




OCTOBER, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



MARACAIBO, VENEZUELA
TOASTMASTER TOWN OF THE MONTH

IN THIS ISSUE

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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How Do You Know You Know?

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SUPPOSE SOMEONE were to creep up on you, unaware, and force you to take a general information test. How do you think you would make out? Would you be reasonably well informed about the trend of social legislation—things like social security, tax plans, farm prices and "parity," medical care for the aged?

How much information you had, and *where you got it*, might make a big difference in your views. For example:

In Russia they tell this story of a smart Russian official who met an important young Englishman of noble birth. They chatted, and parted with a handshake. Later, one of the Russian's companions asked what he thought of the Englishman.

"Very nice," said the Russian. "But, he strikes me as the kind of man who reads just one newspaper a day."

The Russian was putting his finger on a problem we all face, all

the time—the problem of getting information, getting *both sides* of the story, before we jell our opinions on something specific, like wage rates, or something rather general, like the welfare state.

In the United States, of course, we treasure the right to speak up and be counted, a heritage from our revolutionary, independent forefathers. But it is easy to get lopsided; and the man who asserts loudly that "I saw in the paper where . . ." may really know less than the man who says quietly that

"The ABC paper says such and such, but I see that the XYZ paper has a different point of view."

Since things are moving swiftly in the United States, we are shaping a new society as well as individual laws, and it's important to get *all* the facts. What kind of society do we want?

The Case of the Prime Minister

There was an interesting experi-



ment, a classic now, conducted at Iowa State University. A group of two hundred students was divided in half. One group read a campus newspaper in which every week a foreign prime minister was praised; the other half read what they thought was the same paper, but in this case the foreign official was criticized.

What you think happened did happen. In fact, 98 per cent of those who read favorable editorials about the prime minister lined up on his side, but 86 per cent of those who read unfavorable editorials began to oppose him. The propaganda worked.

Moreover, these "for and against" feelings, generated entirely by artificial means, tended to last quite a while, as long as three months in many cases.

Well, there are a lot of experiments in this field. Some people feel that artificially-created opinions tend to go away in the face of facts, that readers tend to become "hardened" to propaganda. But an artificial opinion that lasted as long as three months, as in the case cited, would last long enough to influence an election, a proxy fight, a debate over a school bond issue, or opinions about Congressional affairs or the philosophy of government.

No doubt we are fortunate that most of our information is not given to us under laboratory controls; we can pick and choose—so long as we *do* pick and choose—and form our own opinions.

An Age of Public Opinion

Abe Lincoln expressed himself very clearly when he said that with

public opinion nothing can fail; against public opinion nothing can succeed. This is important, for it is clear that the competition for men's minds, to get us to take sides, keeps on increasing. And, though people sometimes act as though this were not so, an opinion is just as strong as a fact, even if the opinion is wrong.

Like ideas, opinions are weapons, and when the fate of the world hangs on ideas and opinions, as well as on nuclear bombs, we can well afford to ask ourselves this question: *Where are we getting our ideas?*

Are they really our ideas, or are they ideas which have been planted in our minds to get us to do something, and think something, we would not otherwise do and think? If someone confronts us with the of-course-everybody-knows approach, do we sit back and accept it—"I saw in the paper where"—or do we have a responsibility to judge, sift, consider and reach a conclusion?

The fact that our opinions, and therefore our actions, can sometimes be formed by others and passed along to us ready-made, is a little frightening. Sometimes, too, we are persuaded not so much by words and logic as by symbols. When one polling company invented two mythical firms and asked people what they thought of them (so the story goes), one turned out to be the most popular in America. Its name—the American Improvement Company. The other was easily the least popular. It was called an international cartel!

Are You on the Inside?

One reason people say they have opinions is that a good many citizens are sometimes ashamed to say "don't know" in response to a question. They may not *know* much about social security, or where the government gets its money, but they like to pretend that they do. Pretty soon their notions may jell, and a man may find himself reciting these "facts" as though there were no doubt about them at all, though actually they may be about as factual as the fairy tales of Hans Christian Andersen. The situation gets complicated when the real problem has to do with philosophy more than facts.

All this is a bit disconcerting when we reflect that perhaps as much as 75 per cent of the information we get, especially official information, is channeled or processed or "slanted"—before we get it—by persons very interested in what effect the information will have on us. Every labor union, trade association, "cause" group, government department, and political party spends money, sometimes many millions of dollars, to give us processed information.

This may not be so bad when the information or opinion is given openly by, say, a newspaper, even one with which we violently disagree. We know where the ideas came from. It is more alarming when we realize that many people who give us information, left-wing and right-wing, often conceal their identity.

The Choice Before Us

Behind the Iron Curtain, the idea of the man who reads only one newspaper a day is not just an amusing story; he may be lucky to have any newspaper.

But in the United States, by our great good fortune, we still have the right to read a magazine or listen to a commentator of our own choice. In some other countries, like

Italy and France, this privilege is highly valued, and the spectacle of the man reading a paper while sipping his coffee at a sidewalk cafe in such nations is commonplace. Our mass media in this country are believed to be the best and freest in the world.

Take newspapers. In the United States we have over 1,800 dailies with a circulation of nearly 59,000,000; 569 Sunday papers with a circulation of over 47,000,000 and nearly 9,000 weeklies. Not a bad record. Of course the *New York Post* usually doesn't agree editorially with the *New York Herald Tribune*, but that's part of America.

Even so, it is easy to fall into sloppy reading habits. The man who buys the same newspaper every day *automatically*, the way he buys cigarettes, is automatically buying the same editorial point of view every day, and he is shutting himself off from other Americans with quite different points of view that he ought to know about.

Reasons for Suspicion?

Anything in print seems to take on a certain authority but the au-



thority may be an illusion. Here are four ways in which the average citizen can guard against all-out acceptance of just anything he reads or hears:

1. *Note the source.* If a news story says that the "Russian Government today announced," or something like that, it may be assumed that the announcement was carefully considered for its effect on readers around the world. Any official announcement from any government or bureau, may be self-serving.

2. *Note the reporter's reaction.* Most reporters try to report facts, but an announcement is a fact in itself, and must be reported, whether true or false. Usually a careful reporter will indicate his own reservations by the use of such clauses as "it was alleged that . . ." "unverified reports held . . ." "proponents of the measure declared . . ." "in an effort to quash the rumors . . ." and the like. In short, a good reporter will let you indulge in the old human pastime of reading between the lines.

3. *Is the report straight or slanted?* While a reporter's job is to report the news, not his editorial reaction to it, some journalists violate the tradition and confusingly mix news and comment together. You can watch out for reporters' comments like "in an obvious attempt to . . .", "avoiding the question . . .", "plainly embarrassed, he . . ." and so on.

4. *Columnist or journalist?* A columnist who signs his material has considerably more freedom to express opinion than a man handling straight news reports. He

should have; that is why columnists were invented. But when you say that "I saw in the paper where," it is important to remember whether you were reading the news columns, an editorial or the notions of a columnist with a special point of view.

Well, this is not an essay on how to read a newspaper or listen to the radio or watch television. The point is that the reader has a responsibility toward the news just as the reporter does, and it is important that the reader be "tough-minded" in evaluating what he hears or reads. No reporter can be absolutely impartial, so it is up to the reader, if he wants to be well-informed, to shape his own opinions. He can't afford to read just one newspaper a day.

Lots of people get into the habit of criticizing the "mass media"—the newspapers, radio and television programs in particular—for what is sometimes called their failure to give the people enough public service information.

What the critics sometimes forget is that the mass media, whatever defects they may have, already provide us with more information than we use. One is reminded of the story of the farmer who told an Agriculture Department man that he did not want to attend courses in better farming. He explained: "Why, I ain't farmin' now as good as I know how."

So we come back to the central question: How do we know we know—really? Until we are sure that we know all sides of any debate, it is just possible that we might get the wrong ideas. ♦

Let's Use *All* Our Training

By WILLIAM B. GOBEL

DID YOU EVER have the feeling when attending a Toastmasters meeting that we as members are getting an education in communication fundamentals that many of us will never use? I have. I realize it is extremely easy to generalize too broadly with a statement like this; nevertheless, it still seems to me that too few Toastmasters use all or even the greatest portion of the training that we get in our clubs.

Of course, most of us use our speech training. But how many of us realize that learning the art of evaluation well, for example, can be an invaluable asset? Evaluation in depth can and should be applied to all manner of situations in business and community life and the same techniques we use in Toastmasters are applicable.

One of the best examples I can point to of applied evaluation is a cooperative project carried on by District 30 (Chicago) Toastmasters for the past four years.

For 14 years *The Chicago Sun-Times*, in cooperation with the Illinois Institute of Technology and the Chicago Technical Societies Council, has sponsored a Career Conference for high school juniors

and seniors. The aim of the conference has been to acquaint young people with the many opportunities available to them in all of the major occupational fields.

By meeting with men and women actually engaged in each vocation and successful in their fields, the students can learn the personal and educational requirements of the occupation, the advantages and disadvantages, the rewards and the responsibilities, the trends and opportunities. The conference provides this information early enough in the student's career so that he can take advantage of the information in planning his future training.

The conference is scheduled on a Saturday in early spring and consists of 32 separate panel sessions—four groups of eight each running concurrently throughout the day. Each panel consists of a moderator, who is usually a high school teacher or college professor, and three to four panelists who come from industry or the technical professions. Subjects covered include all types: engineering, law, finance, teaching, music, management, sociology, medicine, journalism and political science among others.

Four years ago the chairman of the conference approached one of our district officers with the request that we attempt to evaluate all phases of the meeting. He was concerned about the over-all effectiveness of the moderators and panelists. (This concern was not necessarily shared by others in the management echelon of the conference.) While the participants had general instructions as to the role they were to perform, were they really "getting through" to their audience? In other words, were they "making the sale"?

It was agreed that we would take the assignment—but immediately certain problems presented themselves. There would, of course, be no oral evaluation—so special forms for written comments were prepared.

Particular care would have to be exercised by each evaluator to be certain that the comments he made could be understood and not misinterpreted by people who were recognized as experts in their field. (*Evaluation axiom—be helpful—not destructive.*)

Special attention would need to be paid to audience reaction. This was somewhat difficult because of the large lecture halls and auditoriums used for the meetings.

All of these problems and more we have tackled and mastered in the last four years. After the first year, it became apparent that due to the turnover in moderators and panelists, more specific instructions would have to be provided for each. And for the moderators, a manual with suggestions on how to conduct the meeting was needed. Both of

these were prepared by the Toastmasters evaluation panel—and the results have been apparent. In addition, a moderators' instruction meeting was held about a week before the conference to go over the manual and emphasize that advance preparation was essential for maximum effectiveness.

Timing, introductions, continuity and all other phases of the sessions have been greatly improved.

The management of the conference, which at first somewhat reluctantly agreed to the evaluation idea as an experiment, now considers the Toastmasters panel a vital function of the meeting. Suggestions made by the individual evaluators are incorporated in an overall report by their chairman and many of them are adopted for the improvement of subsequent conferences.

The Toastmasters (from 35 to 40 each conference) who have participated as evaluators have found these meetings to be a unique experience. They have been provided with concrete evidence, if they needed it, that techniques they learn in Toastmasters have practical application elsewhere.

To return to my original point, the lesson appears plain—we learn many skills in Toastmasters; each has its unique applications outside the club. Do you use *all* of them? ♦

International Director William B. Gobel is special representative, Public Relations Department of the Atchison, Topeka and Santa Fe Railroad, Chicago. He is a member of Uptown Toastmasters 830-30, and was elected to TMI Board of Directors in 1961.



Meeting, Meeting, Where Are You?

By LEONARD H. BALLMAN

I'LL ADMIT RIGHT at the beginning that I'm feeling pretty frustrated. You would too.

It's like this. I'm a Toastmaster who likes to visit other clubs. I think it's a wonderful way to get new ideas, meet new people, and generally enjoy yourself. I always read the section in *The Toastmaster* magazine entitled "New Clubs." In the April, 1962, issue, I noticed the listing, "1903-8 ST. LOUIS, Missouri, *Winged Word*, 2nd and 4th Tues., 11:30 a.m., Rooms 931-932, Mart Building."

So on a recent second Tuesday, having some time to spare and a terrific nine minute talk all lined up in case I should be called on unexpectedly, I decided to visit the newest St. Louis club. I hid myself to the Mart Building.

The Mart is a 20 story office building, managed by the General Services Administration. It houses some 6700 employees of 16 differ-

ent government agencies, including the XII Army Corps. Each agency, I believe, is under separate control.

I arrived at the Mart Building about 11:20 a.m. (Let's not be too early, I told myself.) I stepped into the elevator and told the operator I wanted to go to the ninth floor and attend a meeting of the Toastmasters Club. "Never heard of it," he said. "Try the information desk."

The guard on duty at the information desk had never heard of Toastmasters, either. He did, however, suggest I try the rear elevators, which would take me to the auditorium on the ninth floor. The meeting, he thought, would probably be held there.

I got off at the ninth floor. I was unable to find either the auditorium or rooms 931-932. In my wanderings I ran into a spit-and-polish captain who was directing the installation of a poster in front of XII Corps Headquarters. He'd never

heard of a Toastmasters club there, either. He was helpful, though, in that he directed me to the auditorium (you got there through a locker room), but he had no idea where rooms 931 and 932 were. "We don't pay much attention to room numbers up here," he said.

I finally found the auditorium. It was empty. Empty, that is, except for a man standing before a lectern, practicing a speech. He looked a little abashed when I walked in on his full-blown oratory being wasted on the great open spaces. Anyway, I thought, here's somebody who will know about the club. He's speaking, isn't he?

But once again I drew a blank. No, the speaker told me, he was not a Toastmaster. And no, he knew absolutely nothing about the Winged Word Toastmasters club.

Defeated, I went back to the first floor. Here I had a piece of luck. I ran into a newspaper vendor, a friend of mine. He delivers papers all over the building, and is probably more familiar with the various organizations than most of the regular employees there. I asked him about Winged Word 1903.

"I don't know anything about the club," he told me, "but I can direct you to the building manager's office. They'll surely know."

We went over to the building manager's office. At last, I thought. I was on the track of the elusive Winged Word, at least I could start tracking its orbit. The manager was out, but his secretary, Miss Sylvia Feir, did her very best to help me. She reached for the telephone and started to put in calls to the various organizations in the building.

When she started on call number 15, she, too, was almost ready to admit defeat. She had managed to get only one small bit of information. Someone had heard of the club, but believed—he wasn't sure—that they met on the *third* Tuesday.

"Let's not give up completely," she said. "Let's go back to the ninth floor, and try again."

Back to the original hunting ground, we encountered a number of people. No success. We couldn't even find any rooms numbered 931 or 932. Finally even the indefatigable Miss Feir gave up. "Send me the page from the magazine with the exact wording about the club," she suggested. "I'll do my best to track it down."

Back on the ground floor again. I looked at my watch. The time was exactly 12 noon. About 40 minutes had been spent in this futile search.

It is, as I said, a very frustrating experience. But remembering the precepts of the famous Royal Northwest Mounted Police, I too, intend to get my man. Some day, somewhere, somehow, I shall find, and attend, a meeting of the Winged Word Club.

I wonder, however, if sometimes in the dark watches of the night, the poor souls working on the ninth floor of the Mart Building hear my plaintive cry echoing and re-echoing through the empty halls: "Winged Word 1903, Winged Word 1903, where are you?" ❖

Leonard H. Ballman is a member of Carondelet Club 286-8, St. Louis, Mo.

Which is your critique to be . . .

Exoneration, Castigation

By JOHN KERN

A HUNDRED YEARS AGO, in "The Adventures of Tom Sawyer," Samuel Clemens catapulted to unprecedented fame a tiresome chore that burdened many boys of that era—whitewashing the high board fence. Today, mention Aunt Polly's errant ward and the mind immediately pictures a hapless urchin sloping lime on a weathered paling wall.

The covering over of deficiencies through the liberal application of a coat of whiting, as accomplished by the fictional characters of Mark Twain, is not as common today as it was a century ago. Yet many Toastmasters practice this same art in speech evaluation. And what do we call it? Appropriately enough, "whitewashing!"

Too often evaluators will calcimine an assignment with, ". . . it was a fine speech, Joe, and I can't find anything to criticize!" Now, many speakers excel, but few are perfect. Those who are not without fault can be constructively evaluated. To whitewash a speaker does him no more good than to castigate him for a poor performance. The evaluator should study the assignment carefully, ascertain the points on which the speaker has been instructed to concentrate, then deliver an honest and sincere opinion of the presentation.

Just as harmful to the speaker as the whitewash brush wielder is the so-called hatchet man. One Toastmaster I know nicknames this type of evaluator "Zorro," because ". . . zip-zip-zip! He cuts his victims to ribbons!" Harsh evaluations should be avoided; they have driven members away from clubs in embarrassment and hurt. Words carefully chosen and tactfully delivered can convey the point, yet elicit appreciation, not resentment. Just as few speakers are completely faultless, so none are wholly without good points. These merit a prominent place in the analysis. And even when shortcomings are predominant, only the salient ones should be discussed. Encourage the speaker and he will improve; discourage him and he will inevitably decline.

A speaker should never, under any circumstances, be evaluated beyond his assignment. If he has not yet reached the "Hands Up" speech, he should not be criticized about hand gestures. These he will learn in due course from the Basic Training manual. If he has not progressed to the "Vocal Variety" assignment, no advice should be offered on voice inflections, for the same reasons. Should the speaker use his hands or voice well in an early talk, a polite compliment by the evaluator is in order, but if no such tal-

or Evaluation?



ents are evidenced, there should be a deliberate avoidance of reference to their absence. Not only is it unfair to evaluate a speaker beyond his assignment, but the time consumed by non-pertinent remarks could be better spent on the aspects of speaking dictated by whatever talk the speaker is presenting.

No speaker should ever be evaluated by a member who has not progressed beyond the assignment to be judged. A member delivering speech No. 8 should not be evaluated by one who has completed only the fourth B.T. talk. Obviously, he is not completely conversant with the points on which the talk should be appraised. But a member who has reached and passed such a stage could present a fair and just analysis, for he has himself been through that assignment and has been himself evaluated on the same points of emphasis.

As we all know, a cardinal sin in Toastmasters is to talk overtime. But in no other aspect of the program is it less excusable than in the evaluation. Even more than any other speakers, the evaluator should stay within the time allotted for his critique, which is usually two minutes. This can always be done if the evaluator is well prepared on the various points on which he is to check, and if he listens carefully

and thoughtfully. The well-prepared speech can always be made within the time limits; it is the poorly-thought-out presentation which goes overtime.

One of the most common encroachments on the club time schedule is frequently the fault of the general evaluator who is unable to resist the temptation to add to or elaborate upon the criticisms of the individual evaluators. The general evaluator should remind himself that this is not his field; he is concerned with the over-all aspects of the meeting. Unless some flagrant deficiency has been overlooked, the general evaluator should scrupulously avoid adding to the observations of the individual evaluators, thus minimizing the effect and the value of their critiques.

So which is it to be, exoneration or castigation? Let's make it neither; let it be true evaluation. Speech evaluation has one single purpose: to help the speaker. And the speaker can best be helped by a candid application of the well-known "3-C formula"—be considerate, be constructive, and above all, be courteous! ❖

John Kern is insurance manager of Southern Industries Corporation of Mobile, Alabama, and past president of Mobile Toastmasters 226-29.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

A Challenge to Toastmasters

When I addressed the convention at Minneapolis, I presented a challenge to the men present which I wish to extend to all Toastmasters, everywhere. Here it is:

Let us, during the next six months, increase the membership of each Toastmasters Club by at least five members. That seems simple, doesn't it? It can be done by improving the work in the club, and by letting people know of the work we are doing to help men.

But if we will do this, it will mean the addition of more than 17,000 men to our total membership, and that is the equivalent, in numbers, of organizing more than 500 new clubs. Think of establishing more than 500 new clubs in one year! Fantastic, isn't it? We would count that a world-beating achievement. But it can be done, by a reasonable effort on the part of each club, and in my opinion, it would be a far greater service to increase our membership in this manner, than to organize a thousand new clubs.

It is not a matter of increasing the size of Toastmasters, as an organization, but rather of making our training available to a greater number of men. To add five more members to your club should not

be difficult, if your club is doing the kind of work in training men for communication which it should be doing. But the enlisting of these recruits can mean much to the world in which we live.

The nation needs our services, and so does the whole world. Through better communication, we can help to create better understanding, and understanding is what this world needs. Toastmasters International can be a powerful force for the improvement of world conditions.

A good many of our Toastmasters Clubs are working along with less than 20 active members. It is my opinion, based on long experience, that it is hardly possible for a club to operate successfully with less than 20 men in its activity. I wish that this challenge which I offer might raise the membership so that no Toastmasters Club would have less than this number, and so that a majority of our clubs would be operating with a minimum of 30 members.

Here we are, with a tremendous opportunity before us. It is a goal which can be reached and passed, if we put some thought and work into the task of bringing it to pass. And so I challenge you to get to work to

bring our service up to this higher level of service. Let us share with others the benefits we have gained for ourselves.

Our Anniversary

October is our anniversary month.

Just 38 years ago, on October 22, 1924, our first Toastmasters Club was organized at Santa Ana. That is, it was the first permanent club. In my previous work as a Y.M.C.A. secretary, I had used the idea in four other cities, but in each case, after I moved away, the club faded out. In Santa Ana it persisted, and that first club, now 38 years old, proudly bears the title, "The Number One Toastmasters Club;" and I have been a member of it through all the years.

In Santa Ana, there are still several men living who were members of that club in the long ago, and who speak with appreciation for what they gained from it. One of these men, Ogden Markel, has generously contributed the flag pole which stands in front of our new building. This local businessman frankly, and rather proudly, admits that he was a member nearly two score years ago, and he still cherishes the memory of the training.

Somewhat more than 500 men have been members of the Number One Club during these years, and have gained the benefits from its training and fellowship. It may be said that the civic life of Santa Ana has been profoundly, if unconsciously, influenced by the lives and work of the men who have been members of the club. When we dedicate the building on October

27th, many of them will be on hand to join the celebration.

After the early days of growth, we came to the point, in 1930, when it seemed necessary to form a federation of the dozen Toastmasters Clubs then at work in Southern California, and on October 4, 1930, at a meeting held in Anaheim, California, this organization was formally initiated, with Clark Chamberlain of San Diego as our first president. By reason of these two dates in one month, it was logical to designate October as our official anniversary month, and this action was taken by the Board of Directors.

It is expected that every Toastmasters Club will pay attention to this notable anniversary during the present month, building programs around the theme of "The Toastmasters Club, Its Origin and Nature, and its Growth in Service to Men."

If your club does not have information on which to build such a program, please write promptly to the World Headquarters, Santa Ana, California, for needed material. Be sure your members understand and appreciate the manner in which the Toastmasters Clubs have grown in good work, helping to improve our effectiveness in communication, by means of which understanding is created, and men are enabled to live together in harmony and cooperation.

Our Convention

Our 31st annual convention, held at Minneapolis in August, was an occasion to be remembered, by those who attended. The excellence

of the program, the efficiency of the local committees, the painstaking work of the staff at the World Headquarters, and the enthusiastic participation by the great number of Toastmasters in attendance, all combined to produce one of the best conventions in our experience. If the men who attended have faithfully carried home with them the information and the inspiration which they gained from it, and have shared these benefits with their own clubs, the results of the convention will be beyond our ability to estimate. This convention served to strengthen my conviction that

good programs, purposeful, well prepared, and well presented, are the secret of success in Toastmasters work, whether on the International, the district, or the local club level.

As we settle down for the serious work of the autumn and winter, let every club, every Educational Committee, get busy about planning these purposeful programs, which will convey the educational benefits to every member, and make membership so meaningful and so attractive that there will be no problems of attendance and membership. ❖



Learning is like water—it can remain a great source of power as long as it remains fluid, but when it is permitted to freeze over it is a useless impediment to any creative activity.

—Sidney Harris, Phi Delta Kappan

The successful, effective, fulfilled man of the future is one who looks upon varied, rounded and continuing education as a basic and essential part of his life. He must develop his capacity for leisure before he is confronted with nothing but leisure. The old-time concept of graduation as the end of a planned and organized program of education is as outdated as the horse and buggy. To get ahead, both economically and personally in the late twentieth century, a life-long program of education is not a luxury but a necessity.

A. A. Liveright, Future
U. S. Jr. Chamber of Commerce

Toastmaster Town of the Month



MARACAIBO, THE OIL METROPOLIS of South America, is situated on the north coast of Venezuela at the head of Lake Maracaibo. The huge lake (70 by 100 miles), is connected with the open sea of the Gulf of Venezuela by a narrow neck of water through which great oil tankers make their way; recently a new 100 million dollar oil terminal was completed on the east shore of the lake, facing Maracaibo's Hotel Del Lago where Toastmasters meet.

Captain Alonzo de Ojeda, one of Columbus's lieutenants, was the first European to enter Lake Maracaibo in 1499. He found natives living in thatched huts built on stilts over the water and named the region "Little Venice," or Venezuela, a name which eventually was extended to the whole country.

Maracaibo has had an exciting and colorful history. Built and destroyed a number of times, it was once the haunt of pirates of the Caribbean, including the famous English dare-devil Henry Morgan. Legend holds that the treasure of the city and the cathedral is still buried somewhere between Maracaibo and the nearest productive oil field at La Concepcion. Today Maracaibo is a thriving city of over 400,000 people, the scene of much new building construction. It is a city of tall modern buildings of striking design and of ultra modern homes incorporating many advanced architectural features.

Oil is the life blood of Maracaibo, and the great oil fields surrounding the city produce around 2,900,000 barrels daily, making Venezuela the second largest producer in the world. Much of the drilling takes place in the lake itself, extracting the oil from beneath 125 feet of water.

As you might expect from the character of the city, the principal feature of Maracaibo Toastmasters Club 2123-U is its international flavor. The club has members from Venezuela, the United States, Canada, Indonesia, England, Ireland, Holland, Switzerland, Germany and Hungary. The constant quest for oil has carried the members to odd and far places; most of them have traveled extensively not only in Latin America but in the Far East, the Middle East, and Africa. Consequently speeches are filled with interesting material: tales of the headhunters of New Guinea, of the Russo-Turkish border and the tent camps of Bedouin tribesmen.

Club 2123 meets at the Hotel Del Lago, on the lake front, on the first and third Tuesday of each month at 7:30 p.m. All visitors are extended a warm welcome. ❖

Committees at Work

By JOSEPH A. SHIRLEY

SO YOU HAVE BEEN appointed the chairman of an important committee of your club or district? Naturally you want to do a good job. In fact, you want to shine! You understand that a committee chairman does in a small way what the club president or district governor does for the whole organization. But what to do? Where to start?

Well, let's start with a simple definition. A committee is a group of men, meeting to perform a special function, who together can accomplish a great deal more than the combined efforts of each of them working individually. It can be even more: a training unit, a laboratory of human relations, providing valuable lessons in working with people and training in getting things done.

First things come first. You need to organize this group of yours. You need to determine your objec-

tives, and you need to get together. Your first task is to find a convenient, centrally located, cheerful meeting place, with tables and light and quiet and pencils and paper—and not too far from a pot of coffee! You need to make a list of what you are going to talk about—your agenda. Then you may call your meeting.

About that meeting—you set the date and time. If you attempt to please all the members of your committee, you'll probably end up pleasing none of them. So set the date and time yourself—and, incidentally, be sure you start the meeting at the time set. Notify your fellow members. You may do this by telephone, but it takes a lot of time. Post card notices are simpler. Be sure they are correctly addressed, then all your members are put on notice and have their reminder to keep before them.

Be sure to send your club presi-

dent, the district governor, or lieutenant governor, a courtesy notice that the meeting is being held. They may want to sit in.

And so the big moment arrives! Here you are, the leader. Everyone is watching you. So act as if you know exactly what you are doing. Be a little cool, a little distant, a little formal—this is *business*, not a social gathering. Take your position, whether at the speakers stand or at the head of the table. Call your meeting to order. Designate your secretary (who has undoubtedly already been asked to accept the job) and get going.

Here is a simple review of the order of business, which is always the same.

1. Call the meeting to order.
2. Call the roll, if this is necessary or appears to be indicated.
3. Request the secretary to read, and the group to approve minutes of previous meeting, if any.
4. Ask the secretary to read communications. If any communications introduce new business, defer them to the new business segment of the meeting.
5. Call for reports of officers, sub-committee chairmen and others, as necessary.
6. Call for old or unfinished business.
7. Call for new business.
8. Adjourn—but never adjourn without announcing time and place of next meeting.

And here are some special words to the chairman. It is your job to: call the meeting to order; state all matters to come before the meeting clearly and succinctly, from previously prepared agenda; recognize

members wishing to speak; state the questions and put them to vote, and announce the results. You must also decide points of order.

Remember these basic principles: the best interest of the group is of major importance, and all members have equal rights.

As presiding officer, you are always "Mr. Chairman." Be formal about this, and stay strictly impersonal. Do not refer to yourself as "I" but always as "the Chair." Do not express an opinion on the matters under discussion. If you have something you feel must be said on the subject in hand, then appoint a temporary chairman, step down, and take the floor for your argument as an ordinary member.

As chairman, you vote only if necessary to break a tie.

Be sure that all matters brought before the committee are considered one at a time and disposed of before the next item is taken up. And remember that the end objective of the committee should always be kept in mind. Don't stray or ramble.

And if you want just one overall piece of advice, here it is: Never walk into a meeting without being thoroughly prepared for it. The chairman who improvises and "plays it by ear" is usually tuned out. ♦

Joseph A. Shirley is a member and past president of Industrial Management Club 1633-25, Dallas, Texas. He was a charter member of the first club to be organized in Dallas, and served as district governor in 1947. He is owner of Joseph A. Shirley Company, Pencil Suppliers, of Dallas.



AUGUST 2, 1962

GOVT. PD. THE WHITE HOUSE, WASHINGTON, D.C.

7:12 EDT

HERMAN HOCHÉ
CARE MAURICE FORLEY
EXECUTIVE DIRECTOR
TOASTMASTERS INTERNATIONAL
SANTA ANA, CALIF.

PLEASE CONVEY MY WARM GREETINGS TO YOUR MEMBERS AND THEIR FAMILIES ATTENDING THE 31ST ANNUAL CONVENTION OF TOASTMASTERS INTERNATIONAL. THE COMPLETION OF YOUR NEW WORLD HEADQUARTERS BUILDING AND YOUR INCREASING MEMBERSHIP IN SO MANY COUNTRIES ATTEST TO YOUR GROWING STRENGTH AND THE SUCCESS OF YOUR WORK IN HELPING CITIZENS TO LISTEN, THINK AND SPEAK EFFECTIVELY. THESE ABILITIES ARE ESSENTIAL TO DEMOCRACY, AND I COMMEND YOUR ORGANIZATION FOR ITS CONTRIBUTION TO OUR COMMON CAUSE.

WITH BEST WISHES FOR A SUCCESSFUL CONVENTION

JOHN F. KENNEDY

Convention Report

A PHONY RUSSIAN OFFICIAL, a hard-fought election, a captivating Pop Concert and Ice Show, serious educational workshops, a mad pick-pocket, a colorful presidential banquet and a thrilling speech contest made the 31st annual convention of Toastmasters International one of the most exciting events in the history of the world-wide speech organization.

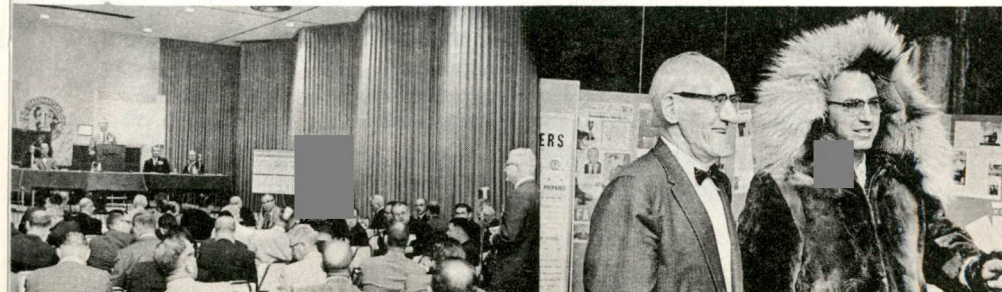
A series of idea exchange sessions were held for district officers at the Radisson Hotel, Minneapolis, on Wednesday, August 8, prior to the official opening of the convention on the following day.

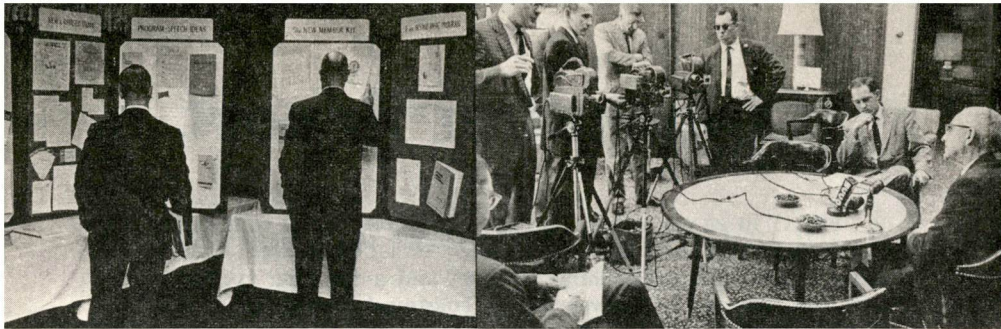
A Pre-Convention Party Wednesday evening attracted several hundred early arrivals. Senior Vice President Alex P. Smekta served as toastmaster for the party which featured Dr. Paul R. Conroy, chief, Professional Training School for the United States Information Agency. Posing as a member of a visiting Soviet mission, Dr. Conroy was asked to give his impressions of America to fill time until the speaker of the evening arrived. In a heavy Russian accent, he took America to task for its emphasis on material gains in opposition to the Soviet's concern for education. During a question and answer period, he handled questions on Hungary, the Berlin Wall, freedom of the press in Russia and other controversial subjects with answers filled with half-truths and over-simplification. When many in the audience were near the boiling point, Smekta cut off the question period by announcing that Dr. Conroy had arrived in the hotel and would shortly be on the platform. He then proceeded to read Dr. Conroy's introduction. There was a brief pause when the introduction was completed and then Dr. Conroy arose. A moment of stunned silence was followed by a thunderous wave of applause for the Information Agency official who had so cleverly duped his audience.

Appearing in his role as an official of the U.S. government, Dr. Conroy explained that the technique he had used was the same he uses in training personnel for U.S. exhibits in Iron Curtain countries. Citizens of the free

Audience participation made the educational workshops interesting and informative.

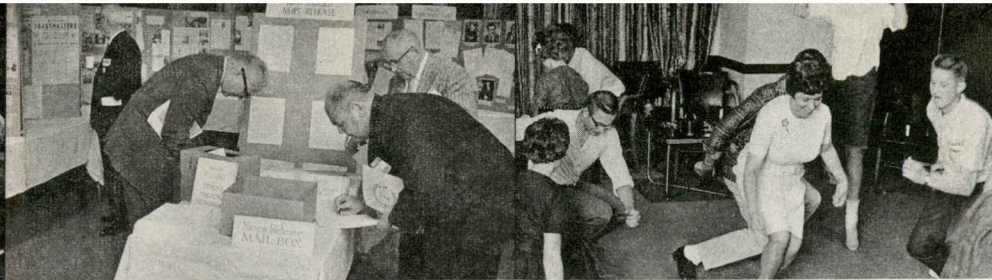
Pete Bosquet (left), past governor, District 15, and Walter E. Jerde, governor, District 67-P (Alaska), meet in the exhibit area.





Traffic was heavy through the educational exhibits where delegates saw the latest materials available from World Headquarters.

Press, radio and TV covered Reed Harris (right) when the executive assistant to the director of the United States Information Agency arrived to address delegates at the President's Banquet.



The public relations exhibits were popular with delegates who filled out hundreds of news releases for hometown papers.

Twisting was a popular diversion at the Teen-Age Center.

world, he pointed out, are at a disadvantage when confronted with a well-trained communist. Only when they are armed with the facts can they stand up to the communist distorted line of argument.

Opening and Business Meeting

The official convention opening on Thursday morning, August 9, featured greetings from Minnesota Governor Elmer L. Andersen, Arthur J. Suel, president of the Minnesota Newspaper Association, and Bjarne Buan, governor of District 6. President Herman E. Hoche also read a telegram of greeting from President John F. Kennedy.

Reports from the founder, executive director and International president followed. Executive Director Maurice Forley took delegates on a tour of the new World Headquarters building by means of a series of colored slides.

The opening session concluded with the announcement of Club Achievement Awards by International Director Dr. Ralph G. Iverson, chairman of the District-Club Operations Committee. Named as the ten outstanding clubs were:

- Anthony Wayne Club 1380-28, Toledo, Ohio**
- St. Clair Club 496-8, Belleville, Ill.**
- Las Cruces Club 1938-23, Las Cruces, New Mexico**
- "Big D" Club 713-25, Dallas, Texas**
- York Club 1865-24, York, Nebraska**
- Yawn Patrol Club 1852-24, Omaha, Nebraska**
- Plus Factor Club 1229-8, St. Louis, Missouri**
- Christophers Club 157-27, Fresno, California**
- Huntington Club 519-11, Huntington, Indiana**
- Fort Wayne Club 159-11, Fort Wayne, Indiana**

The principal amendment to the International bylaws considered at the Thursday afternoon business session was the addition of a vice

president for organization to the board of International officers. The proposed amendment was approved. Subsequent amendments changed the previous titles of 1st and 2nd vice presidents to senior vice president and vice president for education.

First Vice President Frank I. Spangler of Milwaukee was elected president and 2nd Vice President Alex P. Smetka was elected senior vice president. They were unopposed. President Spangler is a member of Milwaukee Toastmasters Club 466-35, and is Administrator for Civic Affairs for the A. O. Smith Co. Senior Vice President Smetka is a member of Rochester (Minn.) Toastmasters Club 271-6, and is the mayor of Rochester.

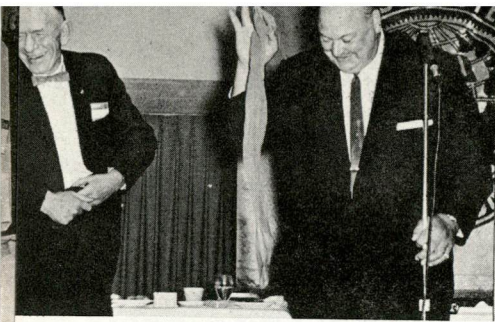
Board member Paris Jackson of Temple City (Calif.) Toastmasters Club 554-F, easily defeated Bill Hylton of High Point (N. Car.) Toastmasters Club 528-37, for the office of vice president for education. Board member Charles Mohr of Anthony Wayne Toastmasters Club 1380-28 (Toledo, Ohio) staged a similar victory over Board member Dr. Leo Anderson of Toastmasters Club 1864-24 (York, Neb.)

Elected to the Board of Directors were:

Charles E. Loveless, Club 1760-33 (Richland, Wash.); Dr. Ivan J. "Tiny" Shields, Club 73-3 (Phoenix, Ariz.); Dr. Milton C. Adams, Club 844-44 (Hereford, Texas); Douglas Wheeler, Club 3211-64 (Winnipeg, Manitoba); Earl M. Potter, Club 496-8 (Belleville, Ill.); Otto H. Althoff, Clubs 1108-40 and 2795-40 (Dayton, Ohio); L. Kenneth Wright, Club 827-36 (Washington, D. C.), and Howard E. Flanigan, Club 691-29 (Mobile, Ala.)

The official election tabulation for contested offices was:

<i>Vice President for Education</i>		<i>For Director, Region III</i>	
Paris S. Jackson.....	3,125	Dr. Milton C. Adams.....	2,682
Bill Hylton.....	1,226	Leslie V. Ward.....	1,648
<i>Vice President for Organization</i>		<i>For Director, Region VI</i>	
Charles C. Mohr.....	3,112	Otto H. Althoff.....	3,085
Dr. Leo Anderson.....	1,219	Robert F. Smith.....	845
<i>For Director, Region II</i>		Victor F. Vance.....	400
Dr. Ivan J. "Tiny" Shields.....	2,672	<i>For Director, Region VII</i>	
A. Carter McClure.....	1,656	L. Kenneth Wright.....	3,074
		William J. Costello.....	1,256



International Director Joseph Ellis joined in the laughter when "The Gentleman Pickpocket," Bud Jacobson, removed a ladies stocking from his pocket at the Fellowship Luncheon.



Fashions of the past, presented by the Goodwill Industries, delighted the ladies at the Luncheon with the First Lady.

International Night

More than 800 delegates, wives and children were transported to the St. Paul Auditorium for the International Night program which featured a special production of the famed Pop Concert and Ice Show. Mayor George J. Vavoulis welcomed the delegates to St. Paul. His remarks were followed by the introduction of Wesley "Bud" Chandler and Penny Hicks, who were serving as King Boreas Rex XXVI and Queen of the Snows for the St. Paul Winter Carnival.

Warren Wildasin, lieutenant governor, District 6, provided the narration for the two-hour Pop Concert and Ice Show. The music of the St. Paul Symphony orchestra and guest soloists, combined with the talented skaters, brought long and loud applause from the enthusiastic and delighted audience.

Educational Sessions

Educational sessions were held Friday morning and afternoon and Saturday afternoon. The Friday morning and afternoon general sessions were each followed by three workshops. The Saturday afternoon session was an open discussion between the delegates and a panel composed of newly elected President Frank Spangler, Founder Dr. Ralph C. Smedley and Executive Director Maurice Forley.

Subjects covered at the educational sessions included "Leadership," "Dynamic Chairmanship," "Improving Officer Performance," "Conference Techniques," "Successful Programing," "Speech Techniques," "Audio-Visual Techniques," "Effective Thinking," "Membership Building," and "Opportunities for Personal Growth."

Fellowship Luncheon

Wallets, watches, ties, belts and shirts disappeared at the Friday Fellowship Luncheon as Bud Jacobson, "The Gentleman Pickpocket," brought

howls from the audience as he deftly lifted personal articles from four Toastmasters selected at random.

Bob White, popular Twin Cities radio personality and a member of Christophers Club 958-6 (Minneapolis), served as toastmaster for the luncheon. Professor William S. Howell, associate chairman of the Department of Speech and Theatre Arts, University of Minnesota, was the featured speaker. Professor Howell spoke on "Persuasion — Art or Science?"

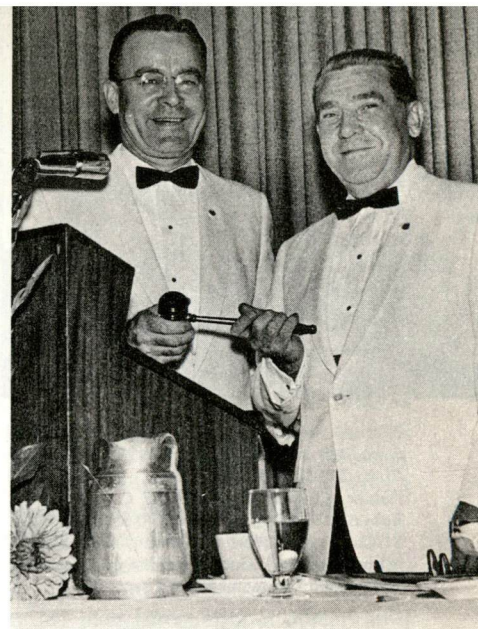
President's Banquet

To the boisterous beat of "Seventy-Six Trombones," the Rochester Male Chorus provided a dramatic opening to the President's Banquet as they marched into the ballroom followed by the officers, directors and their ladies. The 50-voice chorus, which has won acclaim throughout the United States, entertained delegates for a half-hour before boarding a special train for a series of appearances at the Seattle World's Fair.

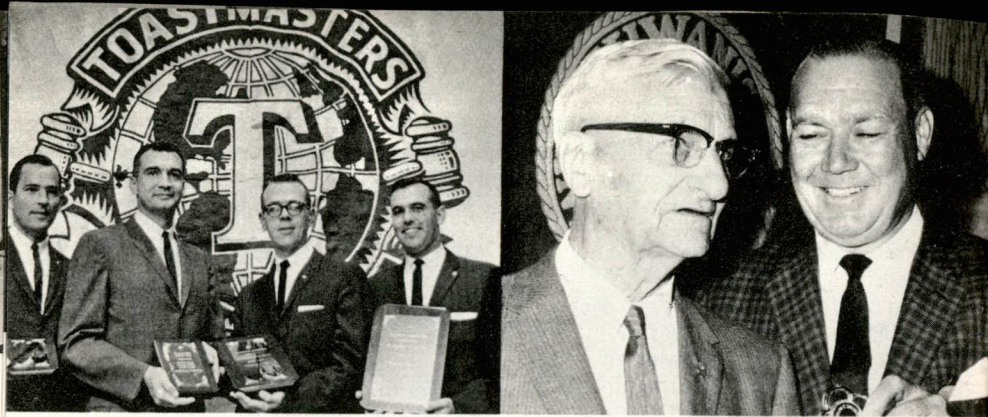
Immediate Past President George J. Mucey discharged the outgoing officers and directors and installed the new board in an impressive ceremony. In his farewell remarks, Outgoing President Herman Hoche expressed his appreciation for the cooperation of his fellow officers and directors and thanked Toastmasters throughout the world for their efforts during the past year to "Make Membership More Meaningful," the challenge he had offered when taking office.

Reed Harris, executive assistant to Edward R. Murrow, director of the United States Information Agency, was the banquet speaker. During his visit to the convention, Harris was interviewed extensively by the press, radio and TV. One half-hour appearance over a 39-station Midwest TV network featured Harris as the interviewee with International Director Lothar Salin and Past International President Aubrey B. Hamilton as the interviewers.

Harris described the efforts of his agency to present a factual picture of American life and objectives to citizens of foreign lands. Emphasizing the importance of overcoming the language barrier which creates so much misunderstanding among the peoples of the world, Harris said the USIA



At the President's Banquet, Outgoing President Herman E. Hoche (left) passed the gavel to Incoming President Frank I. Spangler.



Finalists in the International Speech Contest were, left to right, Robert C. Davis, Diablo Club 598-57 (Walnut Creek, Calif.); Dan Kahler, Club 811-22 (Arkansas City, Kansas); Robert R. Carpenter, Club 2040-58 (Rock Hill, S. Car.), and Robert D. Garton, Club 549-11 (Columbus, Ind.). Garton was the International winner and Carpenter placed second.

Dr. Ralph C. Smedley (left) receives keys to the City of Minneapolis from Gerald Moore, executive vice president of the Chamber of Commerce, on the occasion of his talk before the Minneapolis Kiwanis Club. In the city for the TMI convention, Dr. Smedley made several guest appearances before local groups.

is sponsoring classes in English in 65 countries with an enrollment last year of 221,000 persons. Already spoken by 900 million people (compared with 350 million who speak Russian), Harris said English is the indispensable social, educational, commercial and diplomatic language of the world.

Following his speech, Harris received the Toastmasters International Golden Gavel Award for "outstanding contributions in the field of communications." The award was presented by President Hoche who pointed out that only two other individuals have received the honor—Dr. Frank C. Baxter and the late Joseph Welch, Boston attorney.

Breakfast with the Founder

More than 500 delegates were up early Saturday morning for the traditional Breakfast with the Founder. Following the presentation of Beyond Basic Training certificates, Dr. Smedley presented a program of five speakers. International Director L. Kenneth Wright spoke on "What BBT Has Done For Me." "What's Ahead For Me?" was the title of the talk given by Lyle B. Clark of Pioneer Club 272-20 (Moorhead, Minn.). H. E. "Choc" Wilkes of Conoma Club 454-16 (Oklahoma City) demonstrated "Gestures That Speak," and Nestor Blegen, Club 210-41 (Sioux Falls, S. Dak.) concluded the program with "Personally Speaking."

International Speech Contest

Both radio and television covered portions of the International Speech Contest which provided the climax for the convention. Regional speech contests on Friday afternoon had eliminated 12 of the 16 finalists. Com-

peting in the International finals on Saturday afternoon were Robert R. Carpenter, Club 2040-58 (Rock Hill, S. Car.); Robert C. Davis, Club 598-57 (Walnut Creek, Calif.); Robert Garton, Club 549-11 (Columbus, Ind.), and Dan Kahler, Club 811-22 (Arkansas City, Kansas).

Robert Garton won the International title speaking on "The Measure of a Man." He is president of his own Columbus recruiting consultant firm. Robert R. Carpenter was the second-place winner.

Other Events

Under the direction of Helge G. Olson, chairman of the District 6 Host Committee, a series of special activities were provided throughout the convention for ladies and children. Several hundred wives attended the Luncheon with the First Lady. Mrs. Herman E. Hoche served as hostess and Mrs. John Cummings was mistress of ceremonies. A ladies' quartet and a Gay 90's Fashion Show by the Goodwill Industries were extremely popular attractions at this event. Equally exciting was a Friday morning tour of the famous Betty Crocker Kitchens at the General Mills plant.

A Teen-age Center provided a meeting place for the children of delegates. The center featured refreshments, games and records. A theater party and a square dance for teen-agers were also scheduled.

An informal luncheon on Saturday for past International officers and directors brought together many old-timers who renewed old friendships.

The Hospitality Center and educational exhibits were busy areas throughout the convention. For the first time, the convention featured a special public relations exhibit.

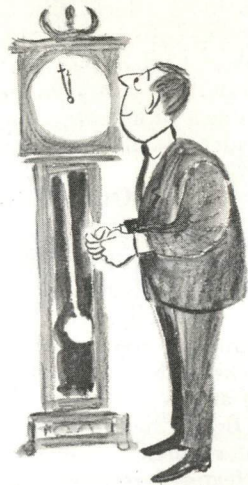
Toastmasters who attended the 31st convention in the Twin Cities were high in their praise of the work done by the Host Committee and the warm hospitality extended by the people of Minneapolis and St. Paul. Said one delegate as he left the final session, "St. Louis will have to go some to top this convention. It was an experience I'll never forget."

The 1963 Toastmasters International convention will be held August 22-24 at the Jefferson-Sheraton Hotel, St. Louis, Missouri.

Past Presidents of Toastmasters International meet at the Twin Cities convention to talk over old times. Back row, left to right: Olin H. Price, 1934-35; George J. Mucey, 1960-61; Paul W. Haeberlin, 1957-58; Aubrey B. Hamilton, 1958-59; Herman E. Hoche, 1961-62; Emil H. Nelson, 1959-60. Front row: Lewis C. Turner, 1949-50; Harry W. Mattison, 1943-44; George W. Benson, 1947-48; Joseph P. Rinnert, 1946-47.



Twelve Hours to Success



By HARRY K. WOLFE

PREPARATION is the talisman of success. Here is an idea which will hitch your wagon of speech preparation to the star of polished performance. When you have finished Basic Training, try preparing a speech by devoting one hour to each of the twelve Basic Training themes.

For the first hour, *be in earnest*. Make this your keystone in choice of a subject. Visualize your audience and select a topic you cannot resist expounding to those particular people. Or, sizzling with enthusiasm for your purpose, set forth to sell, instruct, entertain or inspire. Thus motivated, contrive a title which will make your audience earnestly want to listen.

Build a speech for the next hour, fashioning an opening and conclusion and starting to mould the body of your speech structure.

Next, scan your own experience, abstracting anecdotes and incidents, to *illuminate* your presentation and humanize it with segments of your own life.

Flashing then from Theme 1 to Theme 8, devote 60 minutes to the development of *word pictures*, stories and illustrations to transmute abstract ideas into concrete forms.

Revert then to another hour of construction, cultivating and pruning the structure to achieve a *logical sequence* and harmonious relation of parts.

Then become vividly aware of *words*. Transmute trite phrases into sparkling neologisms.

The seventh hour and the seventh theme coincide. Write out your talk in full for precision. *Read it once aloud*. Then tear it up for freedom.

Another hour of organization puts on the final polish. Etch the

skeleton of your speech on your mind and it will guide you through extemporaneous delivery. Your speech is finished. If you have kept on schedule, four hours remain.

Rehearse with awareness of *hands, movement and posture* for an hour. With your hands make the deaf hear.

Then turn conscious attention to your *voice* — its resonance, speed, pitch, loudness, expression. With your voice make the blind see.

Theme 10 brings your attention to the *specific occasion*. You visualize the room, the audience, the individual human beings you will reach in communication. You see them in this third hour of rehearsal, imagining their reactions, alert interest, sleepy boredom, doodling indifference, enthusiastic cheers, and you mould your speech to their needs.

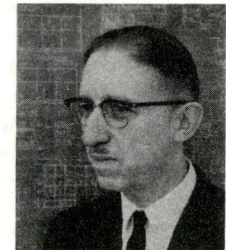
This can be the most important hour. The master and the tyro diverge mainly in this: awareness of audience and responsiveness to them. By striving to pre-see them you will perceive them more vividly when they are really before you.

A summing up and final polish brings your project to readiness.

Twelve hours of disciplined preparation with twelve separate deadlines to meet equals success in speech progress. Will you invest a day of your life in the project?

Some of us who have finished Basic Training see it as a 12-stage rocket which has launched us into orbit. We are higher than we were, but where are we going now? Perhaps this idea and other disciplined methods of preparation you will devise will prove the rockets which will blast you out of orbit toward loftier goals. ♦

Harry K. Wolfe is a registered architect and a structural engineer with the General Services Administration, Seattle, Washington. He has been a member of Seattle's Northeast Club 1161-2 for eight years.



We have two major problems to solve in this world. One is labor and one is leisure, and of the two leisure is by far the most important. At labor we can earn a living—at leisure we learn a life.

—L. P. Jacks, *Izaak Walton Magazine*

CLUBS IN THE NEWS



Senior Vice President Alex P. Smekta becomes honorary "Indian" at Pocatello, Idaho, Zone Conference.

TMI Vice President Honored

Senior Vice President Alex P. Smekta received an unexpected tribute while attending the recent Zone B, Region I conference at Pocatello, Idaho. He was inducted into a fictional Indian tribe, and named "Heap Big Honorary Chief of Pocatello" and presented with a gala eagle-feathered war bonnet. Presentation was made by Toastmaster Odd Lieberg, local manager of Allis Chalmers, known for the occasion as "Chief A-C, Not Current." He said in part: "We like you come make pow wow with us. Smoke plenty pipe, eat much good food . . . maybe so remember us long time . . . We name you Chief Loquacious."

Picture shows, left to right: Tommy Terrell, Odd Lieberg, Alex P. Smekta, Pete Bosquet (immediate past governor of District 15), Pocatello Mayor La Verne Johnson, and Wayne Hall, President, Chamber of Commerce.

District 15 Idaho

* * *

Built-in Publicity

The recently chartered Lucerne Valley (Calif.) Club 112-F should have no difficulty in publicizing its meetings, special events and activities. Club President John Hudson is publisher of the *Lucerne Valley Leader*, while Secretary Jack Pinard is managing editor of the same newspaper. Charter member Tom Pinard is editor of the *Wrightwood Mountaineer*, a weekly newspaper in the same area.

"Persistent bugging by my wife was the motivation for formation of the new club," declared President Hudson at the charter night dinner. Mrs. Nancy Hudson is organizer and charter president of Lucerne Valley Toastmistress Club. The charter was presented by Founder's District Governor Richard S. Titera. Officers were installed by Mrs. Hudson, and a number of the Toastmistresses present participated in the evening's program.

Lucerne Valley Club 112-F Lucerne Valley, Calif.

Triple Chartering

June 14 was a big day in the history of the Norfolk, Virginia, Naval Air Station's three Toastmasters clubs. Their members are now associating Flag Day with Charter Day.

In a unique presentation held at the Naval Air Station's Officers Club, three charters were presented to the presidents of Alpha 2852, Beta 3424 and Gamma 3423 clubs, all of District 66. Charters were presented by Capt. N. C. Gillette, USN, NAS Commanding Officer, who received them from District 66 Governor John B. Tallent.

The three clubs were not only chartered at the same time, but were organized on the same day, a month earlier. Formation came about as the result of a survey conducted at the station, which disclosed 130 military and civilian members of the station were interested in joining Toastmasters.

President of the Alpha Club is E. W. Elver, Overhaul and Repair Department; O. L. Brown, Jr., Industrial Relations Department, heads the Beta Club, and Jack W. Outman, IRD, presides over the Gamma Club. Area Governor Robert A. Scherrer was guest speaker for the event and Stanley Hunter was toastmaster of the evening.

Clubs 2852, 3424, 3423-66 Norfolk Naval Air Station, Virginia

* * *

Ovation Received

At the District 56 speech contest recently held in Austin, Texas, SMS Francis B. Salge, a member of Randolph AFB Club 2845-56, representing Area 8, was eliminated in the preliminary contest. Sgt. Salge spoke on the topic, "My Mother Was Different."

The following night during the final contest, Contestant Salge was called

upon by the contest chairman to repeat his speech as an added attraction to the regular program—by popular demand of the delegates. The speech was so enthusiastically received that its author was given a standing ovation.

According to club Administrative Vice President Wiley V. Kelsay, this may well be the first time in Toastmasters history that a standing ovation was received by a defeated contestant at a district speech contest.

Randolph AFB Club 2845-56 San Antonio, Texas

* * *

Meeting On the Move

On August 27, 1962, through the courtesy of Trailways National Bus System, 21 members and guests of the New York Club 1949-46 held their regularly scheduled meeting "on the move," on a bus. The club traveled from New York City through New Jersey actively discussing club and Toastmasters business. After the business meeting, members paused for a brief interval in order for refreshments to be served.

After refreshments, the members returned to the bus and launched into table topics. On the completion of table topics, passengers were treated to a delightful surprise when their host stopped at a dude ranch where tables and rostrum were waiting for the prepared speeches. An educational speech was given by the host of the ranch.

New York Club 1949-46 New York, N. Y.

Is your club participating in the Toastmasters Reading Project? Write to World Headquarters, Santa Ana, California, for full information.



Sean P. Keating (right), Regional Director, Post Office Dept., New York Region, accepts honorary membership in Club 3487 from Ward Dietrich.

Postmasters Club Confers Honorary Membership

Honorary membership in the newly-formed Regional Postal Toastmasters 3487-46 was conferred on Sean P. Keating, regional director, Post Office Department, New York Region, at the club's recent charter night program held at the 71st Regiment Armory, New York City. The presentation was made by Ward Dietrich, area governor.

The new club is made up of members of the management staff of the New York Regional Office of the Post Office Department. According to Club President Simon Frommer, they have adopted as their slogan, "A good postmaster plus a good Toastmasters equals a good public relations postmaster."

**Regional Postal Club 3487-46
New York, N. Y.**

Overcome Summer Slump

Fort Smith (Ark.) Club 1606-43 staged a special program designed to combat the usual low attendance of summertime meetings. Early in August, the club held a reunion dinner to which invitations were sent to all former Toastmasters residing in the area.

The meeting turned out to be the best attended in several years, winter or summer. A large number of members and guests showed up for the meeting, including former Toastmaster Powell Woods, who travelled 75 miles from Siloam Springs, Ark., to attend.

Topicmaster Vince Borengasser introduced a "talkathon" topic session, using all former members as participants. Master Evaluator David McMahon devised a written evaluation form and had each former member submit written evaluation reports on the speakers. Bob Kymer won a double award—for best speaker and most improved speaker. He was picked in a close contest by the former members who were asked to select the winner or winners.

At the end of the meeting, five former members expressed interest in renewing their membership, and the names of six prospective members were submitted. In fact, a meeting planned to combat low attendance turned out to be an excellent membership recruiting device, and the club plans to make the reunion dinner an annual event.

**Fort Smith Club 1606-43
Fort Smith, Ark.**

* * *

All Members Note!

To secure prompt and efficient service from World Headquarters, be sure to give your club and district number on all correspondence and orders. Thank you!

TM's Judge Contest

An opportunity to represent Toastmasters in the community was accepted by two officers of District 11 when they served as judges for the Warrick County 4-H Club Speech Contest held at Boonville, Indiana. Toastmasters O. Franklin Beumer, lieutenant governor, Southern Division, District 11 and past president of Evansville No. 1 Club, 337, and L. Joe Meinert, governor of Area 5, District 11 and president of Mead Johnson Club No. 3148, evaluated the youthful speakers. First place in the boys' section was won by Anthony Long, while Barbara Wright carried off top honors for the girls.

**District 11
Indiana**

* * *

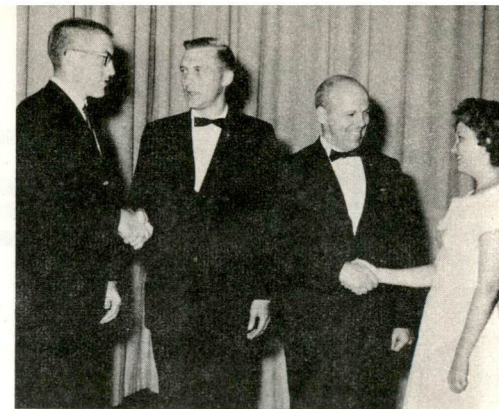
Happy Birthday

During the past year, Lynwood Toastmasters Club 423-51 has been actively celebrating members' birthdays in an enjoyable manner. Past Club President Van Nation, who recently developed as a hobby the art of baking cakes, frequently shows up at the regular Thursday morning meetings with one or two of his oven masterpieces to present to members who have had a birthday during the week.

At a recent meeting, the table topics centered on "Birthdays" with each participant giving a short talk on a particularly memorable birthday. In the middle of the session, on cue, a cake and congratulations were presented to Club President Fred Anhorn, whose birthday was the following day.

Incidentally, club members unanimously vote the cakes excellent.

**Lynwood Club 423-51
Lynwood, Calif.**



TM judges congratulate 4-H speech contest winners at Boonville, Ind. Left to right: Anthony Long, O. Franklin Beumer, L. Joe Meinert, Barbara Wright.



Club Pres. Fred Anhorn (left) receives birthday cake and congratulations from Past Pres. Van Nation at Lynwood Club meeting.

TOASTscripts



October is a significant month for Toastmasters. It was on Oct. 22, 1924, that the first Toastmasters club was organized at Santa Ana. It was on Oct. 4, 1930, that the organizational meeting was held which resulted in the formation of Toastmasters International. And it will be on Saturday, Oct. 27, 1962, that the new World Headquarters building of Toastmasters International will be dedicated.

October is the anniversary month for Toastmasters. It is suggested that all clubs schedule some type of observance during the month. And, of course, all Toastmasters are invited to the dedication ceremonies.



And speaking of October, we certainly hope District 40 Toastmasters have an entry this year in the Dayton Columbus Day Parade. It paid off last year.

The 1961 parade had already started and seated on the stage at the end of the line of march were the mayor, a state senator and a state representative, a colonel and Miss Ohio. Suddenly someone noticed that there was no lecturer. There was a moment of panic and then the District 40 entry came into view. It was an open convertible with Toastmaster George Watson standing in the back seat at a full-size lecturer. In the front seat were

District Governor Otto H. Althoff (now International director) and Toastmaster Rollo R. Dawson. The Toastmasters emblem was proudly displayed on the front of the lectern.

When the convertible turned a bend after passing the reviewing stand, it was ambushed and the lecturer hijacked. When next seen, it was on the stage. There wasn't even time to remove the emblem, which pleased the Toastmasters no end.



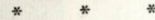
It's encouraging to learn that more and more Toastmasters clubs are being featured on radio and TV. In presenting debates, panel discussions and streamlined TM meetings, the clubs are focusing public attention on the educational benefits of Toastmasters training. Radio and TV appearances also bring requests for additional information. "Controversy" was the name of the radio program produced by Area 5 of Founders District (Pomona, Calif.). Among the questions received by the producers were:

Is Toastmasters an organization which leans left or right?

Is Toastmasters like the John Birch Society?

Can Toastmasters improve my relations with my wife, my boss, and others?

The answer to the first two questions is a definite "no." The answer to the last is a definite "yes."



When Ignacio Chavez was chosen Southwest Regional Boy of the Year for the Boys' Clubs of America, Paso del Norte Toastmasters Club 1163-23 (El Paso, Texas) "adopted" him. Sixteen-year-old Ignacio couldn't become a full-fledged Toastmaster because of the age requirement, but knowing he would be called upon to speak to civic and service clubs, the El Paso Toastmasters adopted him so he could participate in meetings and receive the help of Toastmasters in preparing his speeches.

Anthony Wayne Club 521-11 (Fort Wayne, Ind.) didn't adopt Alberto Elizondo, but they did make him an honorary member. Elizondo, a citizen of Monterrey, Mexico, was studying insurance methods in Fort Wayne when he was voted into honorary membership. He has now returned to Monterrey and the club considers him their first international member.



Add another title to the name of International Director Lothar Salin. He's now a lobbyist. And a good one.

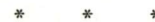
Back in 1959, a small group of conservation conscious citizens met one Saturday afternoon in Salin's San Rafael print shop. Their concern was 53,000 acres of California shoreline which they wanted to preserve in its natural state. They formed the Point Reyes National Seashore Foundation and set about to have the area designated as a national Seashore Recreational

area. Using his Toastmasters training, Salin steered the foundation's 90-minute presentation before a Senate subcommittee.

"I told each of our speakers," Salin said, "to stand up, briefly identify himself, give only the gist of his presentation and submit a written statement for the record. The plan was to cut off long speeches and fill the subcommittee's printed record with as many statements as possible. The strategy worked. We entered 37 statements, while the opposition, wasting time on lengthy oral arguments, inserted only eight."

Financed entirely by small donations and \$3 memberships, the low-budget organization spent less than \$3,000 in its three-year battle. After many long meetings and hearings, the Point Reyes National Seashore Foundation won its campaign.

Salin describes the activities of the citizens who worked with him as a demonstration of democracy in action. Starting from scratch, they proved that a free nation is run by those who let themselves be heard in the halls of government.



There's a new Toastmasters club at Sister Bay, Wisconsin. A new club in Toastmasters International is not unusual, but this club has nearly five per cent of the town's population as members! Of course, there are only 521 persons in the town, but a membership of 23 is a pretty good start in any town, particularly when the club meets at 7 a.m. the first and third Saturday of each month.

Welcome and good luck to Sister Bay Toastmasters Club 3430-35.

Controversy Helped Our Clubs

By R. C. WILLS

I SHALL ALWAYS REMEMBER with mixed emotions my feelings when Mr. D. H. Wickstrom of Radio Station KWOW, Pomona, Calif., said to me: "Are your clubs prepared to present a live program for one hour each Sunday evening, from 9 to 10?"

I have seen Toastmasters who in their clubs are poised, assured, confident and fluent—yet they fall flat on their faces when they step outside the friendly, familiar confines of their own club. What's the reason? I would say it is *fear*. Fear of the unknown.

I am the assistant governor for Area 5B, Founders District. To meet this challenge of the unknown, for the clubs in Area 5B especially, we decided to investigate a new (for us) means of communication—radio. This was how "Controversy" was born.

"Controversy" is the name of our weekly program. Each club prepares and presents a program every fifth week. The subjects of the programs are interesting and timely; we discuss such topics as: fallout shelters, the family and juvenile delinquency, a layman's look at our economic system, industry and education in action, wire tapping, and

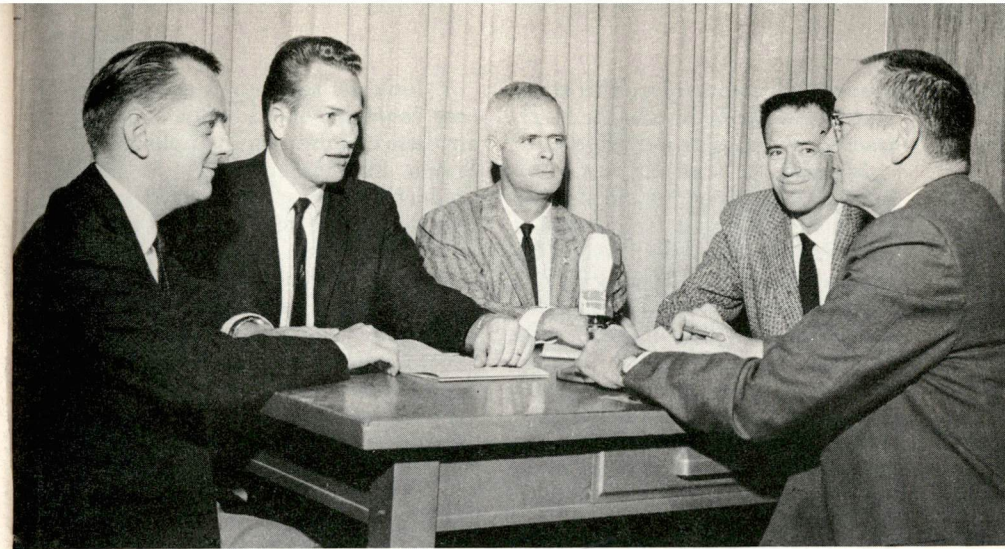
many others. During the broadcast, listeners may call the station and direct questions to those participating. The questions are answered over the air.

At the end of each program, just before the sign-off, a brief resume of Toastmasters and its objectives is given. An invitation to all listeners to write to Station KWOW requesting literature giving further details, without obligation on the part of the sender, is extended.

To come back to that day when Mr. Wickstrom challenged me with his request, I gathered my courage and assured him that the clubs of Area 5B were ready and willing to start immediately. A number of weeks have passed since then, but as yet no club has ever faltered on an assignment.

For the clubs, of course, "Controversy" gives to each an opportunity to organize, produce and present a complete program for the unseen audience. It gives to each individual Toastmaster the chance to gain microphone technique, to improve voice modulation, and to put his Toastmasters training into action.

The response from the audience has exceeded our expectations; in



Toastmasters of Area 5B, Founder's District, assemble to take the air on "Controversy," weekly hour-long program over KWOW, Pomona, Calif. Left to right: Jack Williams, Club 1616, Area 5B Governor; John Phillips, Club 1616; Quinn Holland, Club 110; Bob Welling, Club 2837; and the author, R. C. Wills, Club 2837 and assistant Area 5B governor.

fact, these programs have created a new listening audience.

You may ask, have these radio programs increased the interest in the individual Toastmasters club? Let's answer that in this way: It has stimulated a much greater interest in club affairs. Regular membership attendance has remained at a steady, high level. The members who participate in the radio program meet as often as six or seven times for their preparation, in addition to the regular club meeting. I would say that the programs have been a great force in holding the clubs together as a unit.

Have the radio programs been of any tangible value to the individual Toastmaster?

There are many benefits to the participant. First of all, he has a definite, pre-determined purpose.

His place in the format helps him in selecting and constructing his part of the program. In many instances, a participant has taken a side of the controversial question directly opposite to his own way of thinking. Being on the program puts strength and vigor into the speaker's delivery; it causes him to be earnest in spite of himself. He is forced to make an effort to impress and win over those who are listening. He gains a vast amount of information through the research, reading and observation he must do to maintain his role, and he is therefore able to give the listening audience something to think about.

Additional publicity has been given to our program by a local banking firm. This firm has purchased an ad in the local newspaper, and each week announces our pro-

gram to the community. This cooperation has been invaluable in attracting attention to our efforts.

It goes without saying that a program, as vigorous as the one we outlined, requires a great deal of cooperation from each club. This we have had in full measure. I would like to mention especially the assistance of Toastmaster John Phillips of Club 1616 (Terrier Toastmasters of Pomona, Calif.) who spent many hours helping organize the program format, and Dr. W. Myer, past president of Club 12 (Pomona Toastmasters), whose contributions are too numerous to detail here. Without their assistance, and the enthusiasm of District Governor Amos W. Randall (now past governor) our radio "Controversy" would not be a reality today.

I think perhaps our first broadcast could be likened to a model airplane built by a six-year-old boy. It was terrific, but maybe a bit crude. However, as time passed, our programs have improved and now we feel that they are quite professional in their presentation. The reason? Each Toastmaster who has participated has gained poise, has become more assured, more confident and fluent. He does not fall flat on his face when he finds himself outside the friendly, familiar confines of his own club. He has tested his skills against the unknown—the unseen audience—and won! ♦

R. C. Wills is a member of Club 2837-F, Convair-Pomona Toastmasters, and assistant governor of Area 5B, Founder's District.



The surest path to happiness on this earth comes from losing yourself in a cause greater than yourself.

—American Heritage Foundation

Man consists of body, mind, and imagination. His body is faulty, his mind untrustworthy, but his imagination has made him remarkable. In some centuries, his imagination has made life on this planet an intense practice of all the lovelier energies.

—John Masfield

The definition of leadership in modern times has developed far beyond the concept of authoritarianism or giver of directions. A leader in today's modern society evokes the action from his group—he does not order or demand it. He has faith in people. He believes in them, trusts them, and thus draws out the best in them which will bring the best for the group concerned.

—Agnes M. Kinney, editorial, "Balance Sheet"



JUST IN JEST

While visiting Washington, D.C., where everything including the weather is top secret, we attended a concert at the National Gallery of Art. Afterwards we overheard two guards discussing the performance.

"How did you like the music?" asked one.

"I dunno," replied the other. "It wasn't like any I ever heard before."

"It sure wasn't jazz or dixieland," agreed the first speaker. "I guess it must have been classified music."

—Quote

Good breeding is that quality that enables a person to wait in well-mannered silence while the loud mouth gets the service.

Mrs. Brown had always treated her dog as a member of the family, with birthdays, Christmas presents and all. One day the mailman rang the bell to collect two cents postage due on a birthday card addressed to Bill Brown. Mrs. Brown's surprised housekeeper exclaimed, "Bill Brown, why he's a dog!"

Not understanding, the mailman replied, "Lady, I don't care about his reputation—all I want is the postage due."

A speaker was addressing a group of businessmen when the public address system ceased to function. Raising his voice, he asked a man in the back row if he could hear.

"No," said the man. Whereupon a man in the front row stood up.

"I can hear," he shouted to the gent in the back, "and I'll trade places with you."

—Quote

In Washington, where such procedure is rather routine, a minor executive in the Pentagon has a sign on his desk reading: "This Job Is So Secret I Don't Know What I'm Doing."

We don't mind suffering in silence if everybody knows that we are.

A model husband is one who, when his wife is away, washes the dishes every day—both of them.

Night clubs are popular because they are the only places still open by the time your wife gets dressed.

A London bus had just stopped, and the conductor, looking across the road, noticed a man awaiting a bus going in the opposite direction. He apparently was a musician, as he was holding a harp with one hand. In the other hand, however, he had a fire-extinguisher.

"Oy, George!" bawled the conductor to a newsvender on the pavement. "He's backed himself both ways!"

A friend of ours recently bought a foreign automobile and after careful computation over a month came to the conclusion that he was not getting the phenomenally high mileage so often credited to such cars. So he took it to a local mechanic who, after checking it thoroughly, pronounced it in perfect condition. "But isn't there something I can do to increase this mileage?" he asked.

"You can do the same as most foreign car owners do," replied the mechanic. "Lie about it."

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 article, "Evaluation Is My Business," which appeared in the July issue of *The Toastmaster*, makes many good points, but one paragraph is loaded with hurt-bombs.

Says Maurice L. Etzell: "It always pains me to hear an evaluator say, 'Joe, that was a good speech, but you didn't carry out your assignment of "Hands Up" or "Vocal Variety."' If the objective of Joe's speech was to improve the use of his hands and he kept his hands in his pockets during the whole speech, then his speech was a complete failure no matter what words were spoken."

Maurice, let's talk this over! Joe may have made an excellent speech with his hands tied behind his back. Criticize him, of course, for failing to use the interest emphasis and color of well-timed gestures. But first, give him the lift of realizing how well he did even with "no hands." Then point out how specific gestures would have heightened the impact of his talk.

I'm not picking on you, Maurice—but evaluation is an art which requires the gentle touch as well as the sharp incision. Our objective is to encourage, not to crush—to build as we dig.

Two types of evaluators are murder. There is the nice guy, soft-soaper who tells you how great you are and leaves you no clues toward doing a better job next time. Then there is the sadist who delights in hacking you up. (Personally, I prefer the sadist, because after I have wiped away the blood, something useful remains.)

But the great evaluator is objective, analytical, and kind. He follows all the precepts in your article, Maurice, except that he is willing to say, "That was a great speech, but" or "Your material was fine, but" or "You've improved a lot, but."

How about it, Maurice? I'll bet when you evaluate, you use the arm-around-the-shoulder technique. Otherwise, you never would have been district governor.

Jules B. Singer
Past. Pres. Club 1876-46
New York, N. Y.

Uptown Toastmasters 830 of District 30, Area 5 (Chicago, Ill.) is pleased to number among its membership two Cuban refugees who rejected Castro Communism and came to the United States to carve out new careers. These men are rapidly establishing a place for themselves in American life. Their names: Augusto Echavarrri and Enrique Onetti.

Mr. Echavarrri is a brewmaster, employed by the J. E. Siebel Sons Company, who are consulting chemists to the brewing industry. Holder of degrees from universities in the United States and Germany, Mr. Echavarrri speaks several languages. He has been a member of Uptown for more than a year. Our members' knowledge of the brewing art has—as might be expected—advanced considerably during the time Augusto has been one of us.

Mr. Onetti is an attorney who at one time was employed by the United Fruit

Company in Cuba to handle its legal affairs at one of its sugar mills. He later moved to the position of personnel manager with one of Cuba's largest railroads. Employed now as an editor with Commerce Clearing House, Inc., publishers of *Topical Law Reports*, Mr. Onetti has been with Uptown Club for six months.

Characteristic of both men is their refusal to look backward and show remorse over their losses of property and careers in Cuba. They look forward to new careers and new successes in the United States. Our hats are off to them for their courage. Both brought their families with them from Cuba.

Roger G. Olin
Governor, Area 5—Dist. 30
Chicago, Ill.

My thoughts go back to the Fall of 1957 when I attended a meeting of Club 210-41, the Sioux Falls Toastmasters, as a guest of one of the members. I was very much impressed with the friendliness of the officers, the efficient manner in which the sessions were conducted, and the promptness with which the meeting adjourned as scheduled. It appealed to me so much that I asked for a membership that same evening following the session.

It wasn't long before I learned that a person could get out of a Toastmasters club exactly what he put into it. The experience of holding the various offices, especially president, is of great value to anyone regardless of his employment or position in life.

Moving on through Basic Training and then deciding to take the Beyond Basic was probably the most important and valuable decision. Prior to that time, I found it difficult to come up with a subject when given a speaker's assignment. Since getting into Beyond Basic, I have found that subject

matter is unlimited. I intend to re-use many of the assignments with, of course, entirely different material.

It is my intention to continue most actively in Toastmasters because I feel that it still has much to offer and I have much to learn—and there is the fellowship with a fine group of men.

Nestor Blegen
Club 210-41
Sioux Falls, So. Dak.

Lancaster Toastmasters Club 1723-38 of Lancaster, Pennsylvania, recently presented a condensed Speechcraft course to the Speakers Bureau of our local Red Cross chapter. This course was requested by the Red Cross and was presented in two installments by six past presidents of our club who had previous experience in Speechcraft.

In addition to orientation and discussion, each Red Cross member was given an opportunity to present a short talk, which was then evaluated.

Earlier this year this same program was presented to a group of Junior Achievement members who wished to improve their public speaking ability.

John E. Mohler
Past. Pres., Club 1723-38
Lancaster, Pa.

In the September issue of *The Toastmaster* it was most gratifying to observe that we were included in the New Clubs as of July 15, 1962. However, subsequent to this date our club has changed the time and place of meeting:

2927-43, GREENVILLE, Mississippi, Greenlee, 1st & 3rd Thurs., 7 p.m., Downtowner Motor Inn.

James W. Groseclose
Major, USAF, Secy.-Elect
Club 2927-43

New Clubs

(As of August 15, 1962)

- 967-40 ASHLAND, Kentucky, *Hi-Noon*, Mon., 12 noon, Ventura Hotel.
- 1126-7 PORTLAND, Oregon, *Imperial*, Mon., 7 a.m., Imperial Hotel.
- 2107-TCA CONCORD WEST N.S.W., Australia, *Concord West*, 2nd & 4th Fri., 8 p.m., Public School.
- 2291-U ROTHWESTEN, Germany, *Rothwesterners*, Thurs., 11:45 a.m., Hotel Jutto, Simmershausen.
- 2468-U YOKOHAMA, Japan, *Shikaisha*, Mon., 12 noon, Commissioned Officers' Mess OPEN, U.S. Navy Housing Activity.
- 2563-6 MINNEAPOLIS, Minnesota, *Minnehaha*, 1st & 3rd Thurs., 1 p.m., 5 p.m., respectively, Veterans Hospital, 54th Street and 48th Ave. So.
- 3521-U SAN JUAN, Puerto Rico, *Metropolitan*, alt. Fri., 3 p.m., San Juan Post Office Building.
- 3524-47 ST. PETERSBURG, Florida, *Sunshine City*, Wed., 6:30 p.m., Meadowlawn Lanes, 6392 Ninth Street N.
- 3525-61 LA TUQUE, Quebec, Canada, "*LES PIC-BOIS*" (*Woodpeckers*), Mon., 6:30 p.m., Fleur de Lysde Hall, Royal Hotel.
- 3527-3 PHOENIX, Arizona, *Park Central*, Tues., 7 a.m., Amsterdam House.
- 3529-TCBI NEWCASTLE UPON TYNE, County Durham, England, *TYNESIDE*, alt. Wed., 7:30 p.m., The National Fanners Union Clayton Road, Jesmond, Newcastle.
- 3530-TCBI SUTTON COLDFIELD, Warwickshire, England, *Sutton Coldfield*, 2nd & 4th Thurs., 7:30 p.m., Boldmere and Wylde Green Conservative Club, Jockey Road.
- 3531-35 MILWAUKEE, Wisconsin, *Evinrude*, 1st & 3rd Thurs., Evinrude Motors.
- 3533-46 FORT MONMOUTH, New Jersey, *Toastmasters of Fort Monmouth*, 1st & 3rd Wed., 7 p.m., Gibbs Hall.
- 3522-15 NYSSA, Oregon, *Nyssa*, Thurs., 6:30 a.m., Brown's Cafe.

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Vice President for Education—PARIS JACKSON 9068 E. Las Tunas Dr., Temple City, California
Vice President for Organization—CHARLES C. MOHR Sun Oil Co., P. O. Box 920, Toledo 1, Ohio
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D. H. Wheeler 32 Riverside Dr., Winnipeg, Manitoba
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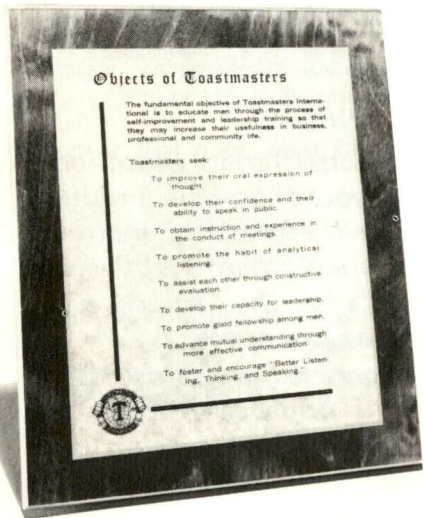
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