

OCTOBER, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



WILKES-BARRE, PA.

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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INDEX

LISTENING — GOOD LISTENING — BY HERBERT W. HILDEBRANDT.....	2
CLUB EVALUATION REPORTS — BY A. R. D. ROBERTSON.....	7
THE LANGUAGE OF PARLIAMENTARY LAW — BY R. J. PARKER.....	9
STUMPING BY TAPE — BY CLYDE DONALDSON.....	14
WHAT YOU SAY IS IMPORTANT — BY JAMES SONSTELIE.....	17
CONVENTION REPORT	19
EIGHT CAPSULES OF WISDOM — BY WALT REYNOLDS.....	34
PERSONALLY SPEAKING, 12 — TOWN OF THE MONTH, 18 — CLUBS IN THE NEWS, 29 — TOASTSCRIPTS, 32 — LETTERS TO THE EDITOR, 36 — JUST IN JEST, 39 — NEW CLUBS, 40.	



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*It takes effort, concentration
and technique for . . .*

Listening-- Good Listening

By **HERBERT W. HILDEBRANDT**

You are an engineer flying in a new intercontinental jet airplane between New York and Chicago. On board the plane are a number of businessmen, each with different reasons for being there and each with different points as their ultimate destination.

The interior of the plane is decorated in light blue, has a dark blue aisle carpet, and utilizes indirect lighting. The four stewardesses are also dressed in blue and wear pert little hats.

There are five specific passengers who deserve mention. One, a retired accountant, is returning to Chicago. He is 80 years of age. The second is a public relations man, age 70, who is afraid of flying and sits

near the aisle. The third is 60 years old, a successful hotel operator, who also is returning to Chicago.

The other two people we would like to mention are both insurance men. One is 50 years old and the other 40. Both live in New York.

What is the age of the engineer?

Few listeners hazard a guess; a greater number have no idea. They miss listening to the important opening words wherein the answer is given.

And this is a problem in business, in teaching, in preaching — in all of us, for we are poor listeners to the directions given us, either in a group or when listening to a single speaker. We

need to heed the advice of a Plutarch: "Know how to listen, and you will profit even from those who talk badly."

To understand just what goes wrong in this process called listening, one must be made aware of the problems which get in the way of total reception of an oral message. The problems which follow are certainly not definitive, but they do suggest where in lie the greatest areas of difficulty.

Stimuli

Humans have an inability to sustain attention over a long period of time. Some psychologists suggest that our attention spans rarely go beyond a few seconds. It is an on and off

process where we hear the speaker for a moment, turn him off a moment, then return to what he is saying. When these periods of absence from the speaker are extensive, the listener has lost a great share of the communication. Who, for example, has not counted lights, daydreamed, or planned later activity while following or attempting to follow the direction of a single speaker?

When other sources of stimulation become supreme over the words of the speaker, we lose words, ideas, directions. Time is lost, tempers become frayed,

costly mistakes occur. Clearly, it is the listener who sits at the hub of the stimuli. To what extent he can blot out distractions and focus upon the speaker is the determiner of his ability to listen well.

Vocabulary

In a five minute conversation with another person you hear between 300-450 words, that is if you let the other person do most of the talking. At a business convention, complete with 30-minute talk, you will hear between 3,600 to 5,400 words. If the speaker rattles on for another half hour, between 7,200 to 10,800 words will be heard. It is impossible to remember such a great number.



Multiplying the problem, should the speaker's oral vocabulary spectrum be wide, ranging from the monosyllable to the abstruse synonym, he possibly controls more of the 600,000 odd symbols which can be used in formal communication than do his listeners. Fortunately, however, an individual's listening vocabulary is more extensive than his speaking vocabulary, something approaching 10,000 to 12,000 words. Accordingly, the briefest conversation or the most erudite speech has chances for error due to vocabulary problems.

Meaning

Within limits, hearing acuity does not appreciably decrease one's ability to "hear" words. The major hurdle then is not the "hearing," but the "listening" and correctly adjudging the meaning intended by the speaker. The person who said that "misunderstanding is the rule while understanding is only a happy accident" is not entirely wrong, for never is the precise meaning in the head of the speaker communicated to the listener. Take one word: *conservative*. With 50 people present, 50 different meanings result. Take a sentence: "Senator Taft was considered a conservative." The problem is the same, only now the listener has the task of joining "Taft" to the nebulous word "conservative."

Should a conversationalist say, "The argument of the production department can be reduced to a *reductio ad absurdum*," the listener may hear, but if he has no prior acquaintance with the Latin words he has no experience upon which to draw and his listening ability diminishes accordingly. With no previous acquaintance with the sounds, no precise meaning will result; in fact, *no* meaning can be a result.

Thought and Speech Rate

The speed at which we think versus that at which we speak is the basis for another problem.

Most of us speak somewhere between 120-180 words per minute. Should one be able to determine thought-speed accurately, a fantastic increase is noted. A current belief is that people think anywhere between 300 to 500 words per minute. Assuming an average speaker to speed along at 150 words per minute and conservatively estimating that a listener thinks at 300 words per minute, there is ample time for other mental activity.

For instance:

Speaker: "Personnel evaluation is complex. Last year alone we hired..."

Listener: *He thinks the company has problems. He doesn't know half the problems I've got...*

Speaker: "This new executive evaluation program has now been going on for eight months. It promises to be one of the better methods for assigning men to different positions."

Listener: *...wife said I should get the mower sharpened — I thought I'd just had that done. Maybe we need a new one...*

And so on. The slower the rate of the speaker, the more opportunity for straying from him to one's own thoughts. The danger is clear: the listener who is pulled away from the speaker

can inadvertently miss much worthwhile information.

At this point you may feel it is impossible to listen effectively. Listening, good listening, demands understanding of and appreciation for the entire listening process, whether in a face to face situation or in a speaker-audience relationship. The following suggestions are hints for improving your ability to follow the oral conversation among two or three people or the ideas of a speaker before a large group.

Face to Face

1. *Be impartial.* Sealing your ears with bias, prejudice or anger when a conversation begins does not further listening. Concentrate on *what* is being said in place of *who* is saying it. Someone once described a listener as an empty narrow-necked bottle over which a speaker tosses a pail of water; the more antagonism or partiality by the auditor, the narrower the neck. Be willing to listen to new ideas. Although there is much chaff in our conversations, there is at least something of value, even though it may clash with our pet ideas and theories.

2. *Concentrate on content.* A basketball player listening to directions from his coach, a nurse waiting a command from a doctor illustrate intense forms of concentration. In part, such alertness is demanded of us. Consciously blot out foreign dis-

tractions and follow the progression of ideas, from initial idea to concluding thought. As you focus on the material and become personally involved, you lessen the differential between speech and thinking speed. You assume a twofold responsibility; to yourself as an active listener and to the speaker as a courteous auditor. Tune in on the personal pronouns; these are a cue to precise personal involvement. Add your comments to the conversation, either supporting a point with evidence or clarifying the idea at hand.

3. *Summarize.* Only indolent people permit an idea to pass by without asking a question of clarification. Should you leave a listening situation without a clear idea of your responsibilities, both your time and that of your conversationalist have been wasted. Therefore, either orally or to yourself, paraphrase the central thought as you see it. Be a note taker, not of the entire discussion, but more particularly of your personal involvement.

Speaker-Audience

Major vehicles for disseminating information on policy, procedure or other management directives are speeches or conferences. Some of the preceding suggestions will apply here. In addition:

1. *Know the general purpose.* Speakers are either trying to inform, convince, stimulate or

entertain us. Knowing which purpose is operating permits more precise listening.

2. *Determine the specific purpose.* Discover a topic sentence, either in the introduction by the chairman or in the opening remarks of the speaker. Connect the stories, analogies, examples and other forms of support to the specific purpose. Add your personal knowledge and understanding to what is being said. In a sense, you're offering silent footnotes to the speaker's words.

3. *Become self-involved.* Take a new idea or suggestion along

when you leave. If the situation is a conference, be an active participant who asks questions on points of information, gives sound suggestions, or draws conclusions by himself. Know your personal responsibility, whether it be given you by implication or clearly spelled out by the chairman.

Following these suggestions does not guarantee a perfect listener. It does, however, make a start. Good listening requires work. It is as important as good reading—both demand complete concentration. ♦

Herbert W. Hildebrandt is assistant professor of speech, University of Michigan. He is a member of the Speech Association of America, the Central States Speech Association and the Michigan Speech Association. The author of numerous articles on public speaking, he recently completed a book dealing with language usage during the Renaissance.



Men and women who get along best in business and society are sophisticated in that they do not expect too much and, therefore, are not open to disillusion. They do not complain about the deficiencies of others, but try to understand and compensate for human failings. They show what they stand for by following the rules of good conduct, and they observe conventions insofar as the precepts of sane and sensible living are concerned. They prove integrity through dependability.

— Frank W. Gray

Club Evaluation Reports

Much can be learned about your club's progress and future from a study of these reports.

By A. R. D. ROBERTSON

IN A LITTLE over 30 years, Toastmasters International has grown from a modest local enterprise to an international organization boasting over 3,600 active clubs and offering a program of education and self-improvement second to none in its field. This general program has been developed from the collected experience of its member clubs; without this, we should never have been able to accomplish what we have done.

There is still, however, a long way to go. And if the same philosophy of exchanging ideas and sharing experience can be applied for our continuing improvement, we should take advantage of it.

The Club Evaluation program gives us a chance to do so. Twice a year, a standard questionnaire is completed for each club by

the area governor and sent to World Headquarters. The district governor and the club president receive duplicate copies. An analysis of the reports permits us to see what phases of training and service within the club are most significant, and gives us the chance to compare our own club and district with others.

Last year, for the second half of the bi-yearly survey, reports were filed for 1,785 clubs—a little over half our total number. Though this is a poor return on the questionnaire for men of Toastmaster caliber, it provides an adequate number for useful comparisons.

Let's take a look at last year's evaluations.

The 14 questions of the survey can be grouped in five categories—the executive committee, club committees, education and pro-



graming, member service and club meetings. The questions are checked "yes," "no," and "occasionally." Comparison of answers indicates our strengths and weaknesses.

If we were to make a graph of the reports, we would see instantly that the high attendance clubs — those averaging 20 or more members at meetings — are those which answered "yes" to each question on the survey. To the question "Does the executive committee meet regularly?" the high attendance clubs were unanimous in acknowledging that it did. Obviously, these clubs have better leadership, a natural result from an active executive committee. The secret seems to be in having *regular* executive meetings.

As we might expect, an active educational committee carries much more weight in high attendance clubs than in average clubs. In support of this observation, we note that all phases of educational work and programing prove significant for the top clubs. In particular, we note the difference between top clubs and average ones in the use of the often neglected "points of emphasis" programs and in the use of panel and conference discussions in the club. All these points support our founder's repeated emphasis on progressive, purposeful programing.

Turning to the questions on

member service, we cannot escape the importance of the one which asks, "Are new members assigned counselors or advisors?" The importance given to counseling by top clubs as compared to the attention paid by average clubs overshadows all other factors studied. We note, too, the influence of a good club bulletin on high attendance clubs.

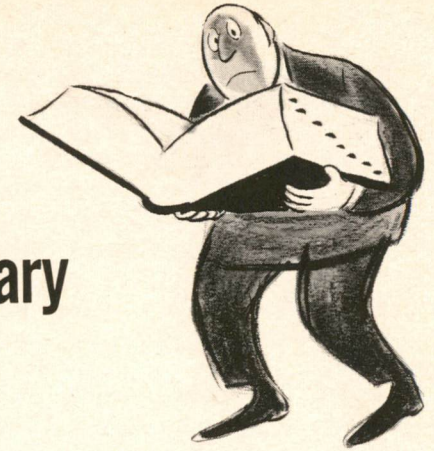
Each district's strengths can be compared with average and high attendance norms to point up the weak points and the strong points of the clubs in its charge, so that the concentration of district activity can be directed most effectively. Within the clubs, too, a similar comparison can be of value.

In an organization as extensive as Toastmasters International, there is a real danger that its health will be measured by the number of new clubs which are added to the roster and the revenue received at Headquarters from the member clubs. But these are incidental considerations in Toastmasters work. Our concern should be that every Toastmasters club be strong enough and active enough to help all its members. The club evaluation program helps to show where the strength of a club lies and illustrates the weaknesses which should be improved. ♦

A. R. D. (Sandy) Robertson is immediate past governor of District 21. He lives in Victoria, British Columbia.

The Language Of Parliamentary Law

By R. J. PARKER



IGNORANCE OF parliamentary law causes many to condemn its use. "Let's not get bogged down with parliamentary law," they say. "Let's just conduct our meeting on a strictly informal basis."

Bosh! To paraphrase an old saw, "Informality breeds contempt." To say that the language of parliamentary law is out-dated or old fashioned is ridiculous — one should *learn* the language. Terms such as "tackle," "field-goal," "pop-up fly" or "three-bagger" may seem silly to anyone unfamiliar with football or baseball, but to the sports enthusiast they are commonplace.

If one is going to be active in community affairs, clubs, fraternities, PTA's and the like, he should strive to learn the language and rules of parliamentary law. A football field full of players unacquainted with the rules of the game would be only

a mass of confusion. So is any business meeting or deliberative assembly when members are not familiar with parliamentary rules of order.

The fundamental principles of parliamentary law have always been such that an assembly can profit by strict adherence to them. Such principles as the rule of the majority, rights of the minority, one thing at a time, courtesy to all, partiality to none and justice to all, have always been the foundation of parliamentary law — and always will be. All the rules of parliamentary law have come into existence to make certain one never loses sight of these principles. All this, too, that we might expedite business in the shortest time possible.

Many of the terms and phrases used in parliamentary law have maintained their usefulness through the years because of their specific adaptability to the

time-saving idea. To throw out as antiquated such phrases as "previous question" would induce time-wasting beyond imagination—for the very motion was designed to prevent the unnecessary rambling in debate which so often takes place in business meetings. Let's analyze briefly the term "previous question."

"Previous question" means, "Let's stop debate and take a vote on the question pending before the house without permitting further debate or allowing motions of lower rank to be offered at this time." That's a long sentence. But once the meaning is understood we save time in condensing the motion to "I move the previous question." When we adopt the motion "previous question" we save time, for we have made it possible to continue with our meeting without listening to unnecessary repetition of debate when there is nothing new to be added.

The term "yeas and nays" is another which has been attacked as archaic. In its place it can hardly be considered such, but its place is not in a deliberative assembly. It is a manner of voting which is really a part of legislative assemblies only. Its use in a Toastmasters meeting would certainly show a lack of knowledge of parliamentary law. And as General Henry M. Robert

said, "There is nothing to justify such a waste of time in ordinary societies."

Another term frequently referred to as out of date is the expression "special orders." To deny its usefulness would be to stymie an organization in a situation where time is needed to handle a special problem at a specified instant in order to give it our close and undivided attention.

"Viva voce" has also been picked on as a term of doubtful value. But its meaning is simply and literally "by voice," and it is used when taking a vote on a motion which requires a majority vote. (Majority vote means one more than half of the votes cast.) There are three ways of voting on a motion: (1) by voice, i.e., those in favor of the motion say "aye," those opposed say "no;" (2) by standing, and (3) by standing and being counted (which cannot be done unless the assembly permits it). Viva voce is the simplest and most expedient. It is generally the most acceptable.

The terminology of parliamentary law may seem a bit strange to someone not instructed in the rudiments of the subject. But why blame that on parliamentary law? It is the job of every person who desires to get along with his fellow men to learn the language of the game he has to play. Parliamentary law does not

come naturally any more than do the games of bridge and pin-ochle. To say that the classifications and precedence of motions are archaic, inadequate and complicated is as fatuous as announcing that it is ridiculous to have to go to bat before running the bases. First things come first—and experience has shown that the classification and precedence of motions could be no other way than they are and still guarantee justice to all.

A number of people have questioned the use of the word "table" meaning a method of killing a motion. Well, so do I—and believe it or not, so does General Robert. He says, "Its proper parliamentary use is to lay aside a question temporarily in order to attend to something more urgent. As soon as the interrupting matter is attended to, the question should be taken from the table and disposed of." Obviously, this does not mean "kill."

Many of the phrases and terms used by Robert and others who have followed in his footsteps may sound strange to the begin-

ner. But they all have definite meanings and the language of parliamentary law is not as difficult as you might believe. Like any other subject, it requires study. Not as much as you might imagine, though. A competent registered parliamentarian can teach anyone of average intelligence a full course in parliamentary law in approximately 20 hours. You can not learn the rudiments of parliamentary law by reading Robert's "Rules of Order Revised." This is not a textbook for instruction. Once you have learned the elementary material, you will find that "Rules of Order Revised" is a valuable reference. And since it is the accepted authority and likely to be so for a long, long time, you might as well learn how to read it and stop imagining that it is complicated, archaic, out of date and old fashioned.

Few books have survived the test of ages as have the Holy Scriptures. But the Bible of parliamentary law is doing pretty well, too. ♦

Dr. Rex J. Parker, chiropractor of Honolulu, is a registered parliamentarian with the National Association of Parliamentarians and a lecturer and instructor in parliamentary law. He is the founder of the Hawaii Parliamentary Law Association and State chairman for the National Association of Parliamentarians. A member of Aloha Toastmasters 601 of Honolulu, he served as District 49 governor in 1958-59.



PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Do Not Fail

This is the month when a new administration takes over in most of our clubs. Here are some reminders of things to be done, if the new administration is to be successful in serving the members. We exhort you newly installed officers: *Do not fail!*

1. To acquaint yourselves with the details of your official responsibilities. The information was sent in advance to your predecessors in office, to be handed to you in ample time for you to prepare yourself.

2. To welcome each new member into your club in a friendly, impressive, informative, effective induction ceremony.

3. To arrange for two educational talks each month on some phase of preparing or delivering or evaluating a speech.

4. To issue the program assignments and announcements in detail at least four weeks in advance at all times. *Include speech subjects!* Every speaker should know at least two weeks in advance just what he is to talk about.

5. To make each meeting so interesting and attractive that any casual visitor will wish that he could attend every week, and that every member will realize that he cannot afford to miss a single meeting.

The club exists for the benefit and improvement of every member. Indeed, the entire Toastmasters movement is dedicated to just one purpose: to help *you* to be better and to do better. Only as you, personally, are benefited is the organization fulfilling its mission.

The Anniversary

Our 39th birthday comes October 22. The Number One Club, of Santa Ana, was established October 22, 1924, and Toastmasters International was organized on October 4, 1930. Special helps for planning anniversary programs may be secured from World Headquarters at Santa Ana, California.

The Convention was "Good Business"

It must have been the program that attracted more than 1,000 Toastmasters to the Convention,

for St. Louis claims no distinction as a summer resort. The warmth of the weather, however, had nothing on the cordiality of the welcome which was given our talkative throng. The comfort provided by the air-conditioned rooms at the hotel helped us to forget what the outside temperature might be, and made it possible for us to do our best.

(The above paragraph is quoted from *THE TOASTMASTER*, September, 1949, which gave the account of our 18th convention, held at St. Louis in August of that year. The quotation applies to the 1963 convention quite as well.)

It was a great convention, whether we speak of the 1949 event or of this year's gathering. Some of the features of the former meeting were seen this year, but there were many innovations. Among these was the "Breakfast With The Founder," which had not been introduced fourteen years ago. Beyond Basic had just been introduced, whereas at this year's Breakfast, the report showed that a total of 415 Certi-

ificates of Achievement had been granted up to the present time to men who have persevered in the advanced training. This year, 52 names were listed as having received their certificates since last year's convention at Minneapolis.

At every point there was evidence that the interest of the members centered on the same problems which engaged us 14 years ago, proving that human nature does not change readily. Questions of programming, evaluation, maintaining membership interest, and the like were with us as always. This is not surprising, since there are always so many new members and new clubs needing help.

It was a grand convention, and St. Louis was a great host, and the delegates went away planning to be sure to make it next year at Denver, the "mile high" city.

Let us all make sure that so many of us attend that we shall strain to capacity the resources of that great city at the base of the Rockies. ♦

Discussion is the inherent right of those who live in a society where freedom of speech is assured. The intelligent person realizes that there is value in the comparison of ideas and experiences, and that by the sharing of ideas, progress is made in the right direction. Most group discussions would be vastly more useful if the people involved knew more about how to trade ideas.

— Ralph C. Smedley

Political candidates have a new communications technique . . .

Stumping By Tape

By CLYDE DONALDSON

THE ABILITY TO present your views most convincingly to the greatest number of people is a paramount attribute of a politician.

But how do you do that when you're 4,000 miles away from the political arena?

Capt. Charles B. Culbertson of the South Carolina Air National Guard found a good substitute when he was confronted by a dilemma during his campaign for the Democratic nomination for state adjutant general in the 1962 primary election.

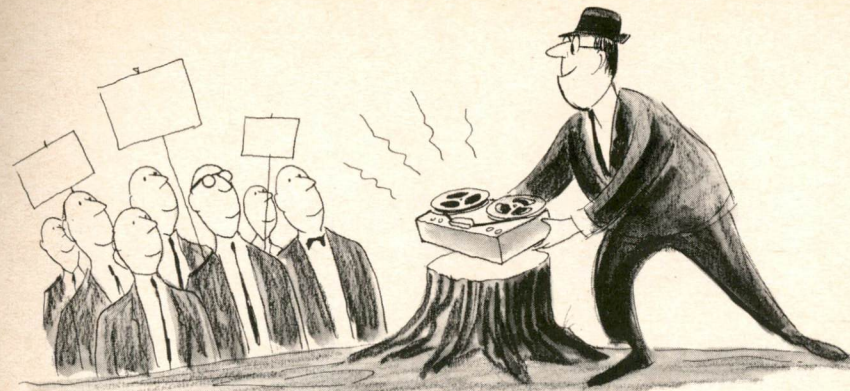
The South Carolina Democratic party requires that all candidates must attend stump meetings in each of the state's judicial districts. That posed a real problem for Culbertson, because shortly after he entered the race he was called back to active duty with the Air National Guard and sent to a NATO air base at Moran, Spain.

But instead of withdrawing, he turned to a device that is becoming nearly as important to

a politician as his voice. Before leaving for his overseas assignment, Culbertson recorded his campaign appeals on reel after reel of sound tape. They were supplemented with photographic slides showing the captain at work as a jet fighter flight commander and former State Civil Service director. They were carried on the statewide stump tour by his wife and other campaign assistants, who played them before audiences of more than 5,000 voters.

Although Culbertson did not win the nomination, the "electronic politician" was a strong enough drawing card to be commented on by his opponent.

Many politicians are finding, as Culbertson did, that the tape recorder enables them to be in two places at once. For it permits the candidate, during a jam-packed schedule, to appear at one rally in person while his message, recorded in his own voice, is heard by others at another meeting miles away, or by



thousands via their radio or television set.

Sound recording tape also makes it possible for an individual to get a candidate's view on one of the campaign issues by merely telephoning a number.

Joseph C. Shell, one of the Republican aspirants for the gubernatorial nomination in California in 1962, brought his campaign to the individual by recording his views on particular issues and hooking up the playback unit to a telephone. Interested voters could get Shell's latest views, in his own words, by dialing that telephone number.

The most popular use of recorders by politicians is for recording talks for radio or television broadcast. Magnetic tape is used for both, and they allow the politician to do his very best.

Both sound and video tape can be erased, a quality that permits virtually flawless performances by retaking or editing out unsatisfactory sections of the

tape. Duplicates of the finished tapes can be made easily and inexpensively.

And, of course, the tapes can be played any time by any number of stations, while the candidate is wooing the voters elsewhere.

Standard recording procedure for a politician is to schedule a day-long taping session, recording a polished series of 5 or 15 minute campaign talks. But, if he is too busy to take time off from his crowded days to go to a recording studio, he can record while travelling. Not only are portable, battery-powered recorders of good quality available, but regular recorders can be powered by a car's battery through an inverter.

The recorders can also be used for dictating memos, or for the playback of campaign material with which the candidate wishes to become familiar. Speaker output jacks can be installed on the car radio to permit the candidate

to hook the recorder to the radio to tape significant radio news-casts and opposition speeches while travelling.

Because politicians generally are considered better speakers than writers, they can marshal their thoughts more effectively on tape than by jotting them down on paper while riding from one rally to another. Many candidates also carry tape recorders with them for the primary purpose of taping their speeches, not only for playback at a rally or broadcast, but for evaluation of their speaking techniques. Many a candidate's voice has been saved by the versatility of the tape recorder, which can double as a public address system in places where none is provided. It is a self-contained electronic unit including microphones, amplifiers and speakers as well as the recording and playback tape heads.

Rallies also can be taped for objective analysis of audience reaction. Jack Cox, the 1962 Republican nominee for governor in Texas, and his running-mate, Bill Hayes, both taped their speeches to evaluate audience reception of their presentations. Cox also tapes his major speeches because "it is an excellent political device to send tapes to groups and radio stations either as requests for views or as political advertisements."

The recorder also can preserve

the proceedings of political conventions. Democratic-Farmer-Labor party conventions in Minnesota have been taped for many years. Duplicates of the tapes have been given to the Minnesota Historical Society to provide future historians with a detailed account of politics in action.

With both sound recording and video tape playing a more important role in campaigns, greater responsibility is placed on both candidate and voters.

Because tapes can be edited easily, candidates are able to tape more polished presentations than they could give in person. This means the candidate should refrain from showmanship; while the voter must be able to differentiate between showmanship and statesmanship.

The acceptance of tape recording by politicians should do much to raise the level of political campaigning. When a candidate knows that his words are being preserved, he will be more moderate and honest. He will be less likely to make wild promises and then claim he was "misquoted" when challenged. His own voice and his own words will be the "record" which, to quote a favorite politician phrase, everyone can "look at." ♦

Clyde Donaldson is division publicist of the Department of Communications, Minnesota Mining and Manufacturing Co., St. Paul, Minn.

What You Say Is Important

By JAMES SONSTELIE

IT IS A TREMENDOUS advantage to be tall, handsome, and have a regal bearing.

It is delightful to hear pear-shaped tones issue forth.

But not all of us have divine voices, and many of us are runts and not particularly handsome.

Speaking techniques are important, but they can be over-emphasized. I have listened to many speakers who demonstrate perfect speaking techniques — but afterwards I scratch my head and ask, "What did he say?"

I believe the following questions are important in constructing or evaluating a speech.

1. Is the subject of enough importance to present to a group of people?

2. Does the content show evidence of research and study?

3. Is the title attractive and applicable?

4. Is the material varied enough to enlist the interest of the audience?

5. Is the speech logical and well organized?

6. Does the speech show that the speaker has spent some thought on his material and content?

7. Does the content of the speech challenge the attention and thinking of the audience?

9. Will the speech content be of some value to the audience?

10. Is the material accurate, timely and authoritative?

There are many speakers who orate eloquently and say nothing. Politicians especially come in this category. It may be that sometimes they do this deliberately — but I assure you, they don't get my vote.

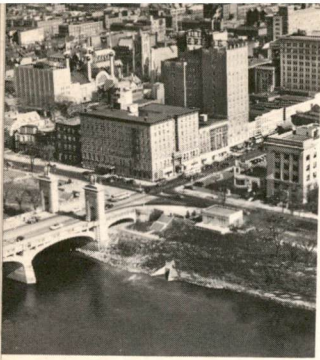
I am continually surprised at the number of eminent speakers in all fields of human activity who speak beautifully, but contribute very little intellectually.

The public is not stupid. Remember, what you say is important. ♦

☆ ☆ ☆

James C. Sonstelie is superintendent of Schools at Mead, Washington. He is immediate past governor of District 9.





WILKES-BARRE, PA.

Toastmaster Town of the Month

WILKES-BARRE, "QUEEN CITY OF THE ANTHRACITE REGION," is situated on the Susquehanna River in Pennsylvania's historic Wyoming Valley, the hub of a concentrated population and industrial market area. Thirty-six per cent of the population of the United States is within a 300 mile radius of the city.

Wilkes-Barre's history dates from colonial days. Nearby, the famous Battle of Wyoming was fought in 1778. Today the peaceful valley is famous for its beautiful resorts and parks.

Wilkes-Barre today serves a trading area of over 300,000 people. Still the center of the country's anthracite coal industry, the city has met the challenge of the industry's decline by diversifying its manufacturing. This diversification has been helped by the \$1,750,000 fund for attracting new industries created by civic-minded Wilkes-Barreans. A Labor-Management-Citizens' Committee, the only one of its kind in Pennsylvania, has been an instrument of dramatic effectiveness in maintaining labor peace and creating a climate of understanding and joint responsibility.

Local industries include Eberhard Faber, Inc., Foster Wheeler Corporation, Radio Corporation of America, King Fifth Wheel and many others. Education is served by three high schools, 15 parochial schools, Wyoming Seminary, six private schools, Kings College, College Misericordia, Pennsylvania State University Center, Wilkes-Barre Business College and two technical schools. On the cultural side are the Little Theater, Concordia, Community Concert Association and a wealth of civic and service organizations.

Wilkes-Barre YMCA Toastmasters 256-38 is the second oldest club in Pennsylvania, chartered in 1943. As the pioneer group in Northeastern Pennsylvania, it has been instrumental in organizing seven other clubs in the region. Club members are active in all phases of community life, and have made themselves known as speakers for worthy projects. Past President George Malick has established a record as speaker before more than 100 organizations in the area.

Wilkes-Barre YMCA Toastmasters meet each Monday at the Central YMCA. A warm welcome is extended to all visitors — Toastmasters and non-Toastmasters alike. ▲



Convention Report

MAYOR ALEX P. SMEKTA of Rochester, Minn., was elected president, the International bylaws were amended to increase the per capita dues and retire the mortgage on the World Headquarters building, and Larry D. Beitel of Mercury Toastmasters Club 2864-37, Winston-Salem, N. Car., won the International Speech Contest at the 32nd annual convention of Toastmasters International at St. Louis, Aug. 22-24.

Between the election held on the opening day and the International Speech Contest which climaxed the three-day conven-

tion, more than 1,000 Toastmasters and their families participated in an Ozark Jamboree, educational sessions, Fellowship Luncheon, Mississippi Moonlight Cruise, President's Banquet, Breakfast with the Founder, and a tour of General Grant's Farm.

Pre-Convention Activities

District officers met for nearly three hours Wednesday afternoon, Aug. 21, for the District Officers Orientation Session conducted by Executive Director Maurice Forley. An explanation of the proposed bylaws changes was presented by International

(Continued on Page 22)



Color guard from Scott Air Base added to the impressive opening ceremonies.



Both young and old were fascinated by the Gemini and Mercury space vehicles placed in the hotel lobby by McDonnell Aircraft as a tribute to the four Toastmasters astronauts.



"Adults Not Appreciated" was the sign placed outside the Teen-Age Center by sons and daughters of Toastmasters.



New educational materials were described at workshop session conducted by International Director Dr. Ivan "Tiny" Shields (left). Assisting in the workshop were International Director Lothar Salin (center) and Col. Van H. Tanner, lieutenant governor, District 57.



Dressed as a river-boat gambler of a by-gone day, James J. Steckman, Gateway Club 170-8 (St. Louis), served as official convention announcer.



At the pre-convention "Ozark Jamboree" delegates had an opportunity to meet officer and director candidates. Each candidate had his own table.



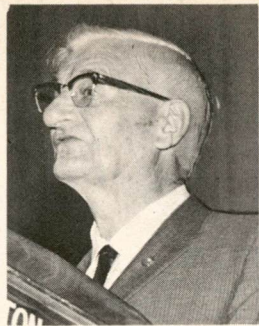
The table-hopping of the Nantucket Cove Ensemble was widely approved at the Fellowship Luncheon.



More than 800 Toastmasters and their families went cruising down the river on the S.S. Admiral.



Convention speakers included Earl Nightingale, human motivation expert . . .



Dr. Ralph C. Smedley, founder of Toastmasters. . .



Quentin Reynolds, author, editor, correspondent and commentator.

President Frank I. Spangler. Following discussion of the bylaws changes, staff members explained activities of the various departments at the World Headquarters.

Several hundred early arrivals attended the pre-convention party Wednesday evening. Presented as an "Ozark Jamboree" with dinner served chuckwagon style, the program focused attention on the candidates for the board of directors and International offices. A square dance demonstration by "The Twin City Squares" had its confusing moments when members of the audience were invited on stage to join the group. A serious note in the program was injected by Past International President Aubrey B. Hamilton who spoke on "The Responsibilities of International Office." Each candidate had his own table identified with his picture on a placard. At the close of the program, delegates were invited to stay and meet candidates.

Annual Business Meeting

A trumpet fanfare announced the official opening of the convention Thursday morning. As the house lights darkened in the Gold Room at the Sheraton-Jefferson Hotel the curtains parted on a stage filled with the flags of many of the countries in which there are Toastmasters clubs. International President Frank I. Spangler called the meeting to order and introduced The Reverend Francis J. Matthews of the Archdiocese of St. Louis who offered the invocation. Colors were presented by a color guard from Scott Air Base. Delegates were welcomed to St. Louis on behalf of Mayor Raymond R. Tucker by Donald Gunn, president of the St. Louis Board of Aldermen. Greetings from the host district were offered by Malcolm W. McLean, governor of District 8.

Among the dignitaries introduced by President Spangler was Newlove Mamattah of Ghana, who attended the entire conven-



D. V. Duncan, past president, Territorial Council of Australia, brought greetings from "down under."



Capt. Frank A. Manson, U.S. Navy Dept. of Information, was keynote speaker at the educational sessions.

tion as an observer for his government. Mr. Mamattah is in charge of the Organization for Adult Education in Ghana.

Reports on the progress of Toastmasters International during the past year and plans for the future were given by President Spangler, Dr. Ralph C. Smedley, founder, and Executive Director Forley.

The top ten clubs in the Club Achievement Awards competition were announced by International Director Joseph Ellis, chairman of the District-Club Operations Committee. (See box.)

Voting got underway Thursday afternoon with the proposed amendments to the International bylaws as the first order of business. The two dollar increase in per capita dues and the one dollar building assessment were quickly approved by the delegates. The building assessment will retire the mortgage on the new World Headquarters and will be automatically dropped

from the dues at the end of four years.

A spirited election for officers and directors followed the voting on the amendments. Mayor Alex P. Smekta of Rochester, Minn., was elected president. Other officers elected were Paris Jackson of Temple City (Calif.) Toastmasters Club 554-F, senior vice president; Charles C. Mohr of Anthony Wayne Toastmasters Club 1380-28 (Toledo, Ohio), vice president for education, and John B. Miller of East Story County Toastmasters Club 504-19 (Nevada, Iowa), vice president for organization.

Directors elected were John H. Lee, Strato Speakers Club 1990-2 (Seattle, Wash.); Robert L. Knotts, Lockheed El Dorado Club 2529-4 (Sunnyvale, Calif.); Richard F. Martin, Omaha Traffic Club Yawn Patrol Toastmasters 1852-24 (Omaha, Neb.); Norval A. Anderson, Paul Bunyan Club 922-6 (Brainerd, Minn.); Ralph E. Howland, Oconomowoc Club 834-35 and

Oconomowoc Breakfast Club 3569-35 (Oconomowoc, Wis.); Russell N. Carey, Niles Club 1709-11 (Niles, Mich.); George J. Flannery, Jr., Philadelphia's First Club 541-38 (Philadelphia, Pa.), and Luther R. Gower, Congaree Club 1375-58 and Seven A.M. Club 3391-58 (Columbia, S. Car.).

The official election tabulation for contested offices was:

Senior Vice President

Paris Jackson3369
Joseph Ellis1025

Vice President for Education

Charles C. Mohr.....3431
Carl Sanders 960

Vice President for Organization

John B. Miller2961
Charles S. Swan1361

For Director, Region II

Robert L. Knotts3293
George F. Kaufmes.....1089

For Director, Region III

Richard F. Martin3862
Louis E. Tompkins 520

For Director, Region VI

Russell N. Carey2941
LaRue Thurston1441

For Director, Region VII

George J. Flannery, Jr...3125
John P. Gallant1257

Special Activities

While Toastmasters were meeting for the opening ceremonies, the ladies were attending a coffee hour with the president's wife, Mrs. Frank Spangler. At the same time, sons and daughters of Toastmasters were occu-

ried at the Coke bar, TV, record player, and ping pong table in the Teen-Age Center. A sign made by the youngsters and hung outside their room announced "Adults Not Appreciated."

Between sessions, the delegates filled the educational and public relations exhibit rooms. In the lobby Toastmasters and hotel guests were greeted by scale models of the Mercury and Gemini space vehicles provided by McDonnell Aircraft. The models were a salute to the four Toastmasters who are assigned to the astronaut program.

After a busy and exciting day more than 800 Toastmasters and their families boarded the S. S. ADMIRAL for a three-and-one-half hour relaxing moonlight cruise down the Mississippi.

Educational Sessions

Educational sessions got underway Friday morning with Capt. Frank A. Manson of the Navy's Information Department as the keynote speaker. Captain Manson ably filled the assignment originally scheduled for Vice Adm. John S. McCain, Jr., who was unable to attend. Speaking on "How To Persuade," Captain Manson described techniques for winning support for ideas and projects.

Sharing the platform with Captain Manson at the opening educational session was Robert Johnson, lieutenant governor of



The newly-elected Board of Directors of Toastmasters International for 1963-64.

Founders District, who told how the Hughes Aircraft Company is "Integrating Toastmasters Into Management."

Themes for the two workshop sessions following the first general educational session were "Leadership and Management" and "Speech and Self-Improvement."

The "Leadership and Management" workshop under the direction of International Director Stanley Ditchfield included talks on "The Psychology of Leadership" by J. O. Grantham, past director, Toastmasters International; "How to Manage a Meeting" by Roy R. Cunningham, Sharpstown Club 2243-56 (Houston, Texas) and "How To Stimulate Member Enthusiasm" by Cleve L. Campbell, past governor, District 46.

International Director Howard Flanigan conducted the workshop on "Speech and Self-Improvement." Subjects covered were "How To Achieve Self-Confidence and Poise" by Dean

Berkley, Club 482-11 (Bloomington, Ind.); "The Queen's English" by A. R. D. Robertson, past governor, District 21 (Victoria, B.C.), and "How To Use Humor In a Serious Speech" by Clark Crouch, past senior lieutenant governor, District 33 (Richland, Wash.).

"Television, 1963" was the subject for the general educational session Friday afternoon. Presenting a demonstration of modern television techniques and offering suggestions on how Toastmasters could make use of television were Mark Russell, executive producer, and Bob Miller, director, both of KMOX-TV, St. Louis.

Afternoon workshops covered "Development of New Educational Materials" and "A Lifetime Learning Program."

International Director Dr. Ivan J. Shields conducted the workshop on new educational materials with presentations on "The New Advanced Training Manuals" by International Director

Lothar Salin, and "The New Club Achievement Manual" by Col. Van H. Tanner, lieutenant governor, District 57 (Hamilton AFB, Calif.).

The workshop on "A Lifetime Learning Program" was presented by International Director D. H. Wheeler and included "The Reading Plan: How to Prepare Talks and Book Reports" by Derick D. Schermerhorn, Knickerbocker Club 137-46 (Montclair, N. J.); "The Speakers Bureau: How To Expand Your Speech Horizons" by Watson Andrews, past lieutenant governor, District 36 (Washington, D.C.) and "The Lifetime Learning Process" by International Director L. Kenneth Wright.

Fellowship Luncheon

A capacity audience attended the Fellowship Luncheon Thursday noon to hear D. V. Duncan, past president of the Territorial Council of Australia, and Earl Nightingale, national authority on human motivation. Duncan described the vast distances separating Toastmasters clubs on the Australian continent, but he spoke with optimism as he reported on 21 active clubs and 25 clubs currently being organized.

Nightingale, who is heard daily on more than 120 radio stations from coast to coast, proved to be one of the most popular speakers at the three-day convention. Pointing out that Toastmasters are above

average because they actively seek self-improvement, he urged them to assume the role of leadership by breaking the bounds of conformity. Stating that the average American spends 6.4 hours daily in front of his television set, Nightingale suggested cutting the time to 5.4 hours. If a man would spend this extra hour in studying his job or profession, Nightingale said he would be certain to advance his career.

President's Banquet

To the strains of "Hey, Look Me Over," officers and directors, led by Dr. Smedley and accompanied by their ladies, made a colorful procession as they marched to the head tables at the President's Banquet Friday night.

During the banquet program, a handsome scroll was presented to Toastmasters International by Dr. Wendell C. Scott, president-elect of the American Cancer Society. The scroll was in appreciation for the efforts of hundreds of Toastmasters who have volunteered to speak on behalf of the Society's public information program.

The Golden Gavel, Toastmasters' highest award, was presented by outgoing president Frank Spangler to Dr. Ralph C. Smedley, founder of Toastmasters. Given for outstanding contributions in the field of communication, the Golden Gavel



Finalists at the International Speech Contest: Left to right, fourth place winner Jack Punter, Podium Club 2303-60 (Scarborough, Ont.); Donald H. Myers, Hayworth Club 193-22 (Wichita, Kan.); second place winner James J. Duyn, Club 2124-57 (Emeryville, Calif.); Keith E. Walker, Hi-Noon Club 2979-54 (Rockford, Ill.); William G. Moss, Sea-Ren Club 1994-2 (Renton, Wash.); third place winner Ben Hogan, Black Hawk Club 444-19 (Waterloo, Iowa); John W. Van Valkenburg, River Raisin Club 1551-28 (Adrian, Mich.), and first place winner Larry D. Beitel, Mercury Club 2864-37 (Winston-Salem, N. Car.).

has previously been awarded to Dr. Frank C. Baxter, Attorney Joseph Welch, and Reed Harris, executive assistant to Edward R. Murrow, director of the United States Information Agency.

Immediate Past President Herman E. Hoche discharged the outgoing officers and directors and installed the new board in an impressive ceremony.

Featured speaker at the President's Banquet was Quentin Reynolds, author, editor, correspondent and commentator. Speaking on the subject "Who Reads Anymore?," Reynolds deplored the current lack of taste in literature and associated arts. The Toastmasters Reading Plan, Reynolds said, was an encouraging sign, but he was dismayed at the rising circulation of sensational magazines and novels. He expressed the belief that bad taste will always be with us, but

that Toastmasters and others seeking self-improvement can rise above the norm by being highly selective in their choice of reading material.

Breakfast With The Founder

More than 500 delegates were up early Saturday morning for the traditional Breakfast With The Founder. Beyond Basic Training Certificates were presented by Dr. Smedley. Preston J. Talbot, Martin Club 2044-36 (Baltimore, Md.), offered the response to Dr. Smedley's presentation. Other speakers were Roy Thruston, Big Spring (Texas) Club 413-44, who spoke on the subject, "A Teacher Looks at Toastmasters Training," and Dr. J. Calvin Wenger, Lancaster (Pa.) Club 1723-38, who gave "A Report on Experience."

The Old Timers Luncheon Saturday noon, found many former International officers and di-

CLUB ACHIEVEMENT AWARD WINNERS

For the second year in a row, the first place winner in the Club Achievement Awards Contest was Anthony Wayne Club 1380-28 (Toledo, Ohio). The 1963 competition marked the fourth consecutive year that O.T.C. Yawn Patrol Club 1852-24 (Omaha, Neb.) has placed in the top ten clubs. Two 1963 winners — St. Clair Club 496-8 (Belleville, Ill.) and Las Cruces (N. Mex.) Club 1938-23—were also among the top ten clubs in 1962 and 1961. District 8 led all other districts with four winners.

The ten outstanding clubs in Toastmasters International in the 1963 Club Achievement Awards Contest were:

- Anthony Wayne Club 1380-28 (Toledo, Ohio)**
- St. Clair Club 496-8 (Belleville, Ill.)**
- Las Cruces (N. Mex.) Club 1938-23**
- Omaha Traffic Club Yawn Patrol 1852-24 (Omaha, Neb.)**
- Sunrise Club 74-3 (Phoenix, Ariz.)**
- Lincoln-Douglas Club 51-8 (Springfield, Ill.)**
- Tinker Club 1362-16 (Midwest City, Okla.)**
- East St. Louis (Ill.) Club 845-8**
- Mt. Helix Club 126-5 (La Mesa, Calif.)**
- Plus Factor Club 1229-8 (St. Louis, Mo.)**

rectors meeting informally to renew friendships and revive memories of their earlier days in Toastmasters.

International Speech Contest

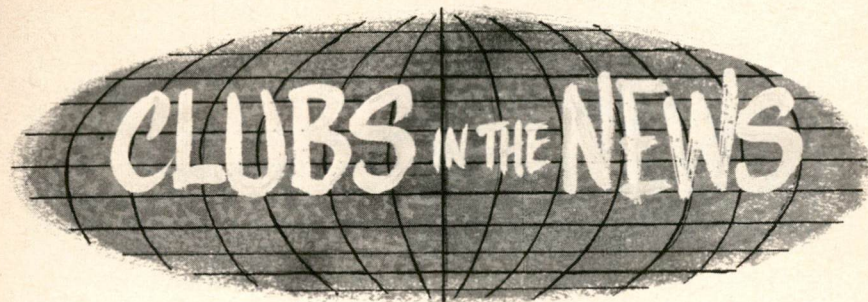
Winner of the International Speech Contest was Larry D. Beitel, Mercury Club 2864-37 (Winston-Salem, N. Car.). Beitel's subject was "Cuban Blackmail and Ransom." Second place honors went to James J. Duyn, Emeryville (Calif.) Club 2124-57, whose subject was "What Are Your Labels?" Ben Hogan, Black Hawk Club 444-19 (Waterloo, Iowa), placed third with a speech on "Youth." "French Without Tears" was the subject for fourth place honors won by W. Jack Punter, Podium Club 2303-60

Scarborough, Ontario).

Runners up in the International Speech Contest were William G. Moss, Sea-Ren Club 1994-2 (Renton, Wash.); Donald H. Myers, Hayworth Club 193-22 (Wichita, Kan.); John W. Van Valkenburg, River Raisin Club 1551-28 (Adrian, Mich.) and Keith E. Walker, Hi-Noon Club 2979-54 (Rockford, Ill.).

International Director William B. Gobel conducted the contest and interviewed the contestants.

At the final session, Glenn W. McQuillan, governor, District 26, issued an invitation to all Toastmasters and their families to attend the 33rd annual convention of Toastmasters International at Denver, Col., Aug. 27-29, 1964. ♦



Banner Causes Furor

AGOISSI Club 3500-40, newest addition to Toastmasters clubs of Columbus, Ohio, was moderately startled to say the least, at the unveiling of the new club banner. The unique but not quite acceptable spelling of Ohio provoked president Richard Allinson (picture, right) to take understandable action on Secretary John Del Cecato.

The error has now been acknowledged by the manufacturer, but the battered secretary is in no condition to return the banner, so the club has voted to keep it as a conversation piece.

AGOISSI (A Group Of Individuals Seeking Self Improvement) was organized by members of the Defense Construction Supply Center and the U.S. Army Mobility Support Center.

AGOISSI Club 3500-40
Columbus, Ohio

High School Contest Sponsored

It is not unusual for a Toastmasters club to sponsor a speech contest for high school students, but Templers Toastmasters 2576-50 of Los Angeles, Calif., recently went all out in setting up a semi-annual contest for the graduating seniors of Fairfax High School. The first contest has already been held, and enthusiasm is high for the



Club banner provokes disciplinary action.

next one; the Toastmasters trophy is proving excellent stimulation toward better speaking.

The contest was the brain child of Club President Al Mayo, a Fairfax graduate. Toastmaster Mayo was recently the recipient of a signal honor when KCOP-TV program director M. Roller heard his speech before a civic organization. Mayo was requested to present a complete Toastmasters meeting over TV, taking all parts — invocation, toastmaster, table topics, speaker and evaluator. The presentation was taped for airing on September 25 as part of the station's educational program.

Templers Club 2576-50
Los Angeles, Calif.



Members of newly-organized "Governors Club of District 6" pose after meeting.

District Governors Club

District 6 (Minnesota) now has a new organization, The Governors Club of District Six. It is composed entirely of past district governors, 24 of whom are District 6 governors and two are governors from other districts now residing in District 6.

At the organizational meeting, Harry W. Mattison, governor of District 6 in 1938-40 and president of Toastmasters International during 1943-44, was elected president.

In addition to Mattison, the following members have also served TMI in high office: Tracy M. Jeffers as treasurer, Emil H. Nelson, Herman Hoche and George Benson as president, Helge G. Olson and Donald Ramseyer as directors. Alex P. Smekta is the newly-elected president of Toastmasters International and Norval A. Anderson this month starts his term as director.

Picture shows, first row, left to right: Helge G. Olson, Jack Pelinka, Norval A. Anderson, Tracy M. Jeffers, Harry W. Mattison, Max J. Perras, Herman Hoche, George Knowles.

Back row: Alex P. Smekta, Ed M. Thielen, George L. Conrad, Herman C. Goebel, Ed T. Brown, Emil H. Nelson, Lee A. Tallman, Alton C. Clark. Not pictured are: Lief Larson, George Benson, Thomas Hennessey,

Watt W. Welker, Ralph S. Lowe, Jule M. Waber, Ikel Benson, Del Smith, Bjarne Buan, Donald Ramseyer.

District 6
Minnesota

o o o

Past Presidents Banquet

The Navy-Civilian Club of Jacksonville, Florida, held a "Past Presidents Banquet" recently with 38 in attendance, including wives of the members and seven of the club's 12 past presidents. Also in attendance were District Governor Warren Price, Northern Division Governor Viggo Christiansen and Area Governor Mike Green. Past president pins were presented to Steve Walsh by Governor Price and to Lawton Green by Lieutenant Governor Christiansen. Area Governor Mike Green presented Toastmasters pins to two of the club's newest members, Tom Bradford and Bill Hunt.

Navy-Civilian Club 2366-47
Jacksonville, Fla.

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Teenagers Talk

Fifteen Rockland County teenagers were the guests of Rockland County Club 2652-46 of New City, N.Y., at a program designated as "Teenagers Night." Most of the teenagers were children of the members, and for many it was their first chance to see their fathers demonstrate poise and effectiveness while speaking in public. Teenagers were treated to a regular meeting and participated in the table topics conducted by James Shea.

Club members plan to continue this event each year, believing it an excellent investment in the club's future, according to Club President Thomas E. Stretton.

Rockland Club 2652-46
New City, N.Y.

BYLAWS AMENDMENTS MODIFY TMI FINANCIAL STRUCTURE

ANNUAL PER CAPITA payments were increased by \$3 as a result of amendments to the bylaws of Toastmasters International adopted by the delegates August 22, 1963, at the annual business meeting held during the St. Louis convention.

Beginning October, 1963, the total annual per capita payment will be \$10, payable \$5 semiannually in October and April. On the semi-annual basis \$2.75 will be allocated to administration of Toastmasters International, 50c will be allocated to accelerate payment for the World Headquarters building, \$1 will be available for district administration and 75c will be applied to *The Toastmaster* magazine subscription. At the end of four years the annual total of \$1 applied to the building obligation will expire automatically and the annual per capita fees will total only \$9.

The standard district constitution was amended to provide that the district shall not impose any financial obligation on any club.

The increases and related amendments were recommended by unanimous vote of the Board of Directors at its March, 1963, meeting because of the substantial increases in the price of supplies and materials, coupled with the cost of additional services and supplies provided over the past 20 years, during which time there had been no commensurate increase in membership fees.

In his article "Proposals for Progress" (*The Toastmaster*, June, 1963) past International President Frank Spangler pointed out that participation in Toastmasters costs each member approximately 3c per day. He asked, "Where else can you get so much for your money?" Nobody likes increased dues, but the overwhelming favorable vote for the amendment indicated that Toastmasters still consider their membership to be a good investment at a reasonable cost.

Each club will receive an official copy of the International and standard District Constitution and Bylaws as amended. Additional copies can be obtained at World Headquarters on request.

TOASTscripts



When a group of eight professional people representing eight South American countries arrived at Phoenix, Ariz., with little advance notice, the Los Amigos Bilingual Toastmasters Club was asked to entertain them. This they did. The visitors were invited to a club meeting, which included dinner and musical entertainment by the Trio Crystles, three musicians who donated their services.

The South Americans were greatly impressed and told their hosts that the meeting was the only gathering they had attended in the United States at which they had no need for their interpreter. As a result of the visitors' enthusiastic report to the State Department, the Los Amigos Bilingual Toastmasters were asked to repeat their performance for a second delegation from 10 South American nations which arrived in Phoenix in August.

This is a pretty good start for a club which wasn't even chartered at the time it was asked to play international host by the U. S. State Department.



The Colorado Wheat Administrative Committee, representing 21,000 wheat growers in the

state, has received the Presidential "E" award for its "success at creating new overseas markets for American farm products." It is the third agricultural organization in the nation to receive the award.

This may seem somewhat removed from Toastmasters except for one thing: J. W. C. Davis, committee chairman, and the other eight members of the committee, are all charter members of Denver's newly formed Quality Kernels Toastmasters Club 3650-26.



Toastmasters visiting Winston-Salem, N. Car., may get a good talking to from the new chief of police. He's out to get Toastmasters, but not the way a police officer usually goes after a wanted man. Winston-Salem's police chief, Justus M. Tucker, is out to get men into Toastmasters clubs. And as a member of Twin City Toastmasters Club 1356-37, he'll be happy to talk to any visiting Toastmasters.

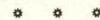
In a feature story by Ed Robins in the Winston-Salem Twin City Sentinel, Chief Tucker is described as a man who likes to talk to a group of people about subjects of mutual interest.

Robins quotes Chief Tucker as saying, "I prefer to speak on subjects which make me think, and my audience too, even if it's controversial." The new chief believes that his membership in Toastmasters has helped him considerably and will continue to do so. "I have every intention of staying with it," he says.

The chief told reporter Robins that in the past he has made it an almost ironclad rule not to talk about law enforcement. "It would tend to make me lazy to talk on something which requires no research."

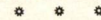
Now that he's chief of police, things have changed. His ability to talk to large groups will serve a special purpose. "My objective," he says, "is that when I do speak on police matters, I can do a more acceptable job. All of us in the Police Department are going to try to get closer to the people. I hope my speaking ability will help."

Toastmasters International salutes Winston-Salem's new chief of police, Toastmaster Justus M. Tucker.



Recently San Francisco was host to the Elks Convention. The members of Chinatown Toastmasters Club 2296-4 thought it would be an appropriate time to advertise their club, so they hung their club banner outside their meeting place. Now, they're not accusing the visiting Elks, but

all they know is that the banner disappeared during the convention. The club is offering a \$5 reward with no questions asked. This ghastly crime poses a question: Where would you unload a "hot" Toastmasters banner?



CONGRATULATIONS: To Past International Director John M. Lamparter, charter member of Indianapolis Club 385-11 and Frank H. Sparks Club 2000-11 (Indianapolis, Ind.). The St. Louis convention marked the 16th consecutive Toastmasters International convention for Lamparter. Can anyone beat that record?

To J. W. McEvay, past governor, District 21, who, with his brother, was featured in a recent issue of *The American Dry-cleaner*. The article gave credit to McEvay's Toastmasters training for much of his public relations success in the drycleaning business.

To Fritz Herring of Powderhorn-Laymen Club 205-6 (Minneapolis, Minn.) for being named the 1962 Sales Champion for the Mayflower Warehousemen's Association. During the selling competition, Herring, a past area governor, announced to all the candidates and officials that he was a Toastmaster and that it was his Toastmasters training which gave him the courage, stamina and initiative to enter the contest. ♦

Trying to become a better Toastmaster? Then consider these . . .

Eight Capsules of Wisdom

By WALT REYNOLDS

DO YOU HAVE a habit of jotting down, on a stray piece of paper like the back of an envelope, thoughts you want to remember, things of importance? Then do you put it in the upper inside pocket of your suit coat?

Gordon Dean, past chairman of the Atomic Energy Commission, did. After he was killed in a plane crash in August of 1958, rescuers found on his body an envelope, on the back of which were scrawled eight thoughts under the heading "Lessons Learned."

I find these ideas so outstanding that I have named them "capsules of wisdom." Each one of them can be applied to Toastmasters International, its members, and the theory and principles behind our great organization. If you apply these ideas, they will make better Toastmasters out of you.

First: "Never lose your capacity for enthusiasm." We all know the importance of enthusiasm in Toastmasters. If our speeches lack it, and if the tasks we undertake lack it, our performances suffer.

Second: "Never lose your capacity for indignation." A true Toastmaster never becomes com-

placent enough to tolerate slipshod, careless, plan-less performance. He does not allow it in his own work, and when he sees it occur in his club, he points it out in a tactful but firm evaluation.

Third: "Never judge people. Don't type them too quickly, but in a pinch always first assume that a man is good and that at worst he is in the gray area between good and bad." Have you ever judged a new member after one or two speeches and felt, deep down, that he would never make it as a speaker? Then found, after several more assignments, that he is turning out to be a good speaker? You see, you judged him too soon.

Fourth: "If you can't be generous when it's hard, you won't when it's easy." When you are evaluating a member who is making his first or second speech, you should be easier on him than if you were criticizing a member who is making his 10th or 11th speech. The member who is just starting is having the more difficult time. He doesn't have the poise yet, he doesn't have the confidence; he cannot formulate his ideas as quickly or as well as the older member. Many

times a club has lost a good potential member when evaluators have been too harsh with him at the beginning.

Fifth: "The greatest builder of confidence is the ability to do something—almost anything—well." If you have a task to do in Toastmasters, perform it to the best of your ability. When you find that you are able to do a variety of jobs and do them well, you will certainly gain self confidence.

Sixth: "When that confidence comes, then strive for humility; you aren't as good as all that." If you should happen to win a few best speakers cups when you first become a member of the club, please don't get the silly idea that you don't need to bother carefully preparing any future speeches. You may just have been lucky and never had a really strict evaluator! If you still feel you are better than the rest of the members in your club, try going outside. Participate in an interclub speech exchange program, where you will speak before a strange Toastmasters club. There the evaluator won't know you, and if your performance is not up to par, he will certainly tell you so—to your benefit.

Seventh: "The way to become

truly useful is to seek the best that other brains have to offer. Use them to supplement your own, and give credit to them when they have helped." If you feel that at the moment you are not contributing anything to your club, why not visit other clubs, or attend the two educational seminars, the conferences of your district, held each year? There you will have the chance to exchange ideas with members from other clubs. This will give you the opportunity to suggest using them in your club, and seeing if they will work. If you are a club officer, naturally you will attend the officers training session in your area as well as the two district conferences.

Eighth: "The greatest tragedies in the world and personal events stem from misunderstandings. Answer: Communicate." Here, I submit, is the reason you and I joined Toastmasters—to learn to communicate.

By applying the principles of the other seven capsules of wisdom we can't help but become better communicators, and thereby better Toastmasters. ♦

☆ ☆ ☆

Walt Reynolds is past president of Baltimore (Md.) Toastmasters 1457-36 and has held many offices in his district, including that of club achievement director and lieutenant governor.

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)

In the June issue of THE TOASTMASTER magazine, I was interested in reading a letter from the past president of Hong Kong Toastmasters Club 2787-U, regarding the few visitors they receive from the United States.

It was my pleasure to attend a meeting of Victoria Toastmasters Club 2787-U in Hong Kong, when my wife and I were on our tour of the world.

I was particularly impressed with the hospitality extended to Mrs. Waldhorn and myself by the officers and members of this club. I was equally impressed with the excellent quality of the meeting, and the number of fine speeches made by their members, as they followed to the letter the regulations of Toastmasters International. I spoke with each of the members present, and felt just as much at home there as at my own club in Fulton, New York, although the members represented almost every country of Europe and Asia. It was more like attending a meeting of the United Nations than a Toastmasters club.

Through this letter, I would like to extend my appreciation to the Victoria Club for the gracious and hospitable treatment we received. I have two pages of autographs of all the members present there, which I shall keep as a memento of our visit to Hong Kong.

Joseph H. Waldhorn
Club 1515-34
Fulton, N.Y.

— — —
Toastmaster Rex Ross, president of Las Cruces Club 1938-23, said in his acceptance

speech that for his term of office he was proclaiming the six months to be "fun" months. "F" is for fellowship, "U" is for unity, "N" is for Club 1938 to be Number One in Toastmasters International. Furthermore, that Toastmaster Glenn Panlener will be the chairman of the competition as set forth in the March, 1963, issue of THE TOASTMASTER magazine in the article, "The Attendance Problem," by John B. Miller, on page 12. . . . We are off to a flying start and nothing but good can come from this competition.

I know of another club in a nearby city that was going to follow the article in the magazine but after several weeks the rules made by the members proved so complicated that the club moved to shelve the whole thing. Personally, I have yet to see a shelved motion brought out into the open later. It . . . is forgotten.

Keep the rules simple but keep the enthusiasm high! We in Club 1938-23 expect nothing but success from this project. We wish to thank Toastmaster Miller for the article and the excellent project he described.

B. H. Bobzien
Club 1938-23
Las Cruces, N.M.

— — —
How is the "Toastmaster Town of the Month" selected? I do not remember a town in District 37 (North Carolina) being featured in the last few years and could not find one in my old copies of THE TOASTMASTER.

We are proud of our activities here in

District 37 and . . . if we could assure them that a North Carolina town would be selected in the near future, I want to contact either the lieutenant governors or the area governors and ask them to have each of their clubs submit an entry suitable for use as "Town of the Month."

If the individual clubs will contact their Chambers of Commerce or their Jaycees as well as any other organizations for help in preparing their entry, they will have access to some very influential people in their community and an invaluable opportunity to tell them the story of Toastmasters . . .

W. R. Woolfolk
Public Relations
Chairman, Dist. 37
Greensboro, N.C.

(Clubs wishing to have their town as "Toastmaster Town of the Month" should submit several black and white glossy pictures suitable for the magazine cover, pertinent material concerning their community, and an account of the Toastmasters clubs and activities in the community. Although this feature is scheduled well in advance, applications are welcome for late 1964. ED.)

— — —
Twenty-four months ago, had some one asked me to give a speech to a group of people, no matter how small the group might have been, I would not have been able to do so. But then a miracle happened. I was introduced to Toastmasters. The training I have received since becoming a Toastmaster has been a tremendous help to me. As a result of this training, I am now able to think clearer, listen more attentively, and converse more intelligently.

Not only has Toastmasters helped me in my everyday life, but in my church activities as well. I am a minister. I have found that as the educational level of the popu-

lation rises, more and more people are becoming dissatisfied with that "ol' time religion" and its excessive emotionalism. People are looking for a faith that will touch their minds and their wills as well as their feelings. Hence the need for an educated ministry increases, and this is where the training one can get in a Toastmasters club comes in handy. There are so many people who have warehouses but no delivery trucks—in common words, there are people who have a storehouse of ideas, but are not able to put these ideas across to the public.

Recently I completed all of the assigned projects in the Basic Training Manual and was awarded a Certificate of Merit for this accomplishment. I am very proud of this and plan to continue my training in Beyond Basic Training.

I would like to encourage every man who is sincerely interested in self improvement to become a member of a Toastmasters club.

H. K. Matthews
Past President, Club 3397-29
Pensacola, Fla.

— — —
At one of our recent meetings a suggestion was made that we request you to insert in THE TOASTMASTER magazine a notice to the effect that any Toastmaster would be most welcome at our club meetings. Our invitation would extend mainly to Toastmasters visiting this country from overseas. We feel that we could give any such visitor the opportunity of meeting members of Club 2163. By so doing visitors would gain an insight into the type of people in this country and our way of life, apart from which he would gain from the hospitality for which we in this country are well known.

K. P. Hollis
Secretary, Club 2163-U
Johannesburg, South Africa



JUST IN JEST

A modern child is one who, on hearing the story of Cinderella for the first time, asks: "When that pumpkin turns into a golden coach, is it straight income or capital gain?"

An old-timer is one who had to suffer for his own sins instead of blaming them on his parents.

— Quote

The nurse entered the professor's room and said softly, "It's a boy, sir."

The professor looked up from his work. "Well," he snapped, "and what does he want?"

V.A. Administration official Tim Larkin tells this one:

He was driving along a highway when he came to a woman who was out of her car and looking helplessly at a flat tire. Larkin stopped and offered to help her. She agreed happily, and Larkin asked, "What kind of jack do you have?"

The woman thought for a moment. "Would five dollars be enough?" she asked.

When a man has money to burn, you can be sure somebody is always going to hand him a match.

Man's oldest fallout problem — baldness.

In the U. S. today, the farmer is the only man who can lose money every year, live well, educate his children, and then die rich.

Said one Watusi to the other Watusi: "I can't recall the name, but the nose has a familiar ring."

The modern college president has three important problems — salaries for the professors, football for the alumni, and parking space for the students.

One night, at a gathering, elder statesman Bernard Baruch was seated next to a bore who was monopolizing the conversation.

"Why don't you change your seat?" suggested another guest. "You know what a dreadful bore he is."

"I know," smiled Baruch, pointing to his hearing aid. "I haven't tuned in on him for years!"

— Quote

A teen-age daughter was giving a twist party. Her 80-year-old grandfather, visiting from his home in the West, solemnly watched the gyrations.

"Well," he remarked as he took a long pull on his pipe, "if that don't bring rain, nothin' will!"

Smithers announced to the boys at the office that he had started keeping bees as a hobby.

"Say, how do you like keeping bees?" a co-worker asked some time later.

"Just fine," replied Smithers happily. "We haven't had much honey but the bees have stung my brother-in-law several times."

Our club found the answer to...

The Attendance Problem

By JOHN B. MILLER



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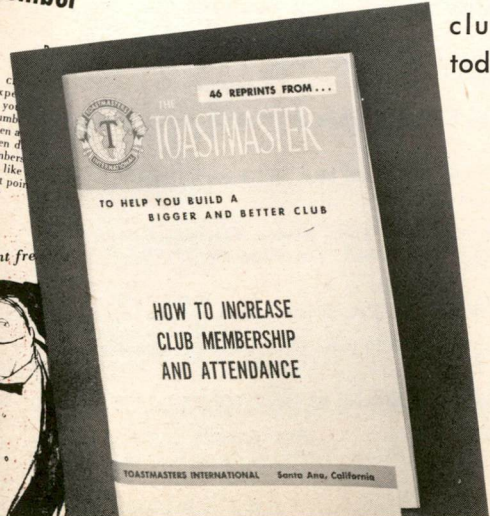
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(As of Sept. 15, 1963)

- 152- 5 SAN MARCOS, California, *San Marcos Speak-Easies*, Tues., 7:30 p.m., Palomar Junior College.
- 854-31 CRANSTON, Rhode Island, *Rhode Island Credit Union*, 2nd & 4th Thurs., Lindy's Diner, Reservoir Avenue.
- 1553-38 JOHNSVILLE, Pennsylvania, *N.A.D.C.*, Tues., 11:30 a.m., Naval Air Development Center.
- 2332-11 PLAINFIELD, Indiana, *PIN*, Tues., 5 p.m., Public Service Company of Indiana, Inc., Auditorium, 1000 East Main Street.
- 2342-58 ORANGEBURG, South Carolina, *Orangeburg*, 1st & 3rd Tues., 7:30 p.m., Berry's.
- 2780-33 OTHELLO, Washington, *Town-Site Talkers*, Thurs., 8:30 p.m., Freddie's Cafe.
- 3115-66 MARTINSVILLE, Virginia, *Martinsville*, 2nd & 4th Tues., 6:30 p.m., Lynwood Club.
- 3645- 3 GLENDALE, Arizona, *Luke Cactus*, Fri., 7 p.m., NCO Club, Luke Air Force Base.
- 3647-TCA HOBART, Tasmania, Australia, *Hobart*, alt. Thurs., 6 p.m., Hadley Hotel.
- 3648-65 ROCHESTER, New York, *Tape-Talkers*, alt. Wed., 6 p.m., Country House.
- 3649-52 CANOGA PARK, California, *Mach-Diamond*, 3 Wed. a month as scheduled, 6:30 p.m., Typhoon Restaurant.
- 3650-26 DENVER, Colorado, *Quality Kernels*, 2nd Thurs., 6:30 p.m., Albany Hotel.
- 3651-47 TALLAHASSEE, Florida, *Early Bird*, Sat., 7:30 a.m., Tallahassee Dining Room.
- 3653-36 WASHINGTON, D.C., *Revenoers*, Tues., 1 p.m., Internal Revenue Building.
- 3655-TCBI WORCESTERSHIRE, England, *Halesowen*, alt. Mon., 7:30 p.m., Woodman Hotel, Clent.
- 3657-36 WASHINGTON, D.C., *National Taxmasters*, Thurs., 1 p.m., Internal Revenue Building, 10th & Pa. Ave. NW.
- 1389-U ST. JOHN'S, Newfoundland, Canada, *Caribou*, alt. Wed., 8 p.m., Newfoundland Hotel.
- 1516-F COSTA MESA, Calif., *Servonic*, 2nd & 4th Mon., 6:30 p.m., Coral Reef Motel, Costa Mesa.
- 1620-56 BRYAN, Texas, *Bryan-College Station*, Tues., 7 p.m., Clayton's Restaurant.
- 2180-U SAN FERNANDO, Pampanga, Philippines, *San Fernando (P)*, Sun., 6 p.m., Boy Scout Hdqtrs.
- 2226-15 SALMON, Idaho, *Salmon River Area*, Fri., 6 a.m., Wally's Cafe.
- 3118-67 KODIAK, Alaska, *Alaskans*, Thurs., 7:30 p.m., Chief Petty Officer's Club, U. S. Naval Station.
- 3176-56 LAREDO, Texas, *Toastmasters of Laredo*, alt. Mon. 7:30 p.m., El Matador Room, Sands Motor Hotel.
- 3565-27 PATTERSON, California, *Westside*, Mon., 7:30 p.m., Patterson High School.

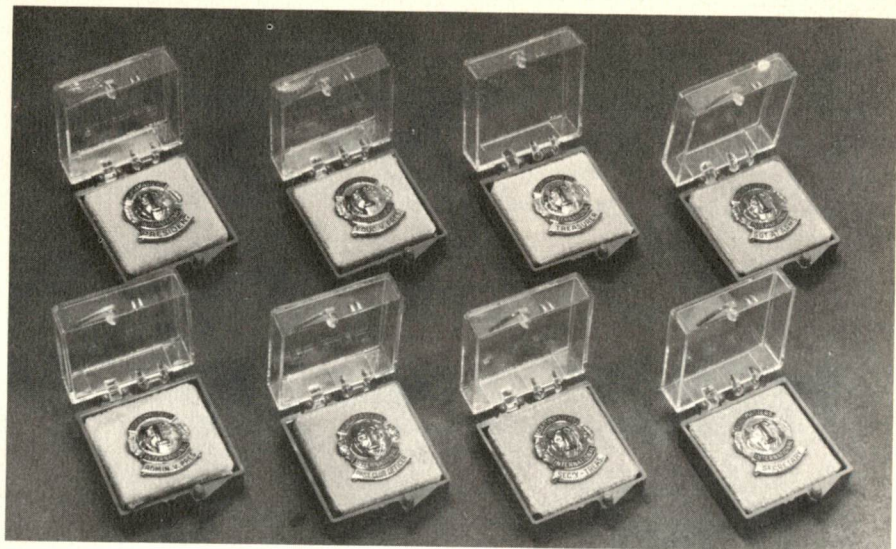
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