

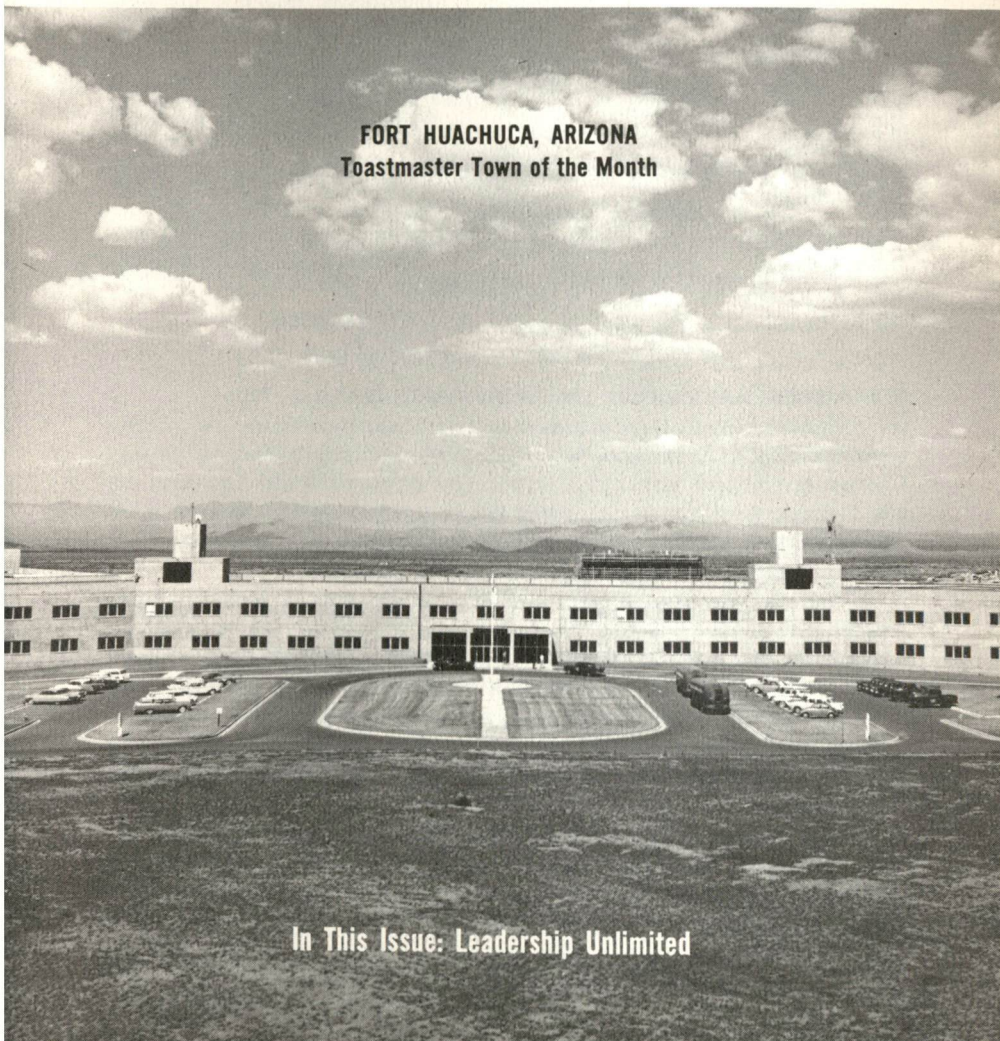


NOVEMBER, 1964

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

FORT HUACHUCA, ARIZONA  
Toastmaster Town of the Month



In This Issue: Leadership Unlimited

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. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3800 clubs in 50 countries and territories throughout the free world.

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.

# The TOASTMASTER

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For Better Listening—Thinking—Speaking

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# Leadership Unlimited

By PARIS S. JACKSON

MANY MONTHS AGO, I served as a judge at a high school speech contest sponsored by one of the local service clubs. Reflecting on the experience, I asked myself why Toastmasters often end up as judges at contests sponsored by other organizations when Toastmasters themselves have the talent and experience to provide this type of service directly to the youth of our communities.

The incident intensified my belief, shared by our founder, Dr. Ralph C. Smedley, and a growing number of our leaders, that we must finally and emphatically disassociate ourselves from the false concept that we are a selfish organization — that we are interested only in helping ourselves. Unless we apply our skills to help others, we do not truly help ourselves as individuals or as an organization.

It is time we turned our thoughts and efforts towards cre-

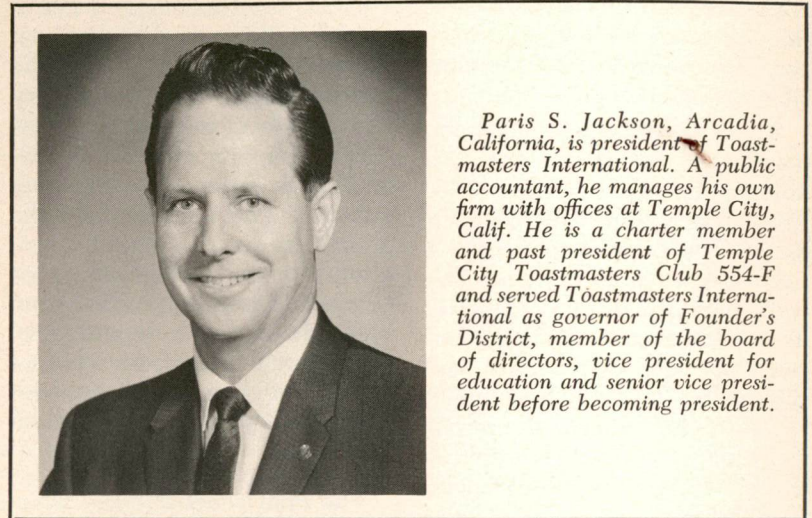
ating a favorable local, national and international image based upon the more mature, more constructive concept of self-improvement through service to others.

Shortly after judging the speech contest, I attended a Rotary Club meeting at which the Los Angeles Superintendent of Schools expressed his concern for the kind of world our youth will make. In his excellent talk, he quoted Edwin Markham:

“Why build these cities glorious  
If man unbuilted goes?”

In vain we build the world  
Unless the builder also grows.”

As individuals, on a local, voluntary, uncoordinated basis, Toastmasters have done much for others by making their skills available in activities of other organizations. Through our training, we provide thousands of community leaders each year for other organizations. Toastmasters rarely receives credit for the



Paris S. Jackson, Arcadia, California, is president of Toastmasters International. A public accountant, he manages his own firm with offices at Temple City, Calif. He is a charter member and past president of Temple City Toastmasters Club 554-F and served Toastmasters International as governor of Founder's District, member of the board of directors, vice president for education and senior vice president before becoming president.

rich resources of leadership it makes available to others. We have worked by indirection.

Let us adopt a simple, direct and continuing project on which we can expend our united efforts. Such a project will be no burden on the clubs, but it will give Toastmasters a broader purpose and will create prestige for our own organization. Such a project will instill in the hearts and minds of our members a deep and sincere pride of belonging to an organization committed to building the future. The right project will give Toastmasters International the status, the recognition and respect it so richly deserves.

While I am firmly convinced that we must have a continuing service project that will be asso-

ciated with clubs in each community, I also believe that individual members should continue their involvement in any group or project of their choice. This, too, is one of our responsibilities as Toastmasters. We take pride in our responsibilities and achievements in providing leadership for other organizations. However, we must be identified as *an organization* so that our members, in turn, may take pride in their identity with us.

I have given substantial thought to the specific and continuing project which we, as an organization, should undertake. I believe our program should be something beyond the limited field of public speaking. As Dr. Smedley has often said, “Speech

is the means to the end, and not the end product itself; the art of communication is the stepping stone to leadership."

There is an urgent need for training in the art of leadership among the youth of the world. Toastmasters International is in an enviable position to meet that need because it has both the format and the talent. Unless we, as an organization, seize our opportunity, our own future will pass us by. We will have failed to learn the lessons of history, that men must give of themselves if they would get for themselves.

On this premise, I believe that our project should be in the field of Youth Leadership Training.

I have made a study of our Gavel Club operations in communities where it is being applied to the training of our youth. Although these are successful projects in isolated cases it would not be applicable to a national project due to the problems involved on the part of the sponsoring Toastmasters Clubs.

Being firmly convinced, however, that our project should be in the field of Youth Leadership Training, I believe that we should sponsor as a club project an "Annual Youth Leadership Training Course." If we have trained three quarters of a million men in the art of leadership, why shouldn't these same proven techniques apply to our youth.

I have been encouraged by the principal of our local high school who, in addition to being the current president of our Rotary Club, has been involved in Toastmasters for over 10 years in several clubs. In addition to being extremely enthusiastic about the Youth Leadership Training program proposed, he also said that he envisioned no opposition from high school speech departments. As a matter of fact, he felt that such a program would augment the speech program of any high school.

The final clincher came when I attended an open house at the junior high school attended by my daughter, Julie. Her home room teacher spent a great deal of time with the parents explaining that her major goal for the year was to teach her pupils to communicate. It was her sincere belief that their future success and happiness depended to a large degree upon this ability. She said she would much rather see a student get up and express himself even if the answer is wrong than remain seated due to a fear of self expression. Her theory is the same as ours in Toastmasters in that once an individual (child or adult) overcomes the fear of self expression and obtains the resulting self confidence whole new horizons open up and the world suddenly becomes a better place to live in.

I envision a course of from eight to 10 lessons following the training format of our Toastmasters Clubs. I also propose that we prepare a separate manual for this course entitled "Youth Leadership Training" and naturally, protect our copyrights wherever possible in the same manner as we have always protected the other Toastmaster publications.

Although it may have the all-important aspect of holding our older members I must admit that this is secondary in my recommendation that the club members actually conducting the course be members that have completed basic training. Since this course is not confined to speaking alone, I feel that our instructors should be well-rounded in the over-all format of the Toastmasters program. This is extremely important when we consider that a great deal of our prestige and image may depend upon how successfully these programs are conducted.

The cost of the course would be minimal and would include standard completion certificates for all students and trophies for various categories of achievement. I would also hope that the final meeting of each course would be a banquet-type affair with the parents in attendance at which time a small-scale Toastmasters program would be pre-

sented with a business session, table topics, prepared speeches as well as the other facets of our program including presentation of awards and certificates.

I also want to suggest that, although we desire to have a cross section of high school students in the program, we strive for a large percentage of those students who are in need of self-confidence and training in the art of communications. I see no end to the good we can accomplish by instilling in our youth the feeling of self confidence and knowledge of the fact that within every individual there is the latent power of leadership if it can be brought to the surface and put into practice. We have proven during the 40 years of our existence that this is true among adults and I will venture to say that it is even more important that this be taught to our youth as upon their shoulders will rest the future of the world.

In the final analysis it becomes quite apparent to me that we are the only organization with the format to handle such a program. I have yet to talk to a Toastmaster who would not welcome the opportunity and would not consider it an honor to participate in this important milestone of adopting an overall service objective for our organization.



DR. AND MRS. RALPH C. SMEDLEY  
60TH WEDDING ANNIVERSARY—OCTOBER 6, 1964



## Silence Is Not Golden

By KING VIDOR

**T**HERE IS NO ESCAPE! In this era, in this modern environment, this community in which we live, we must learn to think clearly and to speak convincingly. While standing as well as sitting, we must be able to contribute that part, represented by our own individuality, that is needed to make up the whole of humanity. No two of us expresses the true aspect of man in the same manner. Therefore, the true picture of mankind is not complete until all have spoken.

When I was beginning to make industrial films as a young man in Texas, I was given the opportunity to appear before a convention of manufacturers and present an idea for a documentary film. I didn't lose the job, I never even presented it. I simply couldn't rise to my full height and speak to the assembled group.

In the early years of my Hollywood career, I was engaged in making silent motion pictures. Directors in those days spoke principally in a combination of sounds and gestures like those of comic strip characters. Our minds were closed against the use of words in favor of gestures; vocabularies became obsolete. We lived in a comfortable little cocoon of silence, through the 1920's. What we couldn't say with action wasn't worth saying.

Then one day we awoke to find that motion pictures had begun to talk. If we film makers wanted to keep pace, we had to learn to talk with them. Strong regional accents had to be corrected. Can you imagine a director using a slurring Texas drawl while staging a dialogue scene with an actor like Ronald Colman who spoke with impeccable diction? It was a tough transition from our bla-bla-bla to reasonably cultured accents, but we made it.

Soon another hurdle appeared. We could easily speak to a few actors on a sound stage or a few executives in a front office, but with our new medium of articulation, Hollywood came into a new age of maturity: guilds, associations, committees, councils, charity groups, Academy boards, and with television-panel discussions, interviews and all the activities that go with the need for human communication.

On the average of once or twice a year, I was called upon to give a talk. The trepidation that preceded the occasion was never completely acceptable to me and the subsequent appraisal of results was never satisfactory. I rarely said what I wanted to say and the way I had presented my ideas was far from comforting. If we were to make good films, we would have to learn to make good talks about them.

The several talks that I had to deliver each year were given by a rank amateur. I didn't fully realize that one could develop a basic technique for painting a picture or directing a motion picture.

Then one day I learned about Toastmasters from an article in Readers' Digest. A business associate said he knew one of the members of a local club so we attended as guests. I was immediately aware that this was the sort of group I was looking for. It was gratifying to find thirty men, all of one mind, each pursuing the same goal.

But during the early weeks of my membership, I would climb the stairs to our meeting room, half audibly muttering phrases like: "chamber of horrors" and "Spanish inquisition." Still, I could blame no one but myself for forcing me to enter the extemporaneous difficulties of Table Topics.

I am happy to report that I

soon got over these feelings and now relish being called on for Table Topics and can enjoy my dinner right up to the moment of hearing my name called and rising to my feet.

Many organizations to which I have belonged demand that the individual submerge himself in the interest of the group. Although functioning as an organization, the success of Toastmasters is seen in the progress of the individual. The Toastmaster plan follows the pattern of the group, aiding the individual, not the other way around.

Not long ago I sat next to a switchtalker at our club who asked me: "Why would a fellow who had made so many internationally successful motion pictures want to be a member of Toastmasters?"

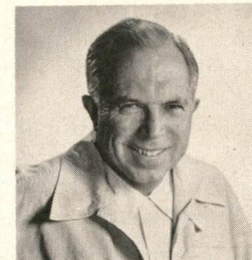
I replied that the answer was contained right in his question. In the past year and a half I have been invited to give talks in Paris, London, Berlin, Locarno, Edinburgh, New York, Michi-

gan, and Colorado. Because of my Toastmasters' training, I have accepted all the requests.

Our club, Associates 1042, is not a unilateral group in the usual sense. Its members work in many fields; electronics, insurance, Los Angeles Department of Streets and Highways, business management for film actors, foreign sales of American products, construction, real estate, stock brokerage, etc. In the course of a year's programming, we are taken on many adventures. It is indeed a rare privilege to be an active member.

I have nothing but gratitude to express for having discovered Toastmasters. I make it a rule never to miss a meeting when it is at all possible to attend. It seems to me most other engagements can be deferred or will occur again, but each Toastmasters club session missed means the neglect of a fruitful opportunity that will never knock on my door in quite the same way again.

*King Vidor began directing films several years before "talkies" and has been doing it ever since with unparalleled distinction. Among his many successes are "The Fountainhead," "Duel in The Sun," "H. M. Pulham, Esq.," and "War and Peace." He is a member of Associates Club 1042-50, Beverly Hills, Calif.*



# A Toastmaster Visits the

By JOHN McLACHLAN

LAST YEAR, I was one of a group of 44 newspeople from 22 states privileged to visit all eight Communist countries in Europe, except Albania, which is still "off limits."

We were invited to our embassies or legations and also were present at special press conferences with top-ranking officials of the countries visited. As a member of Toastmasters, I was interested in the way "foreign" conferences were conducted. First, there was a "briefing" period, then an opportunity for questions and answers. At the end of each session with the Central European authorities, we would naturally applaud the speaker, and he would always join enthusiastically in the applause!

Not always, but usually, conferences would be conducted through a translator. Often it was evident that the speaker understood English, but the device of using a translator gave him a

time advantage. In Bucharest, Rumania, one of our members used the phrase "until the cows come home." This completely baffled the bright young girl who acted as translator.

We had *our* troubles, too. In Bulgaria, the head motions are reversed; the Bulgarian shakes his head sideways for "yes," up and down for "no." In almost every group there is an individual who asks a question and then, either to show quick understanding or a desire to be affable, nods agreement with everything the speaker is saying in reply.

One of our members asked a question and the speaker (who used no translator) was answering with what he considered point-by-point factual information. The questioner was scribbling notes and, at the same time, nodding vigorously. The speaker stopped and in exasperation and said: "But sir, all that I am saying is absolutely factual!"

In Yugoslavia, I rather ad-

# Communists



mired the strategy of Marko Nicesic, Under-Secretary for Foreign Affairs. We had 45 minutes for questions and answers, and after 15 minutes of thorny questions, Mr. Nicesic looked at the clock and changed his tactics. He would listen to a question, dispose of it as rapidly as possible, then say: "Now, I will anticipate your next question." In this way, he was able to supply the answers to questions he wished to have asked. I will now use his method and "anticipate" a few questions.

First: You may wonder how it can be possible to obtain and maintain control in a nation where the percentage of Communist Party members is so low; for instance, in the Soviet Union, only 27 persons in every thousand belong to the party.

The answer is very simple. The Communists are the only organized group in all the Soviet Union. There are no lodges, no service clubs, no church organi-

zations, no organizations such as Toastmasters. In addition, the Communists control all the means of communication, television, radio, and press. In the editorial office of *Pravda*, we were blandly told: "*Pravda* started as an opposition paper; now, there is no end for an opposition newspaper."

Before I left the United States, I was somewhat irritated by people who had visited Russia and had to assure me: "Of course your hotel room will be 'bugged' and you must be careful what you say." I would ask, "How do you know your room was wire-tapped?" And I never got a satisfactory answer. Now, I anticipate that you might like my reaction on this matter. Well, I have no direct answer, but the following incident might throw a little light on the subject.

Two women, members of our party, were together in a room at the Ukraine Hotel, Moscow.

One had just finished transcribing her notes on a meeting. She said: "Now, here we are in what they tell us is the largest hotel in Europe, but I have no place to toss my notes . . . Wouldn't you think they'd have a wastebasket in the room?"

Nothing further on the subject was said, the women left the room to mail cards and letters. When they returned, surprise, surprise!—there in the room was a nice, shiny wastebasket.

Let me anticipate your next question: "What about restrictions on photographs?" My simple answer would be this: In Russia I took 155 color slides. Altogether in the Communist countries I took 700 color slides, so the restrictions could not be too binding.

No pictures are permitted from a plane in flight, and in Russia you must not photograph bridges, railroads, nor take pictures from a high building. In Leningrad, I noticed people looking out from the base of the dome of St. Isaac's Cathedral. I said to our guide: "Is it all right if I go up there?" She replied: "For you, yes, but not your camera."

In Moscow, our group attended a performance of the Obratsov Puppet Show. An

extremely stout man sat in a seat immediately in front of a woman in our group. She said to nobody in particular: "Well, I hope that big, fat Russian is in the wrong seat." The man turned and remarked pleasantly, "That's exactly what they say to me in New York."

During intermission we became acquainted. The stout, good-natured man was a professional photographer on assignment with Margaret Mead, who was preparing a book, *Family Life in Russia*. He told us that the previous week, while strolling along a street in Moscow, he took a picture of a crying child. Immediately, a woman—not the parent of the child—came out of a house, scolded

the photographer, and followed him until she was able to turn him over to a policeman. The photographer protested, called the American Embassy, but the matter was settled only when he surrendered the film.

Probably the Russians envisioned this picture being used in the United States to show the pathetic plight of Soviet children, or perhaps they thought the photographer got the desired effect by sticking the child with a pin. Anyway, the Russians are somewhat sensitive about pho-

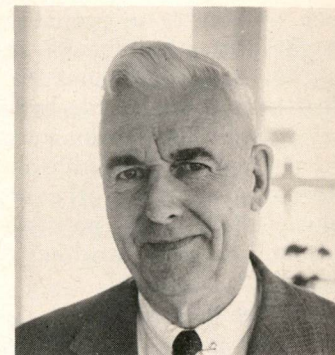


tography, and that picture was forbidden.

When I was in Santa Fe before making this trip, I visited the Ancient City Toastmasters Club, and was presented with a ballpoint pen, which I lost in Russia.

I hope it is now in possession of some Muscovite. How proud he will be — or maybe just puzzled — if he can get a translator to tell him that the wording on the barrel of the pen proclaims the owner to be a "Most Improved Toastmaster!"

*John McLachlan, now retired as publisher of the Sidney (N. Y.) Record-News, devotes most of his time to traveling and to writing and speaking about his travels. He is a member of Tri-Town Club 2862-34, Sidney, and runner-up in his region's 1961 speech contest.*



*"Let your speech be better than silence or be silent."  
Dionysius, The Elder, 430-376 B.C.*

*The only successful substitute for work is a miracle.*

*A moderate is a person who holds the same view you do, regardless of what it is.*

*Character: To have the same ailment the other person is describing and not mention it.*

*Danville (Va.) Commercial Appeal*



# PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

The immediate purpose of speech training is to prepare a man to face an audience and speak his thoughts without fear.

That is only one of the benefits of the training. It is his introduction to new phases of life and achievement, for it is the by-products which really pay dividends on the time and work invested.

## Self-Discovery

The first result of speech training is *self-discovery*.

The man finds that he has in his own mind information which is of interest to others. This discovery leads him into studies which help to develop a consciousness of abilities of which he may have been completely ignorant. He taps new resources as he shares his thoughts with other people. He begins to understand the meaning of the words: "Having ideas in your mind and not putting them into circulation is like having money in your pocket and not investing it. The potential value is there, but neither money nor ideas will buy anything until you put them

into trade."

## Self-Revelation

The second by-product is *self-revelation*.

As one speaks, he reveals himself to those who listen. They discover that he has ideas, ambitions, talents which are valuable. While he remained silent, they may have counted him a nit-wit, a dullard, a drudge. As he reveals himself through his good speech, they discover that he is intelligent, resourceful, inventive, discerning, creative in his thinking. He shows himself in a new light.

## Self-Advancement

This readily leads to the third by-product, which is *self-advancement*. His employer, or his customers or business associates find that he has capacities for leadership, or for service, and they choose him for promotion or advancement in whatever may be his line of work.

## Self-Control

Along with these three by-products come two others of inestimable value. One is *self-control*. The speaker has to learn

to command himself, to direct his thinking, to steady his nerves, to quiet his quaking knees. He must compel himself to do the thing he fears. He learns to control himself, for he who would direct or control others must first become master of himself.

## Personality Development

The other is *personality development* — the enlargement of life.

We grow through self-expression. Our characters are integrated as we put ourselves into our work. Speech is the most convenient and universally available means of self-expression; therefore, speech is a means for growth and development. It teaches us to get along with other people, one of the most important lessons of life. The earnest student of speech learns to adapt himself to his situation. He can avoid or prevent friction. He broadens the horizons of his life through study and speech. "If you would learn anything for yourself," said Horace Mann, "teach it to another," and the speaker is a teacher in that sense.

## Leadership

All these things tend to one end which is attractive to every normal man — *leadership*. Through developing skill in speech, men learn to know themselves, to control and direct their abilities, and to do more and better service for themselves and others. They are prepared to lead when leaders are needed.

If ability to make a speech were all that one gained through speech training, it would be eminently worthwhile, but when all these other benefits are added, as part of a career of life-long learning, the values are so great and attractive that no right-minded man should think of neglecting his opportunity to gain and grow in a Toastmasters Club.

\* \* \*

## MAKE YOUR OWN SPEECH

When your opportunity comes to make an after-eating speech, or any other talk in entertaining vein, consider what you would like to hear if you were listening, and then try to plan what to say that would please you.

The mechanical details of speech preparation are much the same in this type as in all others. It is a matter of choosing materials suited to the occasion, arranging them in effective order, and then presenting them in a natural, genial, friendly manner.

Listen to other speakers, and learn from their good points and from their weaknesses.

Plan to use short, easily understood words, when possible. Use words that suggest pictures and action, rather than abstractions. Avoid long, complicated sentences. Short, direct sentences are better than the long ones. And be sure to speak in the language that the listener understands. Translate your thoughts into his words.

With Toastmasters Help, You Can . . .

# Explain it Clearly

By ERNEST J. BUONOCORE

*(Editor's Note: The following article is reprinted in its entirety from the August, 1964 issue of The Journal of Accountancy. We believe you will find it appropriately "borrowed".)*

How many accountants recognize that their reputation as capable technicians and their influence as professional advisers depend to a very great extent on their ability to speak effectively, their choice of words, their diction, and their words, their poise and self-assurance, their diction, and their over-all speaking technique?

I am convinced there are very few. The CPA has been under considerable pressure in recent years to upgrade his level of competence. "Continuing education" and professional development"—both noble objectives—



have become synonymous with continued success. The educational process involves reading technical literature, attending seminars and, generally, is geared to the learning of new developments within the profession. But in many instances, the accountant absorbs this mountain of material only to find he is unable to translate effectively the information he has digested into language understandable to the layman. The knowledge then becomes useless.

On this point, Norman Cousins wrote in the June 8, 1963 issue of the *Saturday Review*:

"The area in which a poor education shows up first is in self-expression, oral or written. It makes little difference how many university courses or de-

grees a man may own. If he cannot use words to move an idea from one point to another, his education is incomplete. Taking in a fact is only part of the educational process. The ability to pass it along with reasonable clarity and even distinction is another. The business of assembling the right words, putting them down in proper sequence, enabling each one to pull its full weight in the conveyance of meaning—these are the essentials."

The CPA is often called upon to sell an idea, convince a tough audience or, for that matter, just contribute to an intelligent exchange of conversation. Which of the situations below apply to you?

The individual practitioner represents his client at a meeting with his client's banker to obtain additional financing for a growing business. He discusses his client's tax return with the Internal Revenue agent. He convinces his client of the proper presentation of unusual items in the financial statements.

Accountants in industry describe information at staff meetings to influence "buy or lease" decisions. They discuss projections with top management. They review cost and volume statistics with operation managers.

Staff men in public accounting are required to project the image

of the firm during all associations with the client's personnel. They participate in technical meetings. They serve on committees of their state society.

Internal auditors rely on the skillful choice of words to extract the desired information. They discuss their findings with management. They recommend corrective action.

Management services men convince their clients of the advantages of a revised office layout, the benefits of rerouting paper flow, the feasibility of a machine installation, or the re-assignment of responsibilities.

Technical ability in each of these situations is all important. Nonetheless, the key to success may prove to be the ability to project effectively—to transmit confidence.

One way in which the CPA can help himself in this respect is by participating in the program offered by Toastmasters International. A Toastmasters club offers each member an opportunity to improve his speaking ability through practice and constructive criticism. Participants learn new speaking techniques, gain experience in parliamentary procedure, and develop poise and self-assurance. Conscientious participation in a Toastmasters program will certainly go a long way to overcome the common problem of extreme nervousness when speaking be-

fore a group, with all its attendant "butterflies," perspiring palms, shaky voice, and lack of confidence.

Once a professional man recognizes the need for this type of training, he will easily overcome the other obstacles. Toastmasters clubs are located in every state of the union and welcome the opportunity to explain their objectives and methods to all who are interested.

I strongly urge the CPA to include development of self-expression as an integral part of his "continuing education."

(Following Mr. Buonocore's article, C.P.A. Marvin Stone, Editor of Practitioners Forum,

added this note:)

*May I add my fervent "amen" to Mr. Buonocore's well-expressed thoughts. Our firm has for many years insisted that all personnel join a Toastmasters Club, even if only for a few months. Many other firms place similar stress on the importance of developing skills in oral communication. To repeat my comments in the July 1964 Forum, communications are a CPA's business. Of what use is the CPA's knowledge and perception if he cannot communicate his ideas in a way which instills confidence in the listener, and impels him to act on the CPA's advice?*



### **SORRY, MR. BISHOP**

The October issue of THE TOASTMASTER carried the picture of International Speech Contest winner Anthony C. L. Bishop, left, with a caption having to do with miniature golf tournaments for Toastmasters' children at the Convention. The editors regret this mix-up and hasten to assure Mr. Bishop that it was an accident born of flustered activity and no harm intended.

## **FORT HUACHUCA, ARIZONA**

# **Toastmaster Town of the Month**



Fort Huachuca, in the southeastern corner of Arizona, is situated at the foot of the Huachuca Mountains at an altitude of about 4900 feet. It is 70 miles southeast of Tucson and 12 miles north of the Mexican border.

Greeley Hall, photographed above, is named for Brig. Gen. Adolphus W. Greeley, the Army's Chief Signal Officer at the turn of the century. Containing more than 400,000 square feet of floor space, the building houses administrative and some technical departments.

Fort Huachuca was established in 1877 with the triple mission of border patrol, keeping Apaches on the reservation, and protection of settlers in the area.

Today, under the command of Maj. Gen. Benjamin H. Pochyla, Ft. Huachuca plays a vital part in the nation's defense as the U. S. Army Electronic Proving Ground. Its mission is to test and evaluate electronic communication equipment and systems. Ultimate goal is to provide battlefield commanders maximum control through communication-electronic systems and to insure that only the best and least expensive equipment is provided to American soldiers.

Ft. Huachuca has two major test areas: the Surveillance System Test Facility, for testing airborne surveillance systems, and the Electromagnetic Environmental Test Facility, for testing electronic devices under battlefield conditions.

Total population of Ft. Huachuca during a normal workday is approximately 15,000. This includes 1800 civilian employees, about 5600 military personnel and some 7600 military dependents.

Ft. Huachuca's Weatherwise Toastmasters Club 2905-3 was organized in September, 1958, by military and civilian personnel of the Meteorology Department, hence its name. In the beginning, the club had 20 members. Now there are 28 active members, at least eight of whom have completed Basic Training and make regular BBT presentations. One Past President and BBT member, Lt. Col. Gerald T. Houglund, is now serving as Area Governor. New President Garland J. Marrs and his fellow officers were installed October 10.

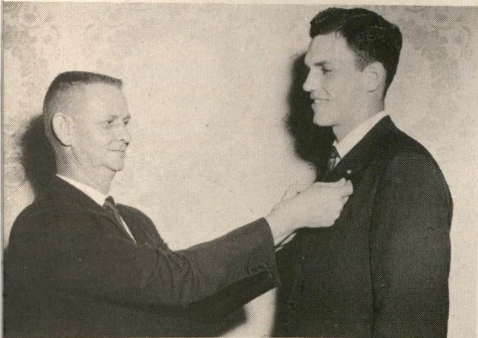
# CLUBS IN THE NEWS

## Texan's Texan

The first 18-year-old admitted to any TM club, as nearly as we can determine, is Gene Wilson, Ft. Worth, who was admitted September 8 to Wranglers Club 2103-25, Ft. Worth.

Gene's admission was made possible by enactment of an amendment to the By-laws at the TMI Convention in Denver in August.

A press release distributed by the



Gene Wilson, right, receives TM membership pin from Wranglers' Club President Leon Sturgeon.

Club noted: "It is fitting that Wilson receive this recognition as Toastmastering is not new to this young man." Gene has been instrumental in organizing several Gavel Clubs, including one that is reputed to have been the first 4-H Gavel Club in Texas and the nation. He served as president of that group. Not content, he plans to organize more!

Some further facts on this paragon

among men: organized the first Future Farmers of America (FFA) Gavel Club at Olney, Texas; won the Texas 4-H Club Public Speaking Contest last June at Texas A&M, competing against 22 district winners from all over the state; was an outstanding high school athlete, particularly in basketball (6'6", 220 lbs.); has maintained almost straight A's in his studies; and has been a leader in church activities. He has been an orphan since the age of five.

Gene gives Gavel Club training major credit for his speech accomplishments. Wranglers Club President Leon Sturgeon said the young man's enthusiasm in the self-improvement program will be a definite asset to the club. In fact, he added that some of the clubs "old timers" are probably going to have to look to their laurels.

**Wranglers Club 2103-25**  
Ft. Worth, Texas

## Off and Running

Among new clubs off to a fine start with sumptuous charter banquets are Legal and General Club 3773-U, Sydney, New South Wales, Australia; Manama Club 2916-U, Bahrain (in the Persian Gulf); and Yawn Patrol Club 3814-52, Los Angeles.

## Esprit de Corps Dept.

Victor Murrell, President of Lynwood (Calif.) Club 423-51, declares that more members attend meetings on rainy mornings than on sunny ones. No comment needed.



## Purvy's Banner

After many months of persuasive efforts, Farris C. (Purvy) Purivance, Past Governor of District 16, managed to talk Tinker Club 1326-16, Midwest City, Oklahoma, into buying a club banner. Club members, led by Administrative VP Ray Albertson, decided that since Purvy wanted a banner so much, he should have one. He was quite surprised at a recent Club meeting when ceremonies to unveil the new banner were preceded by a presentation of what he had been led to believe was the real McCoy. Albertson, at right, helps hold the special banner made by his wife and daughter as Purvy stands speechless—for the first time in the memory of Toastmasters who know him.

**Tinker Club 1326-16**  
Midwest City, Okla.

## 'ear! 'ear!

It was a field day for Anglophiles at the recent annual joint meeting of three Toastmaster clubs and one Toastmistress club at Offutt Air Force Base, Nebr. The pretended locale was London's Hyde Park corner as the four clubs gathered outdoors. Four contestants (one from each club) were to orate simultaneously from soapboxes, as is the custom at the park corner each Sunday, competing with each other in content, logic, style, and volume.

Props included packing crates for soapboxes, two sticks for Marble Arch, and a very unBritish sunny blue sky. Winner of the first round, on the topic, "The Beatles, Symptom of the '60's," was R.A.F. Squadron Leader Pat Cass, who denied any actual experience at Hyde Park. Subsequent rounds on other subjects were won by Mrs. Kenneth Moll of the Jetstream Toastmistress club, Lt. Barry Horton, and Bob Morris. The four winners then drew subjects for the finals and were given an hour to prepare five to seven-minute speeches.

After the finals, members voted for the winner. Col. Elkins Read, Jr., Offutt Base Commander, presented the victory plaque to Mr. Morris, who had spoken on the subject, "Hands".

Clubs participating were Jetstream Toastmistress Club; Offutt TM Club 1798-24; John C. Brockway Club 2393-24; and Ramrod Club 3369-24, all located on the Base.

**Offutt TM Club 1798-24**  
Offutt AFB, Neb.



The mighty assemblage of brass is in tribute to U.S. Navy Commander Ray Bohannon, second from right, for capturing the District 5 Westmoreland Memorial Speakers Trophy. The Commander is a member of San Luis Rey Club 1105, Camp Pendleton, Calif. Offering congratulations and admiring the prize are, from left: Navy Captain T. J. Canty, Commanding Officer, Naval Hospital, Camp Pendleton; Maj. Gen. J. C. Munn, Base Commanding Officer; Comdr. Bohannon; and Maj. Gen. W. T. Fairbourn, Commandant, First Marine Division.

### By The Seat of Their Pants?

Members of Sierra Club 135-27, Fresno, Calif., are divided into four warring camps, but only for speech contest purposes. Each speaker gives the best speech he can to pull his squadron up. Squadron? Yep; the teams are the Fokkers, the Spads, the Camels (those are airplanes?) and the Albatrosses. This flight of fancy seems to have "revved up" some real enthusiasm.

Sierra Club 135-27  
Fresno, Calif.

• • •

### "Skunk" Trip

Members of the four clubs in Area 9 of District 57 have completed their second annual "Skunk" trip. The "Skunk" is a narrow gauge railroad running through some spectacular mountains and tall timber in Northern California. On the forty-mile journey one encounters three tunnels, 44 trestles, huge clumps of rhododendron, and occasional stops to admire the view or let deer cross the track.



Members of the four clubs in Area 9, District 57, take a break during their second annual "Skunk" trip.

At Ft. Bragg, the western terminus, the Union Lumber Co. opened its museum of early lumbering and served coffee. On the eastern end, Willits (Calif.) Club 2515-57 entertained with a cookout meeting plus swimming, hiking, golf, and horseback riding.

Clubs participating were Marin, 890; Novato, 1712; Tamalpais, 1755; and Hamilton Defenders, 3579, which originated the idea.

Hamilton Defenders 3579  
Hamilton AFB, Calif.

### BE SURE TO...

get your Christmas order for TM jewelry in EARLY. consult your supply catalog for offerings and prices. include catalog item code number on all orders. allow four weeks for gifts that are to be engraved.

*He Makes His Point with...*

# Pictures And Words

By REVEREND CHARLES E. WOLFE

IF A PERSON DOES much Toastmastering, he is apt to be on the look-out for something different, for a new wrinkle that will make *this* evening just a bit more special than the last one or than the next one.

A year or so ago, I stumbled onto such a new wrinkle that has worked out very successfully for me. It is the use of cartoons, reproduced on large pieces of cardboard, worked in as the introduction or even to cover the main points of a speech.

We are accustomed to visual aids. Charts are standard procedure on many occasions. It is customary to tell jokes and describe cartoons. Why not add the visual impact to the auditory impact and use the actual cartoon? And then why not make it carry its own weight to advance your ideas, rather than just using it for a laugh and forgetting it?

The first time I employed this technique was in my church service on Sunday morning. I am pastor of a Presbyterian church adjacent to a large military reservation, Fort Hood. As a result, we have many children in the congregation and so I have a children's sermon each Sunday morning.

One day, I found a cartoon that expressed an idea for a children's sermon so perfectly that I had it reproduced and showed it during the service, making my point from the cartoon. It was so well received by the entire congregation that I have returned to the method with some regularity for children's sermons.

Some time later, I was invited to give the invocation for a banquet for Brownie Girl Scouts. The main speaker, I noted, missed the level of his audience



Maj. Gen. Ben I. Funk, Commander of Space Systems Division, Air Force Systems Command, was presented an honorary membership in Garrett Club 401-50, Los Angeles. At left is Chaplain Lt. Col. Mark W. Gress, Club President; at right, Past President Major Hal Eberle.

almost completely. This past spring, I had my chance to speak at such a banquet. Aiming at the girls rather than at the adults, I built my speech around seven large cartoons. They loved it because there was a point to it, and the eye and ear reinforced each other.

Next time I tried the cartoon approach was at a meeting of our Toastmasters Club in Killeen, Texas. We had been talking about the routine and hum-drum Toastmastering that so long characterized our club. The next time it was my turn to be Toastmaster of the evening, I experimented to see how mature, critical adults would respond to use of cartoons. They liked it as much as the children did.

Our Toastmaster of the evening must first introduce the Table Topic Master. I showed a cartoon to the group that depicted a man standing on the back porch with his wife. The back yard was in need of much labor—the fence was broken, a limb on the tree was broken, the screen door sagged open, weeds were knee high, and the garbage cans were overflowing. The man is saying to his wife: "Now what was it you wanted me to do?" My introduction then went like this: "We'll hear you

give us our topics, we'll scratch our heads like this fellow, and then we'll say: 'now what was it you wanted me to speak about again?' Our Topic Master of the evening, Toastmaster Bill Gaines..."

After Table Topics, our Toastmaster introduces the speakers of the evening, one by one. This night, the first speaker was an



engineer who was to speak on the process of obtaining fresh water from salt water. I used a cartoon that showed a little boy coming in all covered with glue and paper, saying to his mother:

"You were right, mom. I'm too little to use glue." This provided a springboard for the introduction. "Right now we're too little to know much about water distillation, but ten minutes from now we'll all be bigger on that subject. Our first speaker, Toastmaster Owen Wickstrand, speaking about desalinization of water..."

The next speaker's subject was the aims and purposes of the Texas Retail Grocers' Association. I used a cartoon that showed a lady painting flowers on the fence in her back yard. To a neighbor looking quizzically over the fence, she says: "I love flowers but I hate gardening." The introduction then went

something like this: "Roy, I'll bet this picture reminds you of retail grocers who want the benefits your association has worked for but won't pull their share of the load. Tell us why they should join. Toastmaster Roy Heggibottam, speaking on the objectives of the Texas Retail Grocers' Association..."

Our third speaker's subject was the need for professional men to involve themselves in local politics. The cartoon showed a man wearing dark sun glasses, prominent ear plugs, and a clothes pin on his nose. "Ben is going to try to shake us out of the rut we let ourselves slide into and make us wince when we see ourselves looking like this. Toastmaster Ben Harris, speaking on involvement in local politics..."

When introducing the general evaluator, I used a cartoon showing a steam shovel with the shovel stuck in a pile of dirt, and the cab and treads up in the air. A watching workman, shaking his head, says to another workman: "There goes Hodgkins again, biting off more than he can chew." "Now for the moment of truth, in which we see whether or not we have bitten off more than we can chew. Our general evaluator of the evening, Toastmaster Bill Parten..."

The club responded so well to this experiment that on later oc-

casions I used cartoons in connection with Table Topics, showing a cartoon for each speaker and requiring him to speak for two minutes on the cartoon's theme. When general evaluator, I used cartoons to introduce each specific evaluator, the grammarian, and the gruntmaster.

However, the idea had to pass one more test before I was ready to recommend it. It had worked well with children and within the Toastmasters club, where we are ready and willing to experiment. But would it work with the general public? I vowed that the next outside speech I was invited to make would be built around cartoons. As it turned out, the next speaking engagement was before a district meeting of Presbyterian women representing a dozen churches from as many towns. I knew only a few of them. They responded as favorably to the cartoons as any other group.

I must caution the reader to beware of two things:

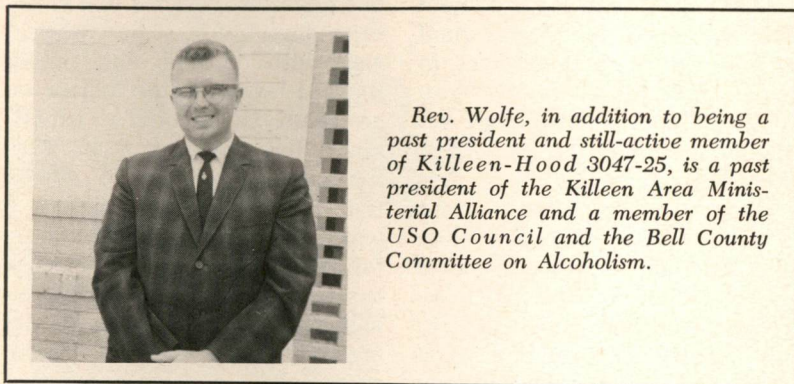
1. The cartoon won't carry the show; there must be solid content in the speech. But when there is some meat in the speech, the cartoons can certainly help the audience digest it.
2. This method of presentation must be used sparingly. If it is overdone, it can become as hackneyed as anything else. But once in awhile, it can provide an added

sparkle to Toastmastering duties or to speaking engagements.

The cartoons must be carefully chosen. They must be well reproduced and show up as well and clearly as in the original printed version. The speaker must be so familiar with the cartoon that he can hold it up and

talk about it with a certain flair, for if he seems embarrassed or hesitant, it will flop. It must be carried off with a kind of natural boldness.

Words are good. Pictures are better. But words *and* pictures are better yet.



*Rev. Wolfe, in addition to being a past president and still-active member of Killeen-Hood 3047-25, is a past president of the Killeen Area Ministerial Alliance and a member of the USO Council and the Bell County Committee on Alcoholism.*

*The one sure way to conciliate a tiger is to allow oneself to be devoured.*

*Konrad Adenauer*

*Knowledge of itself has little value unless confirmed by personal conviction.*

*Quote*

**REMEMBER:** To keep your *Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. If possible, include a mailing sticker from a previous magazine.

Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California.

# TOASTscripts



*October 4 to 10 was designated Toastmasters Week in Minnesota by a proclamation signed in September by State Governor Karl F. Rolvaag. The dates were set to coincide with District 6's Fall District Conference in Brainerd October 10.*

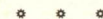


The editor of a Texas club's bulletin makes a couple of worthwhile points. After noting evidence at a recent meeting that the bulletin hadn't been read, he told his club, read it or we'll do without it. Secondly, he said Table Topics "disclosed a lack of reading in other areas." Then he hurled this challenge: "Let's read two books before Christmas. Improving our speech is rather pointless if we have nothing worthwhile to say."

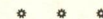


A perennial winner, seemingly, is Huntington Park (Calif.) Club 14-51 which was first again in the race to file semi-annual club reports with World Headquarters. The next five places were taken as follows: Portland (Ore.) Club 31-7; U.S. TM Club 1120-F,

Montebello, Calif.; San Leandro (Calif.) Club 452-57; Downey (Calif.) Club 267-F; and La Canada (Calif.) Club 655-52.



In appreciation for his leadership of District 36 during the past year, outgoing Governor Charles M. (Buck) Herrlein was presented a plaque at a recent District Executive Council meeting. In the District's Fall Newsletter, the editor noted that Buck will probably be more worried about the things he didn't get done than prideful about those he was able to accomplish. Then the editor continued: "Still, he left some awfully big shoes to fill."



*Never too late, Arthur M. Newlee was initiated recently into Sagamore Club 1878-12, Pt. Mugu, Calif. Only reason we mention it is that Newlee served as the Club's educational VP from March to October, 1963 and as president from October, 1963 to April, 1964!*

**FINANCIAL REPORT**  
**STATEMENT OF ASSETS OF ALL FUNDS**

JUNE 30, 1964

GENERAL FUND

<b>UNRESTRICTED:</b>	
CASH ON HAND, DEMAND DEPOSITS AND SAVINGS ACCOUNTS	\$126,483.26
CASH, SAVINGS ACCOUNTS IN FOREIGN DEPOSITARIES	381.33
ACCOUNTS RECEIVABLE	32,721.94
NOTE RECEIVABLE	14,700.00
REFUNDABLE DEPOSITS AND PREPAID POSTAGE	<u>7,550.00</u>
<b>TOTAL</b>	<b>\$181,836.53</b>

<b>RESTRICTED:</b>	
CASH - DEMAND DEPOSITS	\$ 40,259.75
CASH IN SAVINGS ACCOUNTS	7,500.00
	<u>47,759.75</u>
<b>TOTAL</b>	<b><u>\$229,596.28</u></b>

INVESTMENT (ENDOWMENT) FUND

BONDS AND COMMON STOCKS, AT COST	\$ 66,186.00
U. S. TREASURY BONDS, AT COST	5,789.80
CASH - DEMAND DEPOSITS	8,384.17
<b>TOTAL</b>	<b><u>\$ 80,359.97</u></b>

PROPERTY FUND

CASH - DEMAND DEPOSITS	\$ 40,969.76
CASH - DEMAND DEPOSITS - BUILDING FUND	6,408.00
PROPERTY, BUILDING AND EQUIPMENT, AT COST, PARTIALLY PLEDGED:	
LAND	\$ 47,220.54
BUILDING	604,090.89
FURNITURE AND EQUIPMENT	<u>93,994.04</u>
<b>TOTAL PROPERTY, BUILDING AND EQUIPMENT</b>	<b>745,305.47</b>
<b>TOTAL</b>	<b><u>\$792,683.23</u></b>

BOARD OF DIRECTORS  
TOASTMASTERS INTERNATIONAL

WE HAVE EXAMINED THE STATEMENTS OF ASSETS AND LIABILITIES OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1964 AND THE RELATED STATEMENTS OF FUND BALANCES AND INCOME AND EXPENDITURES FOR THE YEAR THEN ENDED. OUR EXAMINATION WAS MADE IN ACCORDANCE WITH GENERALLY ACCEPTED AUDITING STANDARDS AND ACCORDINGLY INCLUDED SUCH TESTS OF THE ACCOUNTING RECORDS AND OTHER AUDITING PROCEDURES AS WE CONSIDERED NECESSARY IN THE CIRCUMSTANCES.

DURING THE YEAR UNDER REVIEW TOASTMASTERS INTERNATIONAL RE-VISED ITS POLICY OF WRITING OFF ALL EQUIPMENT AT THE END OF THE FIFTH YEAR AFTER THE YEAR WITHIN WHICH IT WAS PURCHASED AND IT NOW RECORDS ALL FIXED ASSETS ACTUALLY IN USE ON ITS BOOKS AT COST WITH-

**FINANCIAL REPORT**  
**STATEMENT OF LIABILITIES OF ALL FUNDS**

JUNE 30, 1964

GENERAL FUND

<b>UNRESTRICTED:</b>	
ACCOUNTS PAYABLE	\$ 15,793.35
SALES AND FEDERAL EXCISE TAXES PAYABLE	<u>909.10</u>
	<b>\$ 16,702.45</b>
<b>UNRESTRICTED - GENERAL FUND BALANCE</b>	<b>165,134.08</b>
<b>TOTAL</b>	<b><u>\$181,836.53</u></b>

<b>RESTRICTED:</b>	
GRANTS FROM TOASTMASTERS INTERNATIONAL FOUNDATION AND OTHER	\$ 2,432.42
DISTRICT RESERVE FUND BALANCES	<u>45,327.33</u>
	<b>47,759.75</b>
<b>TOTAL</b>	<b><u>\$229,596.28</u></b>

INVESTMENT (ENDOWMENT) FUND

<b>INVESTMENT FUND BALANCES</b>	<b>\$ 80,359.97</b>
<b>TOTAL</b>	<b><u>\$ 80,359.97</u></b>

PROPERTY FUND

PROPERTY FUND RESERVE BALANCE	\$ 40,969.76
NOTE PAYABLE, HARRIS - SEYBOLD COMPANY	22,313.60
NOTE PAYABLE, FIRST WESTERN BANK AND TRUST COMPANY	262,244.73
PROPERTY FUND INVESTED BALANCE	<u>467,155.14</u>
<b>TOTAL</b>	<b><u>\$792,683.23</u></b>

OUT ANY ESTIMATED RESERVE FOR DEPRECIATION. ACCORDINGLY NO ALLOWANCE HAS BEEN MADE FOR DEPRECIATION, HOWEVER, AN APPROPRIATION HAS BEEN MADE IN THE GENERAL FUND FOR THE REPLACEMENT AND ADDITIONS TO EQUIPMENT AND FURNITURE. WE BELIEVE THIS CHANGE IN ACCOUNTING PROCEDURE IS APPROPRIATE FOR A NON-PROFIT CORPORATION. IT IS THE POLICY OF TOASTMASTERS INTERNATIONAL TO EXCLUDE THE INVENTORY OF LITERATURE AND SUPPLIES FROM ITS FINANCIAL STATEMENTS.

IN OUR OPINION THE ACCOMPANYING STATEMENTS PRESENT FAIRLY THE ASSETS AND LIABILITIES OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1964 AND THE CHANGES IN THE FUND BALANCES AND INCOME AND EXPENDITURES FOR THE YEAR THEN ENDED IN CONFORMITY WITH GENERALLY ACCEPTED ACCOUNTING PROCEDURES FOR NON-PROFIT EDUCATIONAL ORGANIZATIONS, APPLIED ON A BASIS CONSISTENT WITH THAT OF THE PRECEDING YEAR, EXCEPT AS NOTED IN THE PRECEDING PARAGRAPH.

JULY 30, 1964

FRAZER AND TORBET  
CERTIFIED PUBLIC ACCOUNTANTS



**GENERAL FUND - UNRESTRICTED**  
**STATEMENT OF INCOME AND EXPENDITURES**

FOR THE YEAR ENDED JUNE 30, 1964

<b>INCOME:</b>			
<b>MEMBERSHIP CHARGES:</b>			
ANNUAL MEMBERSHIP FEES	\$377,415.98		
MAGAZINE SUBSCRIPTIONS	102,230.03		
NEW MEMBER SERVICE CHARGES	68,190.00		
<b>TOTAL MEMBERSHIP CHARGES</b>		\$547,836.01	
<b>CLUB CHARGES:</b>			
CHARTER FEES	\$ 14,825.00		
CLUB EQUIPMENT, SUPPLIES AND INSIGNIA	69,723.46		
<b>TOTAL CLUB CHARGES</b>		84,548.46	
<b>CHARGES FOR OPTIONAL EDUCATIONAL MATERIALS AND SUPPLIES</b>			
		76,504.62	
<b>OTHER INCOME:</b>			
DIVIDEND, INTEREST AND MISCELLANEOUS	8,026.01		
<b>TOTAL INCOME</b>		\$716,915.10	
<b>OPERATING EXPENSES:</b>			
ADMINISTRATIVE - GENERAL	\$115,316.92		
ADMINISTRATIVE - DISTRICT	48,447.72		
MEMBERSHIP SERVICE	50,695.33		
PUBLIC RELATIONS	27,471.72		
MAGAZINE	80,511.52		
EDUCATIONAL RESEARCH	11,164.20		
EDUCATIONAL MATERIALS	121,508.76		
ORGANIZED ACTIVITIES	12,676.29		
CLUB SUPPLIES, EQUIPMENT AND INSIGNIA PURCHASES	44,552.14		
EMPLOYEE BENEFITS	25,238.58		
GENERAL EXPENSES	80,442.13		
MAINTENANCE AND OPERATION OF PROPERTY	34,430.49		
INTEREST EXPENSE	19,033.85		
<b>TOTAL OPERATING EXPENSES</b>		671,489.65	
<b>EXCESS OF INCOME OVER OPERATING EXPENSES</b>		\$ 45,425.45	
<b>OTHER EXPENDITURES:</b>			
PAYMENT ON MORTGAGE (PRINCIPAL ONLY)	\$ 17,422.63		
PROVISION FOR REPLACEMENT AND ADDITIONS TO PROPERTY	21,500.00		
<b>TOTAL OTHER EXPENDITURES</b>		38,922.63	
<b>EXCESS OF INCOME OVER EXPENDITURES</b>		\$ 6,502.82	

**NOTES:**

1. THE ENCLOSED FINANCIAL STATEMENTS WERE PREPARED ON THE FUND ACCOUNTING METHOD IN COMPLIANCE WITH THE POLICY ADOPTED BY TOASTMASTERS INTERNATIONAL THAT BEGINNING WITH THE FISCAL YEAR ENDED JUNE 30, 1963 THE FINANCIAL ACCOUNTING BE MAINTAINED AND REPORTS BE PREPARED IN ACCORDANCE WITH GENERALLY RECOGNIZED ACCOUNTING PRINCIPLES FOR NON-PROFIT ORGANIZATIONS.

TOASTMASTERS INTERNATIONAL NO LONGER FOLLOWS THE POLICY OF WRITING-OFF ALL EQUIPMENT PURCHASED IN THE FIFTH PRECEDING YEAR AND IT NOW MAINTAINS ALL FIXED ASSETS IN USE ON ITS BOOKS AT COST WITHOUT ANY ESTIMATED RESERVE FOR DEPRECIATION, ACCORDINGLY NO PROVISION HAS BEEN MADE FOR DEPRECIATION ALLOWANCES, HOWEVER, AN APPROPRIATION HAS BEEN MADE IN THE GENERAL FUND FOR THE REPLACEMENT AND ADDITIONS TO EQUIPMENT AND FURNITURE.

2. **INVENTORY**

IN 1955 THE BOARD OF DIRECTORS RESOLVED TO RETURN TO TOASTMASTERS' PREVIOUS POLICY OF NOT INCLUDING INVENTORIES IN ITS BALANCE SHEET. THE INVENTORY AT JUNE 30, 1964 AND 1963 WAS \$68,094 AND \$52,590 RESPECTIVELY, STATED ON THE BASIS OF COST (FIRST-IN, FIRST-OUT) OR MARKET WHICHEVER IS LOWER. EXCLUSION OF THE INVENTORY FROM THE BOOKS RESULTED IN AN UNDERSTATEMENT OF UNRESTRICTED GENERAL FUND BALANCE OF \$68,094 AND \$52,590 AT JUNE 30, 1964 AND 1963 RESPECTIVELY.

**STATEMENT OF CHANGES IN FUND BALANCES**

FOR THE YEAR ENDED JUNE 30, 1964

GENERAL FUND - UNRESTRICTED

BALANCE, JULY 1, 1963		\$125,406.24
<b>ADD:</b>		
EXCESS OF INCOME OVER EXPENDITURES		6,502.82
TRANSFER FROM DISTRICT RESERVE FUND		25,725.02
TRANSFER FROM RETIREMENT RESERVE		7,500.00
<b>BALANCE, JUNE 30, 1964</b>		<u>\$165,134.08</u>

GENERAL FUND - RESTRICTED

	RETIREMENT RESERVE FUND	DISTRICT RESERVE FUND	GRANTS
BALANCE, JULY 1, 1963	\$ 7,500.00	\$ 64,294.87	\$ 2,522.42
<b>ADDITIONS:</b>			
MEMBERSHIP CHARGES		128,801.42	
<b>TOTAL</b>	\$ 7,500.00	\$193,096.29	\$ 2,522.42
<b>DEDUCTIONS:</b>			
WITHDRAWALS BY DISTRICTS	\$	\$122,043.94	\$
PAYMENT OF CHARTER FEE FOR OVERSEAS CLUBS			90.00
TRANSFER TO GENERAL FUND - UNRESTRICTED, SEE NOTES 3 AND 4	7,500.00	25,725.02	
<b>TOTAL DEDUCTIONS</b>	\$ 7,500.00	\$147,768.96	\$ 90.00
<b>BALANCE, JUNE 30, 1964</b>	\$ - 0 -	\$ 45,327.33	\$ 2,432.42

INVESTMENT (ENDOWMENT) FUND

BALANCE, JULY 1, 1963		\$ 80,359.97
NO CHANGE		
<b>BALANCE, JUNE 30, 1964</b>		<u>\$ 80,359.97</u>

PROPERTY FUND

	RESERVE BALANCE	INVESTED BALANCE
BALANCE, JULY 1, 1963	\$ 27,857.91	\$368,936.36
MEMBERSHIP CHARGES - BUILDING FUND, SEE NOTE 5		71,408.00
<b>TRANSFER FROM OTHER FUNDS: GENERAL FUND:</b>		
PROVISION FOR REPLACEMENTS AND ADDITIONS	21,500.00	
PAYMENTS ON BUILDING MORTGAGE, (PRINCIPAL ONLY)		17,422.63
<b>PURCHASE OF PROPERTY DURING THE YEAR:</b>		
BUILDING ADDITIONS	(1,485.74)	1,485.74
FURNITURE AND EQUIPMENT	(6,902.41)	6,902.41
TRADE - IN OF EQUIPMENT WRITTEN - OFF		1,000.00
<b>BALANCE, JUNE 30, 1964</b>	<u>\$ 40,969.76</u>	<u>\$467,155.14</u>

**NOTES:**

3. **DISTRICT RESERVE FUNDS - UNDISTRICTED CLUBS**

THE AMENDED BY-LAWS ADOPTED AT THE ANNUAL CONVENTION AUGUST 22, 1963, NO LONGER CONTAIN THE PROVISION THAT PER CAPITA PAYMENTS MADE BY CLUBS THAT ARE NOT LOCATED WITHIN AN ESTABLISHED DISTRICT SHALL BE HELD IN A SEPARATE ACCOUNT. IN ACCORDANCE WITH THIS CHANGE, THE ACCUMULATED BALANCE OF \$25,725.02 IN THE DISTRICT RESERVE FUND - UNDISTRICTED CLUBS WAS TRANSFERRED TO THE GENERAL FUND - UNRESTRICTED.

4. **RETIREMENT RESERVE FUND**

THE BOARD OF DIRECTORS IN ITS MEETING OF NOVEMBER 16, 1963, AUTHORIZED THE TRANSFER OF THE \$7,500.00 DEPOSIT IN SAVINGS ACCOUNT FROM THE RESTRICTED FUNDS INTO UNRESTRICTED FUNDS. THIS RESERVE IS NO LONGER REQUIRED SINCE THE PREVIOUS RETIREMENT CONTRACT OF THE FOUNDER WAS REPLACED WITH A GUARANTEED SALARY FOR LIFE OF \$9,000.00 ANNUALLY AND A GUARANTEED INCOME FOR LIFE OF \$4,500.00 ANNUALLY TO THE WIFE OF THE FOUNDER IF SHE SHOULD SURVIVE HIM.

5. **BUILDING FUND**

THE REVISED BY-LAWS ADOPTED AT THE ANNUAL CONVENTION AUGUST 22, 1963, PROVIDE FOR AN ASSESSMENT OF \$1.00 PER YEAR PER MEMBER COMMENCING IN OCTOBER 1963 AND CONTINUING FOR THE FOUR YEAR PERIOD ENDING ON SEPTEMBER 30, 1967, TO BE USED EXCLUSIVELY FOR THE EARLY AMORTIZATION OF THE WORLD HEADQUARTERS BUILDING ENCUMBRANCE. THE FUNDS COLLECTED FROM THIS ASSESSMENT ARE CREDITED DIRECTLY TO THE PROPERTY FUND AND ARE NOT INCLUDED IN THE RECEIPTS OF THE GENERAL FUND.

# What Makes Speakers Great?

By JOHN R. THOMAS

THERE ARE MEN in your club who can hold you in rapt attention.

There are others who cannot.

We might argue a long time as to what the differences between them are, but we would never argue over whether the differences exist. Some men, we say, are just good speakers.

And, when we think of good speakers we range beyond Toastmasters. We think of all the good speakers we have heard, or have heard about, all the way up to the great speakers of all time. We could agree on a dozen names in a few minutes.

What is it? What is it that makes the difference?

There are certain foundation stones upon which all successful speakers build.

First, they always have something worthwhile to say.

What a stumbling block this can be! What, you ask, can I say that is important? It is easy—

we think—for someone like Winston Churchill. Take his 1946 speech at Fulton, Mo. There he was, just finished with the task of leading his country to victory in the most terrible of wars. He was speaking in the heartland of one of the allies in that struggle, and he was being introduced by none other than the President of that country.

As to subject, all the world could see that there was a growing rift between us and the third ally, Russia, which under Stalin was moving rapidly to a climax of enigmatic terror. From this occasion and from this speech came the historic phrase, "The Iron Curtain."

But you or I, or any other person, could have said some of the same things he said that day. The facts were known, the problem was obvious. Only the residual high spirits of the victory masked the ugly fact of conflict between us and our former

comrades-in-arms.

It is not so difficult to pick a good subject as we often believe it is, is it? The real difficulty is to get up and say what we really feel about emotion-charged subjects. So often the great speech is great because the speaker ventures to say what is obvious but what no other person has yet said quite so clearly, quite so convincingly, or quite so well. To add a new phrase to the language while speaking thus—like the phrase "The Iron Curtain"—is one of those grace notes that distinguish a man like Churchill.

The subject need not be one so close to the headlines. There are subjects on which we all have deep feelings that should be aired; honesty, good citizenship, raising children, and personality development.

The challenge is to have the courage to talk seriously about one of these vital subjects—as many Toastmasters do every week. They demonstrate how easy it is to find good subjects to present if we will but look about us.

The second foundation stone of a great speech is organization of material.

The purpose of a speech is to transmit one person's ideas to another person. This is a tortuous

road, however. We are strange creatures. We don't admit just any message to our minds—and often the message we do get is quite different from that which the speaker sent unless he packages it carefully and unless we receive it with careful attention.

Let's use an example. Diamond merchants mail their gems back and forth in simple brown paper envelopes. They get there all right, but without much excitement.

A smart young man, however, delivers his diamonds personally. Before he does so, he has them shined up and perched on a circlet of platinum; and he makes the delivery on a moonlit night. He gets excitement—and he gets his message across.

It all depends, as a salesman might say, on how you organize your presentation.

A couple of years ago in our club, we had a series of educational features on this very subject—on what we called "speech engineering." The title was apt—it is a form of engineering in the sense that it is concerned with the best way of carrying out a project after the basic decision has been made to go ahead.

A construction engineer, for example, does not decide what



kind of building to put up. Whether it be a skyscraper, a factory, or a split-level home is the owner's decision. And it is not his job to decide on landscape plantings or interior decor, either — this will probably be handled by the owner's wife. If his job is to make all the above possible and to assure that it has all those mundane but vital attributes expected of it — no leaks in the roof, warmth in the winter, easy maintenance, and plenty of closet space.

Every good speaker must do the same kind of engineering on his speech. After he decides on a subject and a purpose, his next task is to organize the material to accomplish the communication between minds that is his goal. He must leave the "prettifying" details until later — you can't paint the house until it is up.

We can't stop at this point; we have not yet distinguished the great speakers from the merely competent. It is what comes next that does that.

Once the two foundation stones of subject and organization are laid, the superstructure rises in more varied fashion. Now we must choose words, phrases, illustrations and anecdotes. This is the realm of style — and it is style which distinguishes the artist from the journeyman.

It is easy to appreciate style,

but difficult to analyze it. It is such an individual thing! Can you imagine Will Rogers delivering one of Franklin D. Roosevelt's speeches? Or vice-versa? Yet both were masterful orators, in roughly the same period, who often mirrored each other's feelings on key issues.

Let's try to analyze style a little, however. I believe the diverse styles of all great speakers have at least these three things in common.

They are vivid.

They are personal.

They are emotional.

They are vivid in their choice of language and in their examples — painting mental pictures the audience cannot ignore. Let me quote briefly from the prologue to Roosevelt's great speech, *The Arsenal of Democracy*, which was made just one year before the attack on Pearl Harbor.

"Tonight, in the presence of a world crisis, my mind goes back eight years to a night in the midst of a domestic crisis. It was a time when the wheels of American industry were grinding to a full stop, when the whole banking system of our country had ceased to function.

"I well remember that while I sat in my study in the White House, preparing to talk with the people of the United States, I had before my eyes the picture of all those Americans with

whom I was talking. I saw the workmen in the mills, the mines, the factories; the girl behind the counter; the small shopkeeper; the farmer doing his Spring plowing; the widows and the old men wondering about their life's savings."

What a collection of vivid images.

The great speaker is personal. He involves himself and he involves you, the listener, directly and intimately with what he has to say. There is nothing stilted and "third-person" about his language — or about his examples and anecdotes. From one of the greatest speeches ever made, the Sermon on the Mount:

"You are the light of the world. A city that is set on a hill cannot be hid. Neither do men light a candle, and put it under a bushel, but on a candlestick; and it gives light to all that are in the house.

"Let your light so shine before men that they may see your good works, and glorify your Father who is in heaven."

And finally, a great speaker is emotional. He appeals to the

heart as well as the mind. He appeals to our instincts as well as to our logic. He makes us want to believe what he says, or do what he urges, because it is right, not just because it is advantageous. Recall what Lincoln said at Gettysburg.

"But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced..."

What makes a speaker great?

The foundation: subject and organization;

The superstructure: vivid language, personal involvement, and appeal to emotion.

Build by this plan and you — any of you — can be a surpassing or perhaps even a great speaker.

*John R. Thomas, 38, graduated from Massachusetts Institute of Technology in chemical engineering and is now Manager for Advanced Development of Globe-Union, Inc., Milwaukee. He has been a member of Milwaukee Club 466-35 since 1960. This year, he won the Metropolitan Division Speech Contest in District 35.*



# I've Been Installed

By C. GEORGE JONES

Act I, Scene I:

(The Installing Officer speaks:)

"Mr. Club President, you know your job, don't you, and Mr. Educational Vice President, Mr. Secretary, Mr. Treasurer, Mr. Sergeant-at-Arms, I guess you know your jobs, so you all are installed as club officers for the next term. Good luck."

Act I, Scene II:

(The newly installed club officers are talking together.)

"Well, how do you feel?"

"Alright, I guess. No different at all."

"As for me, I'm not sure."

"Do you call *that* an installation?"

"What do you mean?"

"Well, it seems to me something was missing; wasn't the installing officer supposed to do something more than just say you're installed?"

Act I, Scene III: (Time: Now.

You, the reader, are thinking about what you have just read, and perhaps you are reminiscing



a bit.)

Remember the last few installation ceremonies you attended? Or maybe you were installed as a club officer. Regardless of the circumstances, we all have noticed the wide variation of procedure, technique, and attitude with which installation ceremonies are conducted.

Perhaps you felt as I have: installation ceremonies have been conducted in so many ways that they appear to fall somewhere between enthronement on one hand and impalement on the other. Far too many have been sloppy, to say the best for them. But, wasn't it a genuine pleasure to attend an installation conducted with dignity by an individual who knew his job and did it well?

For my part, reminiscence on this matter, coupled with a little thought on the subject, leads me to the following conclusions:

1. If newly elected TM club officers (or officers at any level) are worth installing at all, they

are worth installing properly.

2. Any Toastmaster scheduled to be the installing officer must know how to do the job properly, or he may perform a disservice to the newly elected officers, their organization, and to himself. If the appointed Toastmaster feels he can't do the job well, he should willingly acknowledge the fact and decline the invitation to serve as installing officer.

3. Any Toastmaster who is likely to be asked to serve as the installing officer, but feels he might make a mess of it, owes it to his fellow Toastmasters and to himself to correct the situation by study, observation, discussion, and practice. Then he will be ready when the challenge comes.

4. There need not be a fixed pattern of performance for all clubs to follow in installation ceremonies.

5. There should be flexible, intelligent use of several key ingredients that make up the bulk of an installation-night program.

I recommend favorable consideration and use of the following elements which, I believe, are very important to effective installation of newly elected TM club officers. Perhaps these could apply at area and district levels, as well as at the club level:

a) The installation-night affair ought to be more than just a regular meeting. Make it a Ladies Night. Have the usual

social period, but perhaps prelude music could be added and after-dinner dancing, if the treasury can afford it.

b) When possible, the installing officer should be an officer from the next-higher organizational echelon, or perhaps higher. For example, a local club may find it desirable to invite the area governor, or other appropriate officer, to preside as installing officer. If no such person is available, an active past president would be a logical choice.

c) I believe it is important for the installing officer to stress the significance of Toastmasters as an active force for community and national betterment. He should emphasize the many roles a Toastmaster can play in this betterment because of his constant training and participation in programs.

d) Responsibility of the newly elected officers in shaping and accomplishing an effective, dynamic program should be emphasized. This responsibility ought to be impressed on all Toastmasters, but especially on incoming officers (and their wives).

e) It would be well to remind rank-and-file members of their individual responsibilities to the club, especially to assist and support their elected officers.

f) Always acknowledge the fine job done by the outgoing officers, and give special credit

where due for some act or accomplishment.

g) Installation of officers always should be done warmly, with dignity and respect. I don't mean this is a solemn affair of state but it is important business that should be done pleasantly and properly.

h) It is not necessary to state all individual duties for each office; the newly elected officers will receive manuals of instruction and other materials from World Headquarters, as well guidance from from outgoing officers. I feel it is proper, however, to state in a few words what the job of each office entails. This takes only a few seconds, if planned, and does remind all persons present of what the officers are expected to do.

i) When the "magic minute" arrives, the installing officer should name each new incumbent and the office he will occupy. This should be done for each position, in turn; I prefer to start at the "bottom" of the ladder and work up to the office of presi-

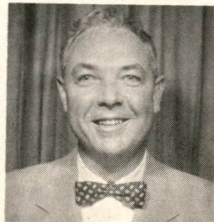
dent, though reverse order is certainly all right. At this point, the installing officer may pronounce the new officers installed, *en masse*, or he may pronounce each officer installed separately and in turn.

j) Immediately after all new officers have been installed, the installing officer should relinquish control of the meeting to the new club president.

As noted earlier, I believe the above elements are important to the installation of new officers. These elements are not listed as hide-bound, inflexible rules, but as suggestions to be considered and thought about by Toastmasters who may be called upon to serve as installing officers sometime in the future. Read them, study them, add to or subtract from the list as you think best. Arrange them in any sequence you feel is desirable. Then study some more and go out and do the best job of installing officers they've ever seen.



C. George Jones' "Impeachment or Improvement" was published in these pages six months ago. He is employed with the Army as a supervisory programs systems specialist; area: industrial management. He is a member of Cavalier Club 2765-36 and Chemical Corps Club 3151-36, Washington, D. C., and past secretary of Area 8, District 36.



## Letters to the Editor

Members are invited to use the "Letters to the Editor" Department for any questions about Toastmasters International, its clubs, and any problems concerning club and/or district operations and activities.

What do Bangkok, Hawaii, Tokyo and Sydney have in common? They have in common the fact that all have TM clubs but none of them appear on the map of the World used by Toastmasters International.

In a world where "cartographic" aggression is often prelude to the real thing, might not "cartographic" exclusion be prelude to the reverse? It is surprising that since Toastmasters became International, no one has noticed, or if noticed, no one has acted, to remedy this omission.

There are two ways to cure the injustice against the countries of the "Underworld."

1. Get a new map; perhaps the U.N. map. Perhaps use a two-spheres map! But any map which shows the whole world. Or,

2. Provide two kinds of maps! One for countries presently shown and one for countries not shown at present (which would of course exclude countries shown at present). Toastmasters club could indicate the map they prefer for their emblem.

I earnestly hope this matter will receive due consideration at the next International Convention.

Why? 1. To give "representation" to the dues-paying Toastmasters Clubs in the "Underworld."

2. It does not help Toastmasters unity to have the present emblem. When the Club "drome" gets going, Toastmasters invariably look around. What thoughts of sedition,

rebellion and subversion are engendered by omission of their home-town from the map hanging before them!

3. It will be a further outward sign that Toastmasters is truly "International."

Conclusion: There is the complaint and there is the remedy. Shall we act now? Or shall we wait for a latter-day Tom Paine to call "no taxation without representation?" Or a Karl Marx to intone, "Toastmasters of the Underworld unite!" Or a Jefferson Davis to lead a secession from the Union?

With Toastmasters Greetings from an International to the "Underworld!"

David C. Goss

Educational Vice President 2010-U  
Bangkok, Thailand

An error was made on page 12 of September's TOASTMASTER. Beside the article titled, "Toastmasters in Uniform," by Lcdr. Norman Ronis, you have pictured a man wearing a U.S. Coast Guard emblem on his cap. Lcdr. Ronis, a Navy man, should not be insulted, of course, but it should be made clear that the Navy emblem is an eagle with a horizontal wing spread perched on a shield centered on crossed anchors. Another distinguishing characteristic: The Navy eagle is silver and the Coast Guard eagle is gold.

Earl C. Trotter AOC  
Naval Air Station  
Pensacola, Florida  
(ex-member Chapel Hill  
Club 2294-37)

# New Clubs

(As of October 8, 1964)

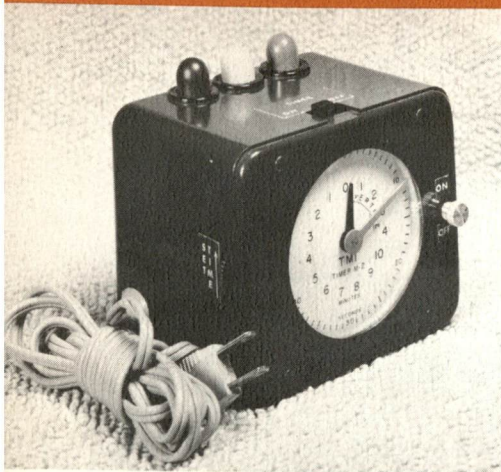
- 26-51 LOS ANGELES, California, *Cummins*, Tues. 5:30 p.m., Cummins Service & Sales, 1661 McGarry St., Los Angeles 21, Calif. RI 9-1021
- 380-19 DES MOINES, Iowa, *Airport*, Mon. 11:30 a.m., Cloud Room Restaurant, Des Moines, Iowa 285-3533
- 1706-42 LACOMBE, Alberta, Canada, *Juniper*, 1st & 3rd Tues. 7:00 p.m., Swains Juniper Lodge, Lacombe, Alberta, Canada 782-6030
- 2165-U WAKE ISLAND, *Wake Island*, 2nd & 4th Mon. 7:30 p.m., FAA Conference Room, Wake Island 226
- 2866-28 DETROIT, Michigan, *Metropolitan*, 2nd & 4th Tues., 6:30 p.m., Jarvis Restaurant 871-8440
- 3404-36 WASHINGTON, D. C., *FAOUSA Diamond*, 2nd & 4th Tues., 11:30 a.m., FAOUSA Conference Room, Wing 7, Tempo B, 2nd & R Sts., S.W. Washington, D.C. OX 5-3304
- 3823-15 HILL AIR FORCE BASE, Utah, *High Noon-ers*, Alt Mon. 11:30 a.m., Hill Air Force Base Officers' Club 295-1832 825-5215 Ext. 2135
- 3832-47 MIAMI, Florida, *Fraternal Association of Airmen*, 1st & 3rd Tues. 7:00 p.m., Summit Restaurant, Dadeland, Miami, Fla. 634-6211
- 3833-34 SYRACUSE, New York, *SAFIRE*, Alt. Tues. 5:45 p.m., 616 Chimes Building, Syracuse 437-4148
- 3835-U ACCRA, Ghana, *Premier*, 1st Tues. of Month, 7:00 p.m., The Presidential Suite, Ambassador Hotel, Accra, Ghana 65609 Accra
- 3837-5 CAMP PENDLETON, California, *Santa Margarita*, Alt. Thurs., 7:30 p.m., CPO Mess, U.S. Naval Hospital, Camp Pendleton 722-5293
- 3803-35 NEW BERLIN, Wisconsin, *New Berlin*, 2nd & 4th Tues. 6:30 p.m., Sezon's Melody Inn, 16150 W. National Avenue, New Berlin, Wisconsin SU 6-7160
- 3804-47 MIAMI, Florida, *Miami Herald*, Tues. 7:30 a.m., 1 Herald Plaza, 3rd Floor, Conference Room, Miami, Florida 350-2576
- 3805-22 MINNEAPOLIS, Kansas, *Slickers and Shippers*, Mon. 7 a.m., Courthouse Meeting Room, Minneapolis, Kansas EX 2-3074
- 3807-47 MARIANNA, Florida, *Toastmasters of Jackson County*, Tues. 7:30 p.m., Jackson County Chamber of Commerce, County Court House, Marianna, Fla. 482-3122

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