, and clubs of the installation form the only TM area (Area 9, Dist. 12) enclosed within a chain link fence. L-R: Fred Ulam, pres. Club 1075; Edna Bower, pres. Blue Pacific Toastmistress Club 1105; Bill Gleeson, ed. vice pres. Club 2930; Jack Taylor, ass't area gov., Club 3276; Roy Janice, Club 3276; Dick Mountain, pres. Club 2469, and Hank Kwapicz, past president Club 1878.



Toastmasters present space age program at meeting of East St. Louis (Ill.) Club 845-8. Left to right, Matt Mayer, Club 525; James Sheehan, Club 525; Charles Baugh, Club 845, and Walter Bohn, guest speaker. (Story page 22.)



Jack Mongar (left), president of Towne Criers Club 1607-57 (San Leandro, Calif.), congratulates Marty Eschen on preparing and printing outline of Speech 11. Club uses these outlines to emphasize structure of Basic Training speeches.



District 66 Governor John B. Tallent (left) presents certificate of honorary membership in Apollo Soucek Club 2897-66, to Capt. C. K. Harper, commanding officer, U. S. Naval Air Station, Oceana, Virginia Beach, Va. The Apollo Soucek Club was host to a "Toastmasters in Action" demonstration meeting to encourage membership among the civilian and military personnel at the air station.



Highlight of Evansville (Ind.) Number One Club 377-11 on Col. Marvin J. Evans Night was the presentation of a plaque to Colonel Evans for his outstanding community and state achievements as Toastmaster, soldier, citizen and executive. The plaque was presented by Past District Governor Vern P. Whitten (left) as Club President Paul D. Joiner (center) looks on.



Three charter members of Long Lines Club 3040-46 (New York City) are awarded Beyond Basic Training manuals, compliments of the club, on completion of Basic Training. By its policy of purchasing a BBT manual for each member as he completes BT, the club encourages its members to continue their speaking progress. Left to right: John De Silva, Jack Cella, John Flickinger, all past presidents of club.

Retiring Edwards Air Force Club (Edwards AFB, Calif.) 219-12 President Lt. Gerald Fehr (2nd from left) presents gavel of office to incoming President Capt. Clarence Roberts, as other newly-elected officers look on. Left to right: Admin. Vice Pres. Major John Crosswell; Fehr; Roberts; Ed. Vice Pres. Capt. Donald Rhoads; (back row) Sec. Lt. Richard Urbaneck; Treas. Capt. Dempie Davis; Sgt.-at-Arms Pete Adolph.



Club Program Probes Space

"To provide better understanding of the problem of putting a man into space, his survival, and a glance at what the future may reveal," was the announced purpose of East St. Louis (Ill.) Club 845's recent guest night program. The program was presented by five graduate engineers, holding among them a total of ten engineering degrees.

John Roedel, Club 845, discussed "Rockets, Jets, How They Run." Guest speaker Walter Bohn explained some of the problems encountered with space vehicles and the mathematics with which reliability calculations are made in "The Space Reliability Problem." Matt Mayer, Club 525 (Ferguson, Mo.) talked on "Man In Space," discussing space programs of the present and future, while James Sheehan of the same club took the group on an imaginary trip into space with "Survival in Space." Gene Barnard (Club 845) topped off the evening with an interesting and provocative discussion of the possibility of "Life on Other Worlds."

By special request of the group, a 45-minute question and answer period followed the regular meeting.

**East St. Louis Club 845-8
East St. Louis, Ill.**

* * *

Correspondence Promotes Membership

In an effort to keep club members active in Toastmasters after they have left the Casper area because of job transfers or other reasons, Pioneer Club 97-55 of Casper, Wyoming, writes letters to the district governor or to individual club presidents of the city to which the member has moved, suggesting that the new arrival be contacted and invited to join a club in that area. The plan appears to work well. Most of the men the

club has followed up with letters have joined a club in their new town, and express appreciation of meeting new friends and continuing their Toastmasters training.

**Pioneer Club 97-55
Casper, Wyo.**

* * *

Dedicate Meeting to Founder

Lake Harriett Club of Minneapolis recently held a meeting dedicated to Dr. Ralph C. Smedley, founder of Toastmasters, on the 37th anniversary of Toastmasters International. Toastmaster Joe Thorne, newly elected club president, arranged the meeting around a planned theme, with the final speaker challenging each member present to consider what he could do, individually, to improve the quality of the club.

Each speaker, to test his ability and add to his training, was given a handicap to overcome. One spoke while handcuffed, another was blindfolded, while a third had his hands and feet tied.

**Lake Harriett Club 400-8
Minneapolis, Minn.**

* * *

Feature Program

With a special program built entirely around the country of Turkey, the Plus Factor Club of St. Louis entertained as special guests, Dr. and Mrs. Cengiz Sumer, representing Turkey. Also attending were district officers, including District Governor and Mrs. Earl Potter and Lt. Governor and Mrs. Malcolm McLean. Also present was radio and TV's Charlotte Peters of KDS-TV, an NBC affiliate.

Sidney Towerman was installed as club president.

**Plus Factor Club 1229-8
St. Louis, Mo.**

Glen V. Hoople (center) receives congratulations from International President Herman E. Hoche (left) and District 6 Governor Ed M. Thielen, for being the first Toastmaster in the world to receive the Award for Informed Speaking.



First Reading Plan Award Presented

GLEN V. HOOPLE OF MINNEAPOLIS, member and past president of Central Lutheran Toastmasters 2075-6, is the first Toastmaster in the world to receive the Toastmasters International Award for Informed Speaking. The award was presented by International President Herman E. Hoche, in the presence of District Governor Ed M. Thielen and other distinguished guests.

Under the new Toastmasters Reading Plan (see THE TOASTMASTER for November, 1961) a Toastmaster may qualify for the award by reading five books in a selected category and presenting five speeches before his club based on the material contained in the books. Hoople chose literature for his initial effort.

Hoople is employed by Cargill, Inc., as an accountant for the administrative services and research departments. He has recently completed his fourth assignment of teaching an eight-week speech session as part of his company's training program. Active in the Central Lutheran Church of Minneapolis for many years, he has served as Sunday School general superintendent, directing 150 workers, is one of the vice chairmen of the Every Member Canvass and chairman of the Program Council (organization of church officers). He has also been active in Scouting.

Hoople joined Central Lutheran Toastmasters in 1956, completing his Basic Training in 1957. In 1959 he received Beyond Basic Training Certificate No. 204. He served as club president during 1959-60, and has moderated eight Speechcraft courses for his club. He has attended the last three International Conventions at San Francisco, Atlanta and Seattle.

Toastmasters interested in participating in the reading program should write World Headquarters, Santa Ana, for free Reading Plan brochure.

If you look closely, somewhere in a
speech contest you'll be able to locate . . .

The Forgotten Men

By ROBERT BEACON

NOT LONG AGO, I participated in an exceptionally well-conducted district speech contest. I was honored to be chosen, and felt privileged to participate. Yet, commendably conducted as this dinner-contest was, I left it with the distinct feeling that something was very wrong.

I am not criticizing any special person or group. This meeting was patterned after many previous ones. In fact, it was a mirror image of a similar contest occurring simultaneously in another state and zone. I am evaluating—and I stress this strongly—what seems to have come to be a general policy or practice.

Let's examine a composite of such speech contests. In the lobby of the dining hall, the guests gather in groups. Club members cluster together by clubs. Some greet friends made at joint club meetings. Club presidents are busy with area officers, area officers talk to district officers, and district officers are wrapped up with guests from the International board of directors. Harried Toastmasters with specific or general tasks rush around with furrowed brows.

At last the pot roast has dried out sufficiently. At the signal, the lobby empties into the dining hall.

There, a dozen or so white-clothed tables dress right on the head table, flanking one whole side of the room. The floral pieces exude festivity. The place settings are masterpieces of art, reflecting the ingenuity of a highly creative, sincerely interested Toastmaster's wife.

This dinner is indeed a fitting finish to a triumphant conference. At the rostrum stands the proud chairman, resplendent in evening dress. To his right sit the visiting International director and his lady. To their right and left, filling the remaining seats at the head tables, are all the local and visiting area and district dignitaries who can be squeezed in.

After dinner, there is a short, inspired and inspiring talk by a visiting dignitary, who by his speech, actions and attitudes, exemplifies for the rest of us what is best in Toastmasters. There are introductions, short and pithy, of everybody who is anybody in area, district or International.

Everybody? Well, no. The contestants, the main reason for the evening, are completely ignored.

Finally the contest begins, and the existence of the contestants is acknowledged. Each is introduced by name and title of speech. He

rises, speaks, and is seated. After all participants have performed, each contestant shines briefly in the limelight of a short interview while the ballots are being tabulated. The signal comes; the interviews and the toastmaster's jokes end, the results of the judging are announced, the awards are made. The brave smiles of the runners-up call forth brief consolation that they are after all not really losers, they have only been bested by a better man. They are congratulated for having done so well, the winner is wished "best wishes" for his next step. Acknowledgments and announcements are made, and the meeting is adjourned.

The rank and file gather briefly in groups to judge the judging. Club presidents resume talk to area officers, area officers to district officers, district officers to visiting brass. The flushed contestants stand around, their awards of participation clutched in their sweating hands, their good-sport smiles wearing a bit thin, and are consoled and congratulated by their wives and special friends. Flashbulbs begin to pop. Whose pictures are being taken? You guessed it. *Not* the contestants.

A contestant has prepared himself hard and long for this occasion. Much time, effort and experience have joined to take him to this spot. His club has thought enough of his ability to put its prestige into

his hands. Yet except for his brief moment in the arena, at this meeting he is ignored.

I wonder, then, if greater recognition of our contestants might not improve our contests? Would not the demonstration of our pride in them and the recognition of their success in reaching this stage show a respect for those human values which constitute so much of Toastmasters? I contend that at contests, to paraphrase Hamlet, *the players are the thing*.

I would like to see the contestants really honored at every contest. Let them be the honored guests at the head tables, in company with the chairman and the distinguished International director. Make sure each contestant takes home some concrete token of his achievement, and see to it that his wife has a corsage.

When flashbulbs pop, let's be sure a contestant is involved. Isn't he the true celebrity? It is his demonstration of skill which is the reason for the assembly. Who deserves the plaudits, the gladiators or the nobles in the loge seats?

Toastmasters International is a laboratory for living, but we must choose which facets of living we wish to reflect. Shall we imitate the politicking of organization men, or do we emphasize the recognition of meritorious achievement?

The choice is ours. ♦

Robert Beacon, Compton (Calif.) 464-51, is a teacher in the Los Angeles City Schools. He has served his club in every office, has been area secretary, and originated, edited and has published the club paper, "Toaster Poster," for several years.



ZONE CONFERENCES

THE 16 ANNUAL ZONE CONFERENCES of Toastmasters International will open during the month of May and continue through June. Each conference will feature a district officers training session (open to district officers only), and an idea exchange panel, open to all interested Toastmasters. Other events include the business meeting, speech contest and evening banquet.

The district officers training session is scheduled from 9 a.m. to noon and from 1 p.m. to 4 p.m. The idea exchange panel will run concurrently, and will be conducted as an open discussion meeting led by a panel of past district governors or past district officers. Members may submit questions to the panel, engage in discussions and exchange ideas on all phases of Toastmasters activities presented by the assembly.

Other features will be: business meeting, at which nominees for the International Board of Directors will be chosen, an evening banquet, and Zone Speech Contest. Winners of this contest will travel to the Twin Cities of Minneapolis and St. Paul to compete in the Regional contests, which will determine the finalists for the International Speech Contest.

Second only to the International Convention, your Zone Conference offers the greatest opportunity for education and inspiration in Better Thinking, Speaking, Listening. Zone conferences for 1962 will be held as follows:

REGION I	Richard V. Keim and Maurice L. Olson			
Zone A	2, 7, 21, 32	Seattle, Wash. Hyatt House Hotel 17001 Pacific Hwy. S.	June 23	Harvey Gangon 9624 37 th Ave. S. W. Seattle 6, Wash.
Zone B	9, 15, 17, 33	Pocatello, Idaho Hotel Bannock	June 16	C. S. Bosquet P. O. Box 495 Pocatello, Idaho
REGION II	Paris Jackson and Lothar Salin			
Zone A	4, 12, 27, 39, 49, 57, 59	Fresno, California Hacienda Motel 2515 Hwy. 99 North	May 26	David R. Crow 2318 Fountain Way Fresno 3, Calif
Zone B	F, 3, 5, 50, 51, 52	Anaheim, California Disneyland Hotel	June 9	Roy D. Graham 14410 Costa Mesa Dr. La Mirada, Calif. and Ralph O. Lines 4154 Quigley Ave. Lakewood, Calif.
REGION III	Dr. Leo Anderson and W. Bruce Norman			
Zone A	22, 24, 26, 55	Wichita, Kansas Broadview Hotel 101 North Waco	June 9	Arthur E. Bone 912 E. Commercial Springfield, Mo. and Walter Burnham 3026 Somerset Wichita, Kansas

Zone B	16, 23, 25, 44, 56	Oklahoma City, Okla. Ramada Inn Hotel 1401 NE Expressway	June 23	Rex Davenport 708 Stahl Drive Midwest City, Okla.
REGION IV	Arthur Dracy and John B. Miller			
Zone A	20, 41, 42, 64	Calgary, Alberta Palliser Hotel	June 9	Gordon Skitch 528 37th St. S. W. Calgary, Alberta
Zone B	6, 19	Mason City, Iowa Hanford Hotel	June 2	James McNitt 503 2nd St. N.W. Waukon, Iowa
REGION V	Ralph C. Iverson and William B. Gobel			
Zone A	30, 35	Kenosha, Wisconsin Elks Lodge 5706 8th Avenue	June 9	Ralph Howland, Jr. Box 87 Oconomowoc, Wisc.
Zone B	8, 54	Monticello, Ill. Allerton House	June 23	Earl M. Potter 7009 W. Main, Apt. 3 Belleville, Ill.
REGION VI	Charles C. Mohr and Joseph Ellis			
Zone A	10, 28, 62	Findlay, Ohio Elks Club 601 S. Main St.	June 2	Dan Grimes 630 Lincolnshire Dr. Findlay, Ohio
Zone B	11, 40	Marysville, Ohio Scott Hall N. Maple, Taylor Plant	June 9	Paul F. Ehrle 3525 Sciottangy Dr. Columbus 21, Ohio and LeRoy C. Pound 324 W. 5th Marysville, Ohio
REGION VII	Thomas R. McDonald and Stanley Ditchfield			
Zone A	31, 34, 45, 46, 53, 60, 61, 65	Syracuse, New York Syracuse Hotel	June 16	Raymond G. Castle 333 E. Washington Syracuse 2, New York
Zone B	13, 36, 38, 66	Hershey, Pa. Cocoa Inn	June 9	Edmund Thelen 140 N. 21st St. Philadelphia 3, Pa. and Richard S. Thomas 21 Park Circle Rd. Middletown, Pa.
REGION VIII	Fred J. Payne and Charles S. Swan			
Zone A	29, 43, 48, 63	Gatlinburg, Tenn. Riverside Hotel	June 23	Mark E. Underwood, Jr. 600 Atlantic Avenue Knoxville, Tenn.
Zone B	14, 37, 47, 58	Charlotte, N. C. Heart of Charlotte Motel 3815 N. Tryon	June 30	Francis S. Key 176 9th Street Cramerton, N. C.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Why Evaluate?

Why do we place so much emphasis on evaluation in our club work? What good does it do? Is it worth while?

Answering the first question, we may say that we emphasize this feature because it is important. When it is well done, it gives the speaker an understanding of how his speech impressed the listeners. The most important thing for a speaker to find out, whether he is a novice or an experienced talker, is the reaction of his audience. He gets this from frank and friendly criticism, and he builds on it in future speeches.

Evaluation does a vast amount of good, if it is well given, and if it is well received. It is one of the most worth-while activities in the Toastmasters Club—provided it is carefully and thoughtfully done.

In many of our clubs, evaluation, or constructive criticism, is the weakest part of the work. The members are not properly guided in their critical listening, because the officers and leaders fail to realize the need for such help. Thus the members who evaluate fail to get the real benefit which they should receive because the evaluators do not provide them with the kind of suggestions which they need.

Let us take a close look at just what the speaker needs from his listener. Consider your own

speeches. What are the most important facts which you would like to hear discussed by your evaluator? Are you greatly helped by being told that you need "a little more force" or that you let one hand get into your pocket, or that you shifted from one foot to the other? Are such things the important items to you?

You will answer in the negative, quite naturally, for if you are a thoughtful, sincere talker, with a real message to deliver, the vital question in your mind is whether you made your point, accomplished your purpose, stimulated your hearers, gave them something to remember.

Another item which frequently troubles the speaker is the diversity of reactions—the different ways in which people hear the speech.

Suppose you have two evaluators when you give your speech. One of them says that the material was well organized, logically arranged, and that the conclusion tied in with the opening and was conclusive. The other says that your opening was weak, that it did not lead into the subject, and that your treatment did not clarify your purpose. He thought your talk was scattered, and that the ending was inconclusive.

How are you to deal with such evaluation? What good can you get from it?

The first thing to consider is that people hear with different ears. You must try to adapt your next speech so as to make your meaning clear to men of various types of mind. One hearer may be watching for points on which to disagree; another may have his own ideas on the subject, and if you do not express similar ideas, he may think you failed. Perhaps the title of your speech led him to expect a certain treatment, and certain facts to be presented, which you did not introduce.

What should you do about this? Sorry, but I can't give you a universal prescription. Above all, do not let it discourage you. Take it rather as a challenge. Try to find ways to make yourself more clearly understood next time. Recognize the difference in listening habits, and build future speeches with this in mind.

I venture to recommend a careful study of the little book entitled "Speech Evaluation," which I wrote a good many years ago, and which seems to have been quite helpful to many men. Try to understand the what and why and how of evaluation, first for your own good, and then for the sake of the help you can give to others by careful, analytical listening.

Your Mind on Parade

"Every time you speak, your mind is on parade."

I do not know who wrote that statement, but it is a sobering thought, and one with which I heartily agree. If more of us realize its meaning and its importance to

us, our talking would be more carefully done. "Out of the abundance of the heart, the mouth speaketh" is another statement of the same truth, found in the Bible.

The point is that our words reveal what is in our minds. If we are thinking fine, worthy thoughts, this will be reflected in what we say, whether in ordinary conversation or in formal speeches. We need to be careful that the revelations thus made do not cost us too heavily with those who hear us.

There is the story of a man, carrying a camera, who joined a company of his acquaintances and told them: "I am going to take a picture of you. My camera is different. It does not show your outward appearance, but it gets a picture of your thoughts. It will show just what you are thinking."

There was not a man in the crowd who would stand for such a picture. All of them got away as fast as possible. They were unwilling to have their thoughts revealed to those about them.

We can sympathize with them. Very few of us would be willing to have our secret thoughts exposed to the public view. And yet, we are constantly revealing those secrets in our talk. If we have mean, unkindly, unclean pictures in our minds, they are certain to show in our talk.

On the other hand, if our thoughts are friendly, generous, clean, worthy, these characteristics show themselves, and people are influenced by them.

Be sure to have your mind dressed in its best when it goes out on parade. ♦

In Minnesota

The Gopher Twins Plan

THE GOPHER TWINS are working—working to make the 1962 convention the best in the history of Toastmasters International.

In the Gopher State of Minnesota, the Gopher Twins represent Toastmasters in District 6 and particularly in the Twin Cities of Minneapolis and St. Paul. Since last fall the gophers have been meeting regularly to work out details for the three-day meeting Aug. 9-11, at the Radisson Hotel, Minneapolis.

Past International Director Helge G. Olson, general chairman of the Host Committee, reports that the Twin Cities have adopted an open arms policy to greet delegates.

District officers will meet for an Orientation Session on Wednesday preceding the opening of the convention. A Pre-Convention Party open to all delegates will be held

at the Radisson Hotel Wednesday night. Convention activities will begin Thursday with opening ceremonies in the morning and the annual business meeting and election in the afternoon. A luncheon will be held for the ladies Thursday noon with Mrs. Herman E. Hoche, wife of the International president, as hostess.

Convention activities will move to St. Paul Thursday evening for the International Night program. Delegates will be transported in buses to the St. Paul Auditorium for dinner, followed by a spectacular ice show. In honor of Toastmasters, producers of the show are giving it an international theme.

Educational Sessions

Educational sessions are scheduled for Friday. Three workshop sessions will be held simultaneously in the morning and afternoon and delegates will have a choice of workshops on successful programming, speech techniques, audio visual techniques, effective listening, membership building, and opportunities for personal growth.

The four Regional Speech Contests will be held late Friday afternoon.

District 6 Toastmasters will be hosts for the Fellowship Luncheon Friday. The President's Banquet Friday night will see the new officers and directors installed. A national figure will be featured as the guest speaker.

Breakfast With the Founder

The traditional Breakfast with the Founder with Dr. Ralph C. Smedley as host will be held Satur-

a Convention



day morning. Following Dr. Smedley's breakfast, delegates will be free to tour the Twin Cities until 1:45 p.m. when the final educational session will be presented in the form of an idea exchange.

The International Speech Contest will follow as the convention climax.

In addition to scheduled events, the convention will include educational exhibits, a teen-age center and a hospitality center. A tour of the Betty Crocker kitchens at General Mills has been arranged for the ladies for Friday morning. The tour will be limited to 150.

Advance Registration

Advance registration and reservation forms will appear in the June issue of THE TOASTMASTER magazine.

Olson urges Toastmasters to plan their vacations to coincide with the convention. "Minnesota is the land of 10,000 lakes," he said, "and it's one of America's finest family vacation regions. The Gopher Twins suggest that Toastmasters everywhere 'Go-pher a Twin Treat' this August in Minneapolis and St. Paul."

Serving with Olson as vice chairmen of the Host Committee are

Jack R. Pelinka and Tracy M. Jeffers. Past International President Emil H. Nelson is chairman of the Advisory Board. Other committee members are:

Program, A. W. Benkusky, chairman, Frank Buetel, vice chairman, Ed T. Brown, advisor; House, A. M. Herriges, chairman, George I. Smith, vice chairman, Alton C. Clark, advisor; Hospitality, John E. Scott, chairman, B. Jack Leonard, vice chairman, Norval A. Anderson, advisor; Public Relations, Reid T. Burns, chairman, Robert Olson, vice chairman, George Conrad, advisor; Transportation, Bernard Szymczak, chairman, Lloyd Goolsby, vice chairman, Ikel C. Benson, advisor; Entertainment, Warren K. Wildasin, chairman, Charles Margolis, vice chairman, Herman C. Goebel, advisor; Ladies Activities, Robert E. Tokar, chairman, John Cummins, vice chairman, Harry M. Mattison, advisor, and Finance, Ken H. Fredricksen, chairman, Raymond D. Nordstrom, vice chairman, Max L. Perras, advisor. Orville Meland is serving the committee as recording secretary.



TOASTscripts

★ ★ ★ ★ ★

Well, there they were, right in the middle of the program when suddenly the club president adjourned the meeting. Most Toastmasters would be up in arms over such high-handed tactics, but not the members of this club. There wasn't a murmur of complaint. Sounds odd, doesn't it, but after you read the whole story you'll agree that adjournment was in order.

The club is new. By the time you read this, it will be chartered, but at the time of our story it was operating on a provisional charter aboard the USS Randolph. Meetings are held each Tuesday at 1 p.m. in the Crew's Lounge aboard ship. And that's where the members were on March 20 when the president abruptly adjourned the meeting. The adjournment came after the order was given for members to take their stations to help recover Astronaut John Glenn who had just landed in the Atlantic after three successful orbits around the earth. Another ship reached Glenn first, but he was subsequently flown to the Randolph by helicopter and left from that ship for Grand Turk Island.

Now, do you blame the president for adjourning the meeting?

Speaking of Col. John Glenn brings us to Toastmaster John

Glenn, president of Hubbard Trail Toastmasters Club 2571-54 (Hoopeston, Ill.). The same day that Astronaut Glenn was circling the globe, Toastmaster John Glenn won the Area Speech Contest at Danville, Ill. The Hoopeston paper compared the victories won by the two Glenns and even ran a picture of Toastmaster Glenn. But with the modesty of a true Toastmaster, Toastmaster Glenn admits that Astronaut Glenn topped him in press coverage.

Just one final note on the flight of Colonel Glenn. If you watched it on TV or listened to the radio reports, the voice you heard talking with Glenn from the California tracking station was that of Astronaut Walter Schirra, former member of Mattapanoy Toastmasters Club 1778-36 (Patuxent River, Md.).

Back to earth, but still in the electronic age is Las Cruces (N. Mex.) Club 1938-23 which claims to be the first scientifically programmed club in Toastmasters International. Past President Rowland Roberts is responsible for the great technological advance made by the club. Roberts is a digital computer systems analyst at the White Sands Missile Range. In his off-duty hours he wrote the infor-

mation to be fed into an I.B.M. 1401 Computer. By feeding the data into the computer, the club gets a month's weekly program assignments in seconds, including the invocator, timekeeper, topicmaster, speakers, evaluators, chief evaluator, "ah" counter, leader for the Pledge of Allegiance and the presenter of the Cup of the Evening. With the data developed by Rowland, there is no danger of any member being overlooked.

We pass this suggestion along to clubs which have a treasury bulging with thousands of surplus dollars. * * *

John Carver, member of Chambers Club 540-2 (Seattle, Wash.), and winner of the 1961 Toastmasters International Speech Contest, has recorded his winning speech for the benefit of Toastmasters who might like to study it. The 33 $\frac{1}{3}$ r.p.m. record may be purchased for \$2. Make checks payable to "Speech," Box 3142, Seattle 14, Wash.

A survey of 1,234 Toastmasters who completed Basic Training last year reveals that the majority of them had been members from two to three years, most of them had served as club officers (the greatest number had served as secretary-treasurer), few of them had reached the level of district officers, and most of them reported the No. 7 assignment (Reading the Speech) the most difficult, with No. 5 (Vocal Variety) and No. 4 (Gestures) in second and third place.

Nearly two-thirds had had previous speech training, but more than two-thirds said Toastmasters train-

ing had given them more than any other course in speech. The majority reported using their Toastmasters training in business, while 770 said it had helped them in getting along with their fellow workers. Since joining Toastmasters, 884 said their salary had increased, and 544 attributed the increase either directly or partially to their Toastmasters training.

* * *

CONGRATULATIONS: To Optimists International on the opening of its new world headquarters building at St. Louis. . . . To International 1st Vice President Frank I. Spangler who has been appointed Administrator for Civic Affairs for the A. O. Smith Co. of Milwaukee, Wis. In his new assignment, Vice President Spangler will work closely with corporation officials on all civic affairs matters. . . . To George Pali, lieutenant governor, District 49, who was named Hawaii's Federal Employee of the Year for 1961. . . . To International Director Fred J. Payne who recently retired after 50 years of service with the Illinois Central Railroad. Honored at a testimonial dinner attended by his fellow workers and railroad officials from near and far, he was also the subject of a lengthy feature story in the *Memphis Commercial Appeal*. In the story, Reporter Neal Gregory wrote, ". . . he has been known to hundreds of Memphians as 'Mr. Illinois Central' for nearly half a century." The story also mentioned that his big interests are Odell F. Hartz Toastmasters Club 949-43 (Memphis) and his duties as a director of Toastmasters International.

When it comes to evaluation . . .

Don't Be Part of the Problem

By DANIEL K. MALONE

“DON'T BE PART of the problem,” a warning heard frequently both at Redstone Arsenal, Alabama, and at Redstone Toastmasters 1932-48, is perhaps the best expression that can be applied to the evaluation portion of any Toastmasters club meeting. The opportunity to speak comes dearly in our organization; dearly in terms of time, money and effort. Without productive evaluation, our speaking time, so dearly bought, goes for nothing.

In Redstone 1932 we are undertaking an evaluation program with teeth. Its basic idea is to be part of the solution, not part of the problem.

First, we have organized our evaluation by placing it on its real basis—*comparison*. On a given evening, the speeches programmed are either all humorous or all serious.

Thus we eliminate the chance of the one speaker who gets laughs getting the most votes as well, and allow for a similarity of thought in each of the evening's evaluations.



Next, we have classified speeches into four broad categories: *informative*, to teach something; *narrative*, to relate past action; *hortatory*, to arouse action in already agreeable people, and *persuasive*, to form or change the opinion of non-agreeing people. While these broad categories allow the classification

of any permutation or combination of ideas, they also conform closely to the general breakout of oral usage in the day-to-day activities of our members. Most important, the speaker's necessity of categorizing his speech beforehand helps him decide exactly what he intends to put across and how to go about it.

All this information is filled in on a standard form we have developed.

But the use of a form doesn't mean that our evaluations are to be stifled presentations, “cast in bronze.” Instead, the form asks only enough questions to guide the evaluator in listening and to keep his evaluation presentation from becoming a useless oration. It is used as a guide, and the evaluator selects only the salient points for discussion. He can call for a conference evaluation, or any other type of evaluation familiar to Toastmasters International. The form does not replace the evaluation sheets of the Basic Training Manual. Nor will it be used forever. It does, however, provide a firm point of departure.

The working portion of the form gets right to the crux of the speech—“What was the main point? What was the speaker trying to get across?” We all know, from experience, that the main idea which we as speakers intend to express is not always the same idea grasped by our listeners. So, to assure evaluation of this key consideration, we tie in a technique which provides an accurate and unchallengeable reflection of the speaker's clarity. Prior to delivering his talk, the speaker himself must give a written statement of his proposed main topic and purpose to the general evaluator, who puts it aside until the individual evaluation period. At the beginning of each individual evaluation, the general evaluator reads the statement aloud. He then reads his own interpretation as a listener. The results are sometimes frightening, but ex-

tremely helpful. There are few better ways to get at the heart of a speech in a hurry.

The next question to be answered is whether the speaker proceeded to establish the main point. Or did he ramble around and establish some other idea? Frequently in preparing this answer, the evaluator discovers the main topic that was in the speaker's mind only by default. It then requires little further analysis to determine whether the deviation between attempted expression and actual understanding, if any, is due to poor listening or to poor speech construction.

The third question provides the mechanism for the analysis of the second. It asks for a listing of the sub-topics used: examples, supporting facts, or concepts, causes, effects, and so on. It asks for an evaluation of these key sub-topics in terms of relevancy, accuracy, clarity and contestability. Contestability is particularly important when discussing controversial issues or when making a hortatory or persuasive speech. Contestable statements must be proved by the speaker.

The process of extracting and evaluating the sub-topics leads the evaluator to concrete and understandable causes of the effectiveness or lack of it demonstrated by the speaker. Thus, by selecting the sub-topics necessary to establish his point, the evaluator can give positive and constructive guidance to the speaker.

Where, you may ask, is there an evaluation of voice, gestures, mannerisms, eye contact, and so on? It's provided for on page two, along

with more questions on speech construction. "Did the introduction set the mood or lead the listener to the necessary mental attitude?" "Did the body of the speech stick strictly to the point?" "Did the closing summary clearly re-emphasize the main idea?"

As you may have guessed, we of Redstone Toastmasters 1932 stress that good speaking stems from good thinking—clear, purposeful, organized thinking. If a man can present organized thought in equally organized expression he will be an effective speaker. Further Toastmasters practice can then make him an outstanding speaker. Platform manner, grammar, dia-

lectics are not overlooked; they are obvious. The harder task, and the reason we use the format, is to analyze the speaker's thought, evaluate it, and show how he can improve it.

Finally, we have placed two admonitions, plainly writeten across the pages of our evaluation sheets: "Say something good first," and "Be constructive. For every bad point you name, offer a solution." We follow these admonitions.

Does it sound like a big job? It is. But if you don't think it can be done, ask yourself this: Are you part of the problem, or are you part of the solution to sound, effectual, productive evaluation? ♦

Captain Daniel K. Malone is a member of the General Staff of the U.S. Army Ballistic Missile Agency at Redstone Arsenal, Alabama. A graduate of West Point in 1955, he has had a varied Army career, and was assigned to Redstone Arsenal in 1960. Captain Malone is educational vice president of Redstone Toastmasters 1932-48.



Are you satisfied with the level of evaluation, including your own performance? Why do individual critics insist upon addressing their remarks directly to the man being evaluated? Correct form calls for the critic to do this: Speak to the group about the performance of the speaker. Do not say, "Jim, I liked the way you organized this speech." Rather say, "Fellow Toastmasters, Jim organized his speech in a logical and compelling manner."

—"The Sounding Beard," Bulletin of Chico Club 558-39.



JUST IN JEST

Thomas A. Edison hated formal dinners, which always seemed stuffy affairs to him. One night at a particularly dull gathering, he decided to sneak away to his laboratory.

As he was pacing back and forth near the door, waiting for an opportunity to escape, his host came up.

"It certainly is a delight to see you, Mr. Edison," he said, "What are you working on now?"

"My exit," replied the inventor.

—Quote

The grass next door may be a bit greener, but it's just as hard to cut.

A conservative is one who refuses to get a color TV set until he has finished the payments on his stereopticon viewer. A progressive is one who dashes out to buy a color television set without waiting to see whether or not electricity is here to stay.

—Harold Coffin

A young lawyer, pleading his first case, had been retained by a farmer to prosecute a railroad for killing 24 hogs. He wanted to impress the jury with the magnitude of the injury.

"Twenty-four hogs, gentlemen! Twenty-four! Twice the number there are in the jury box!"

Experience is something that when you finally have it, you're too old for the job.

Wedding Ring: "One-Man Band"
Girls: "Glamouring for Attention"
Dividend: "Percentum, per annum, perhaps"
Bumblebee: "Humbug"
Failure: "Path of Least Persistence"
Railroad: "Flying is for the Birds"
Cash Register: "Jack in the Box"
Stripper: "Making a Bare Living"
Taxes: "Capital Punishment"

—Business Briefs

A Manhattan landlubber went skin-diving, outfitted with the newest and best gear: rubber suit, depth gauge, flippers, waterproof watch, sling gun, aqualung, mask, etc.—even a blackboard and special chalk, for underwater communication with other skindivers. After 20 minutes discovering the strange and wonderful underwater world, he looked up and saw approaching him another swimmer clad in nothing but bathing trunks. Puzzled, then infuriated, the diver pulled out his blackboard and wrote: "What gives? Spent \$450 for special equipment. You here with nothing?"

Whereupon the other man took the chalk and scrawled rapidly: "Stupid! I'm drowning!"

—Quote

It would be easier to hear opportunity when it knocks if we all weren't so busy doing the same thing.

Supermarket: a place where you travel farther than your money.

A hangover is something that occupies that head you weren't using last night.

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)

The officers of Toastmasters District 55 wish to express their thanks to you and *The Toastmaster* for publishing the picture of our district officers and International President Hoche in the February issue. As we have mentioned previously, this is the first picture covering district activities to our knowledge ever to appear in the International magazine. This publicity will be a great boost to the district and also to the local Casper clubs. Our sincerest thanks.

D. W. Paape
Lt. Gov., Dist. 55
Casper, Wyo.

I recently requested information from the World Headquarters about district and club ratification of the revised constitutions and bylaws and our district bylaws. One week later, I received complete information from Maurice Forley, executive director.

I wish to express my appreciation to Mr. Forley and our staff at Santa Ana for such prompt and efficient service. I well realize that it is easy to "write a letter to TMI" without giving a thought to the work involved in answering the many individual requests for special service that must be received each week.

The often used phrase, "If we can be of assistance, please let us know," really means something at our home office. We have a World Headquarters staff of which we may all be proud.

John F. Jackson
Secretary, District 29
Biloxi, Miss.

I am writing directly to you to acquaint you with the availability of a valuable course of instruction offered by the Industrial College of the Armed Forces, entitled "The Economics of National Security." The nature and purpose of this course are explained in the enclosed materials.

Last year we initiated a small promotional effort in a few periodicals and magazines across the country. The response was so great that it was necessary to institute mechanization and other features to increase the capacity of the College to cope with the increased enrollment. It was indeed heartwarming to find so many citizens thirsting for knowledge in this vital area.

We are now geared to accommodate twice the number of students of last year, and we are anxious to acquaint a larger audience of responsible and leading citizens of this opportunity . . .

A. T. Wilson, Jr.
Major General, USAF
Deputy Commandant, School
of Extension Studies,
Industrial College of the
Armed Forces
Washington, D.C.

Now that John Glenn has successfully circled the world, the next step will be conquest of the Moon. This will be accomplished with more ease than Columbus did in his ordeal of discovering America.

As past president of Beyond Basic T.M. 1360-7, and still with the same club for over ten years, I am enjoying visiting about ten clubs weekly. The value and satisfac-

tion of Toastmasters to me is beyond monetary consideration.

Am looking forward to the habitation of the Moon. With my experience and observation, I feel that the Moon will be a better place to live on with the ideals and teachings of Toastmasters.

Therefore please accept my application for a Moon Toastmasters Club charter to be inaugurated as soon as feasible by conditions and circumstances.

Ben Medofsky
Club 1360-7
Portland, Oregon

(We'll keep your application on file. Care to send along the charter fee?—Ed.)

In the February 1962 issue of *The Toastmaster* there appears an article "Adventure with Words," by Adrian D. Smith.

As a teacher of teen-age students, I am always looking for ways of impressing them with the value of good speech, no matter what the subject or vocation. The above-mentioned article is just the kind of thing that would give inspiration and—who knows what far-reaching results?

"Mr. Grammarian" in the same issue is good, too!

Walter Ratzlaff
Castlegar, B. C.
Canada

I wish to commend Toastmasters International for their prompt answer to my request for a trophy to be given at our Area Speech Contest. I think it would be good copy for *The Toastmaster magazine* to let the other clubs know that from the time I mailed the letter until the time I received the trophy only 72 hours had elapsed. . . .

Robert W. Last
Gov., Area C-4, Dist. 35
Oshkosh, Wis.

When *The Toastmaster* magazine arrives as it did this afternoon, I am first to look and read. I "amen" many of your articles and particularly enjoy "Clubs in the News" and "Just in Jest." On page 23 of the March issue you write of the Beaver Valley Club. May I catch a mistake and say that it's Beaver, Pa., and not Beaver Valley, Pa., as placed at the bottom of the article.

My husband, Neil, is an active member of Alliance Toastmasters Club 767 and a past president. I am one of the many female boosters of Toastmasters.

Nancy J. Eft (Mrs. Neil W.)
Alliance, Ohio

(We erred. The name of the club is Beaver Valley 752; the name of the town is Beaver.—Ed.)

I regret to note that my chapter is not correctly listed in the directory issue. I fought a long hard fight to have the name changed for a very valid reason and regardless of what or who is to blame I would like to see something in print as a correction. Formerly the Transportation Chapter, it was composed of men who were engaged in that specific type of work. As we broadened out we took in others who had no connection with that field. Wishing to avoid any inference that we were all of the same occupation we changed the name to "Milestone." The significance being that it is a milestone in any man's life when he joins our post and further, it keeps us older members on our toes to make it so. . . .

Robert D. Long
Milestone Club 1074-26
Denver, Colorado

(Sorry, the notification of change of name was received after the directory deadline for publication.—Ed.)

New Clubs

(As of March 15, 1962)

- 334-20 PORTLAND, North Dakota, *Portland*, 1st Tues., 2nd Mon., 8 p.m., Portland Coffee Shop.
- 737-49 HONOLULU, Hawaii, *MCAFAN*, Tues., 7 p.m., Hickam NCO Club, Hickam AFB.
- 1291-31 BRAINTREE, Massachusetts, *Sigma*, Tues., 5:30 p.m., Josephs of Braintree.
- 1543-40 NEW CARLISLE, Ohio, *Tecumseh*, 1st & 3rd Thurs., 8 p.m., Goodall Lumber Co.
- 1656-TCBI WARRINGTON, Lancashire, England, *Warrington*, 1st & 3rd Thurs., 7:45 p.m., The Feathers Hotel, Bridge St.
- 1734-8 WASHINGTON, Missouri, *Town and Country*, Thurs., 7:30 p.m., Shorty's Restaurant.
- 1772-3 WINSLOW, Arizona, *Winslow*, Mon., 6 a.m., Falcon Restaurant.
- 1840-30 CHICAGO, Illinois, *America Fore—Loyalty Unit #1*, 1st & 3rd Tues., 5 p.m., 360 W. Jackson Blvd.
- 2238-58 CHARLESTON, South Carolina, *Dial Tone*, Thurs., 7 p.m., Orvin Court.
- 2416-U HYDERABAD, Andra Pradesh, India, *Y.M.C.A.*, Thurs., 6:30 p.m., Y.M.C.A.
- 2679-30 NORTH CHICAGO, Illinois, *Abbott*, alt. Tues. 5:15 p.m., Abbott Laboratories.
- 2805-29 TYNDALL AFB, Florida, *Tyndall Officers*, Mon., 7:30 p.m., Tyndall Officers Club.
- 3377-2 MERCER ISLAND, Washington, *Mercer Island*, alt Tues., 7:30 p.m., Parish House, Emanuel Episcopal Church.
- 3436-35 KINCHELOE AFB, Michigan, *Kincheloe*, 1st & 3rd Mon., 7 p.m., Officers Open Mess.
- 3438-35 ELLIOT LAKE, Ontario, Canada, *Milliken*, Mon., 7 p.m., Milliken Mine Conference Room.
- 3440-14 FITZGERALD, Georgia, *Fitzgerald*, 1st & 3rd Tues., 7:30 p.m., Community Center.
- 3441-10 AVON LAKE, Ohio, *Avon Lake*, Mon., 6:30 p.m., Saddle Inn.
- 3442-26 ARAPAHOE COUNTY, Colorado, *Arapahoe Lincoln*, Wed., 7 a.m., Silver Saddle Restaurant, 4995 So. Santa Fe Dr., Englewood.
- 3443-TCBI STOCKTON-ON-TEES, Durham, England, *Tees Side*, Tues., 7:30 p.m., Fairfield Hotel.
- 3444-64 ELLIOT LAKE, Ontario, Canada, *Denison*, 2nd Wed., 7 p.m., Elliot Lake Hotel.
- 3445-TCA CRONULLA, N.S.W., Australia, *Cronulla R.S.L.*, alt Thurs., 6:30 p.m., Cronulla Returned Servicemen's League.
- 3446-10 LAKEWOOD, Ohio, *West Clifton*, 2nd & 4th Mon., 6:30 p.m., Robinhood Inn, 16026 Madison Avenue.
- 3447-64 DRYDEN, Ontario, Canada, *Dryden*, Thurs., 5:30 p.m., Thunderbird Hotel.
- 3448-39 OROVILLE, California, *Feather River*, Tues., 6:30 a.m., Table Mountain Golf Club.

DISTRICT GOVERNORS

1961-1962

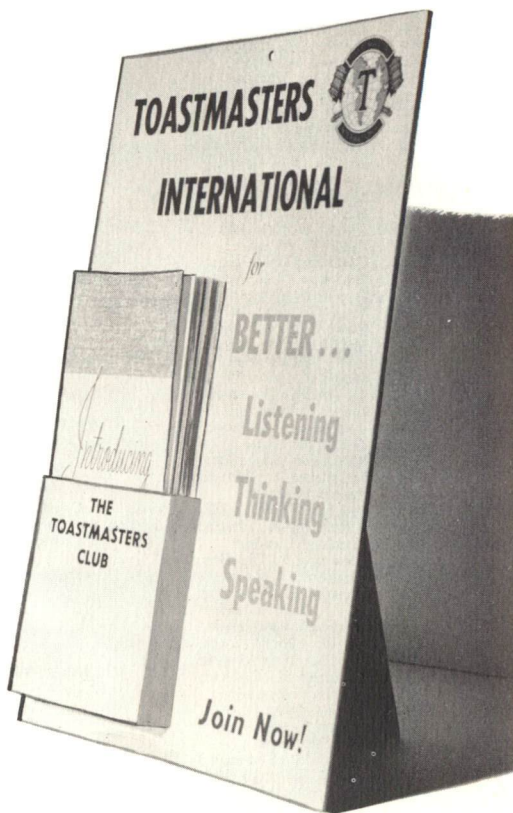
- F Richard S. Titera
2. Robert Murray
3. James H. McBain
4. Robert L. Knotts
5. Donald Contois
6. Edward M. Thielen
7. Richard Eastman
8. Earl M. Potter
9. Bliss O. Bignall, Jr.
10. H. R. Baumgardner
11. Russell Carey
12. John Bozoky
13. Alexander W. Brown
14. Richard Piazza
15. C. S. (Pete) Bosquet
16. Rex Davenport
17. Dr. Howard E. Hultgren
19. Jerry Bertramson
20. Harry M. Pippin
21. Lionel Mercier
22. Paul E. Kunze
23. Roger H. Johnson
24. John Nixon, Jr.
25. Fred Beisecker
26. Raymond McGavin
27. David R. Crow
28. Judson Fisher
29. Edgar Pfeiffer
30. Kenneth Magnuson
31. John P. Gallant
32. Paul C. Webb
33. Charles Loveless
34. Raymond G. Castle
35. Gordon Groseth
36. Van Holmgren Tanner
37. Perry M. Weaver
38. William M. Musser, Jr.
39. Arley Howsden
40. Otto H. Althoff
41. R. James Brennan
42. Cece Primeau
43. James A. Brewer
44. B. R. Griffin
45. William Steinhardt
46. William J. Costello
47. Dean Risher
48. Major Francis M. Grove
49. Edward M. Hudak (Lt. Col.)
50. Arthur Lester
51. George F. Kaufmes
52. Robert C. Emrey
53. James E. Thomas
54. M. J. Roy Wolf
55. Harold Fallbeck
56. R. H. (Bud) Lambert, Jr.
57. Bruno Franceschi
58. Luther R. Gower
59. Artie Valentine
60. T. J. Ryan
61. John Korcz
62. Leo Barnes
63. Mark Underwood
64. S. M. (Sid) McMurray
65-P B. Robert Bird
66-P John B. Tallent
TCBI John Blaney
(Terr. Council Brit. Isles)
- 1133 Sunset Drive, Whittier, California
22525 Ninth Avenue, Bothell, Washington
53 W. Suffolk Drive, Tucson, Arizona
1204 Nilda Avenue, Mountain View, California
1361 Rock Springs Road, Escondido, California
1204 Vincent Avenue No., Minneapolis 11, Minnesota
P. O. Box 532, The Dalles, Oregon
7009 W. Main Street, Belleville, Illinois
Elder Building, Coeur d'Alene, Idaho
150 Brouse Drive, Wadsworth, Ohio
1603 Cass Street, Niles, Michigan
631 California Avenue, Bakersfield, California
3115 Iowa Street, Pittsburgh 19, Pennsylvania
P. O. Box 3207, Savannah, Georgia
253 No. Main Street, Pocatello, Idaho
708 Stahl, Midwest City, Oklahoma
311 No. 28th Street, Billings, Montana
619 N. Linn St., Iowa City, Iowa
Hedderich Building, Williston, North Dakota
3302 Barnard Avenue, Vernon, B. C., Canada
728 West 45th Street, Kansas City 11, Missouri
10121 Toltec Road NE, Albuquerque, New Mexico
432 South 88th Street, Omaha, Nebraska
4145 Goodfellow Dr., Dallas 29
1545 Dellwood, Boulder, Colorado
2318 Fountain Way, Fresno, California
3164 Merrill, Apt. 205, Royal Oak, Michigan
312 South Palafox Street, Pensacola, Florida
1486 Wicke, Des Plaines, Illinois
Westland Drive, Spencer, Massachusetts
P. O. Box 115, Buckley, Washington
73 Willis, Richland, Washington
333 E. Washington Street, Syracuse 2, New York
P. O. Box 146, Chippewa Falls, Wisconsin
P. O. Box 585, Washington 4, D. C.
P. O. Box 866, Asheville, North Carolina
33 No. Duke Street, Lancaster, Pennsylvania
Route 1, Box 412, Shasta Ave., Chico, California
3297 Cedarwood Drive, Fairborn, Ohio
1021 St. Charles, Rapid City, South Dakota
9111-156th Street, Edmonton, Alberta, Canada
1543 Crestwood Road, North Little Rock, Arkansas
2621 23rd Street, Lubbock, Texas
20 West Elm Street, Sanford, Maine
714 Wyckoff Avenue, Bellmore, L.I., New York
421 Indian Creek Drive, Cocoa Beach, Florida
Quarters 13-A, Maxwell Air Force Base, Alabama
1329 Uila Street, Honolulu 18, Hawaii
18627 Yukon Street, Torrance, California
2370 Transit Avenue, Anaheim, California
450 Kenneth Road, Glendale 2, California
259 Preston Street, Windsor, Connecticut
3 East Columbia Street, Danville, Illinois
844 No. Broadway, Riverton, Wyoming
2905 Richmond Ave., Houston 6, Texas
10 El Gavilan, Orinda, California
4210 Blossom Street, Columbia, South Carolina
P. O. Box 686, Sparks, Nevada
6 Mapledown Rd., Etobicoke, Ontario, Canada
257 St. Paul Street, Cap de la Madeleine, Quebec, Canada
1109 Cawood, Lansing, Michigan
600 Atlantic Ave., Knoxville, Tennessee
163 Greendell Avenue, Winnipeg 8, Manitoba, Canada
80 St. Amelia Drive, Tonawanda, New York
5953 Gairnor Place, Norfolk 2, Virginia
7 Kyle Park Avenue, Uddingston, Scotland

Membership Display Card

pocket holds
copies of "Introducing
the Toastmasters Club" . . .
room for club name, number,
address and phone

One of the best attention-getters for your club is this attractive display card, which enables your town to know about your club. Stand on counters or hang in prominent place, and watch people reach for information about TMI! Set of three display cards, including 120 copies of "Introducing . . ." . . . **\$3.**

(Sorry, no single orders—order in sets only. Shipping and packing charges included. Add club and district numbers when ordering. California clubs add 4% sales tax.)



Order from:

TOASTMASTERS INTERNATIONAL • SANTA ANA, CALIFORNIA