



AUGUST, 1965

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

NEW YORK CITY  
TOASTMASTER TOWN OF THE MONTH



In This Issue:  
Operation - Appreciation



## OFFICERS

President—PARIS S. JACKSON 9149 E. Las Tunas Dr., Temple City, California  
 Senior Vice-President—CHARLES C. MOHR Sun Oil Company, P.O. Box 920, Toledo 1, Ohio  
 Vice-President for Education—L. KENNETH WRIGHT 3020 Porter St. N.W., Washington 8, D.C.  
 Vice-President for Organization—LOTHAR SALIN Salin Printing & Advertising, P.O. Box 452, San Rafael, California  
 Past President—ALEX P. SMEKTA 622 Ninth Street, S.E., Rochester, Minnesota  
 Founder—RALPH C. SMEDLEY 2200 North Grand, Santa Ana, California  
 Executive Director—MAURICE FORLEY 2200 North Grand, Santa Ana, California

## DIRECTORS

Norval A. Anderson 305 North Bluff Ave., Brainerd, Minnesota  
 Cleve L. Campbell' The Armco Steel Corporation, 2 Gateway Center, Pittsburgh, Pa.  
 Rex Davenport 7817 N.W. 28 Terrace, Bethany, Oklahoma  
 Arthur M. Diamond Suite 112, Lafayette Bldg., South Bend, Indiana  
 James A. Dunlop (TCBI) 69 Rederech Crescent, Earnock, Hamilton, Lanarkshire, Scotland  
 George J. Flannery, Jr. Apt. 917-C Parkview Apts., Collingswood, New Jersey  
 Luther R. Gower 4210 Blossom St., Columbia, South Carolina  
 Ralph E. Howland Craftwood Corporation, Box 87, Oconomowoc, Wisconsin  
 Robert L. Knotts 1525 Siesta Dr., Los Altos, California  
 John H. Lee 3551 92nd N.E., Bellevue, Washington  
 Russ Walkington (TCA) 23 Fifth Ave., Condell Park, Sydney, N.S.W., Australia  
 Richard Martin 1366 Argyle Road, Berwyn, Pennsylvania  
 A. Ernie Pallister A. E. Pallister Consultants, Ltd., 524 11th Ave. S.W., Calgary, Alberta, Canada  
 Raymond L. Picl 720 East Glen Avenue, Peoria Heights, Illinois  
 Amos W. Randall Amos W. Randall A.I.A. Architect, 341 W. Orange Grove Ave., Pomona, California  
 James C. Sonstelic West 311 Barnes Road, Spokane, Washington  
 A. W. Stillwell 640 Rochelle Dr., Nashville, Tennessee  
 LaRue A. Thurston 10301 Mt. Auburn, Cleveland 4, Ohio

### TOASTMASTERS INTERNATIONAL IS:

. . . 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.

G. B. Urias  
 Editor

Phil Interlandi  
 Art Director

# The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 31

Number 8

August, 1965

## INDEX

OPERATION APPRECIATION .....	2
AN EXPERIMENT WITH SPEECHCRAFT — by William M. Moore.....	5
A SHORT GUIDE TO THE HISTORY OF PUBLIC SPEAKING Part V — by Fredric Broder.....	8
CONVENTION COUNTDOWN .....	22
DISTRICT GOVERNORS .....	25
PUBLICATIONS DEPARTMENT.....	30
CRITICIZING IS AN ART — by Barney Kingston.....	34
HOW STRONG ARE YOU? — by James R. Newton.....	37
TOWN OF THE MONTH, 15 — PERSONALLY SPEAKING, 16 — THE SPEAKER'S PAGE, 18 — CLUBS IN THE NEWS, 19 — TOASTSCRIPTS, 33 — JUST IN JEST, 39 — NEW CLUBS, 40	



PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit, educational organization of clubs located in the United States, Canada and 50 other countries and territories. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92702. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1965 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92702. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.



# Operation Appreciation

HOW IMPORTANT is Toastmasters to you? It's mighty important to Marvin Fain who journeys 100 miles over rough winding mountain roads in Arizona to attend each meeting of Papago Club 2694-3.

He has been making this trip every Wednesday for the last two and one-half years — a trip made even more remarkable because he must get up at 4 a.m. to make the 6:30 a.m. meeting in Phoenix. He estimates he has driven 10,000 miles to attend meetings.

"What Toastmasters gives to me is worth 10 times more than a little traveling. I've learned how to speak to people and think on my feet," Fain has said many times.

Fain is chief operator at the Salt River Project's hydro-electric plant at Horse Mesa Dam, in the mountains 50 miles northwest of Phoenix.

When he recently completed his twelfth basic speech, Papago Toastmasters held a surprise party for him — and took the party to him in the mountain wilderness of Horse Mesa.

More than 150 people made

the trip to the dam in a caravan of cars on a road known as one of the "twistingest and crookedest" in Arizona.

Although it was a large-scale surprise party, the secret never leaked out. When the Fain family drove up to the mess hall at the dam and he stepped out, his jaw literally sagged down to his chest in surprise.

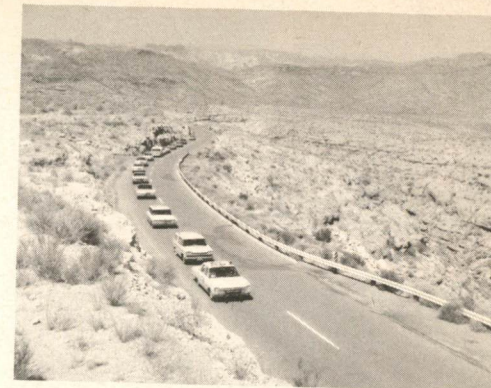
Among the group attending were Toastmasters International Past Director Ivan (Tiny) Shields; Bill Pederson, past governor of District 3; Mike Marusich, governor of the district; Henry Shipley, associate general manager of the Salt River Project; and members of eight families that reside with the Fains in the tiny Arizona mountain community.

Fain was too overwhelmed by the party to say all he wanted to about Toastmasters. But he didn't have to because his actions spoke for him. When he stood at the microphone to thank the group he was poised and sure of himself — a far cry from the first time he stood up to speak at a Toastmasters meeting.

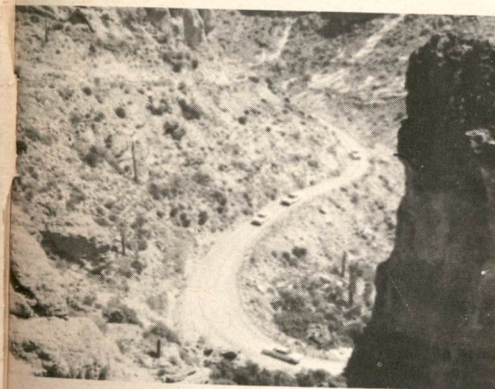
When asked how he practiced



Assembly point for the trip was Tortilla Flat.



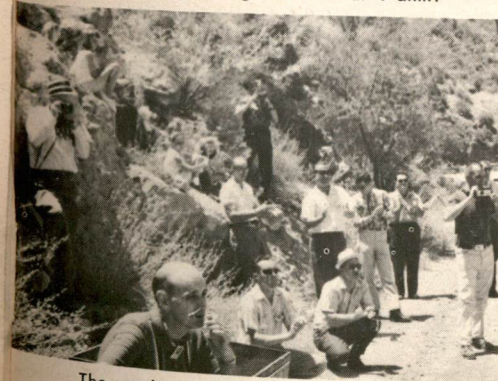
An Arizona Highway Patrol car escorted the caravan from Tortilla Flat to the Horse Mesa Turnoff.



Imagine driving this road at 4 a.m.?



Safe arrival!

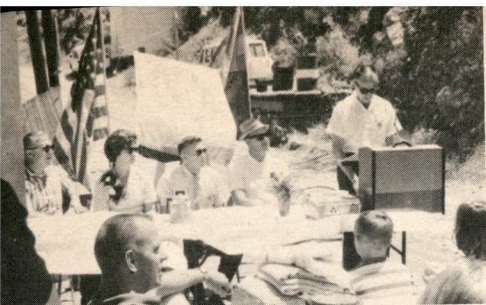


The applause is for Marvin Fain who has just arrived.



Fain, center, is greeted by Papago Club President Glenn Reed, right, as F. E. Ealy and Don McKeown look on.





President Glenn Reed opens the meeting.

"Let's eat!"



The Fains: Marvin, Erin, Alta and Delya.



Fain and International Past Director Ivan (Tiny) Shields with Horse Mesa Dam in the background.

his speeches, Fain replied, "I shout them at the canyon walls and they don't argue back!"

During the formal proceedings, Fain was presented with his Certificate of Merit from Toastmasters International for his completion of Basic Training and a Certificate of Achievement from the Salt River Project. A telegram of congratulations from Toastmasters International Executive Director Maurice Forley was also read.

After the formal part of the program everyone settled down for a pot-luck luncheon and later enjoyed tours of the dam and power plant.

Papago Toastmasters spent many hours in preparation for "Operation Appreciation." First

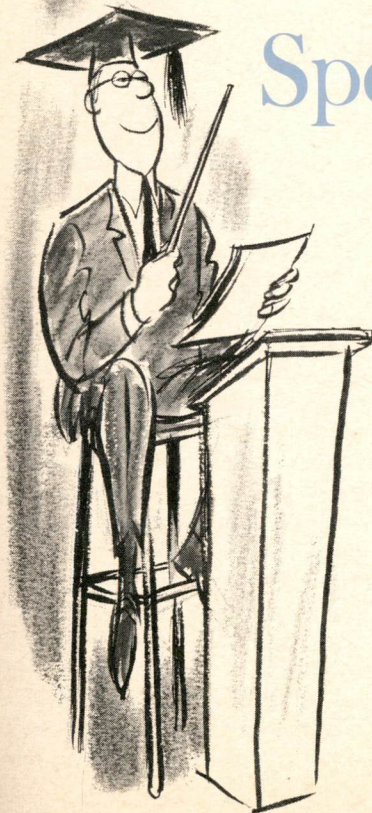
of all, plans had to be made. A time and place had to be chosen, a program planned, tours and children's activities lined up, a pot-luck luncheon coordinated and an escort from the Arizona Highway Patrol arranged for. The effort seemed monumental at times. In the end, it not only proved to be a complete success but it brought the club members closer together.

It was a day Marvin Fain will never forget, and Marvin Fain is a man Papago Toastmasters will never forget!

*"Operation Appreciation" was a club project of Papago Club 2694-3 in Phoenix, Arizona. It was organized and directed by R. W. Mason.*

# An Experiment With Speechcraft

By William M. Moore



**A**N EXAMPLE of Toastmasters community service was recently completed in Richmond, Va., where Toastmasters, in cooperation with Richmond schools, tailored a Speechcraft course to the needs of the Internal Revenue Service.

Involved in the Speechcraft program were: The Distributive Education Department, Richmond Public Schools; Richmond Toastmasters clubs; the School of Distribution, Richmond Professional Institute; and the Internal Revenue Service.



The seed for this program was planted when the chief of the training division for the Richmond office of the Internal Revenue Service contacted the Richmond schools on the possibility of offering a special program in effective public speaking for the newly formed Internal Revenue Service speakers' panel.

The two educational institutions were ready to assist IRS, but did not have a program developed that would fill this specific need. The Distributive Education Coordinator of the Adult Education Division (an active Toastmaster) suggested the possibility of utilizing the talents of local Toastmasters in two capacities: first as advisors in developing a specialized program for the occasion and, secondly, as instructors. To the school and IRS personnel were added the district lieutenant governor, two area governors and five other active Toastmasters to form an advisory committee. Under the guidance of this joint committee a general plan of approach was developed. It was suggested during the first planning meeting that Speechcraft, with some minor alterations, could form the basis for a program that would fill the educational need of the newly formed speakers' panel.



After several planning meetings to work out the basic program, the Distributive Education Coordinator and the IRS Chief of Training developed a classroom schedule, utilizing the classroom facilities located in the office of the Internal Revenue Service. Then the Toastmasters Advisory Committee agreed that each portion of the program would be given under the direction of an instructor to be drawn from the Central Division, District 66. A list of possible instructors was submitted and evaluated, with eight Toastmasters from the division selected for their abilities in the special areas outlined in Speechcraft.

Each session of the program included a prepared talk, group discussions, group participation in the form of prepared talks based on the principles given during the previous lecture, and special demonstrations by the instructors. The program ran for a total of 32 classroom hours.

Included in the program was a half day at a local television station. During this period the students had the opportunity to see the workings of a television station and to appear before the camera. The tape was then played back, showing them how they would look to the television audience.

The course was opened with a few welcoming remarks from the District Director of the Internal Revenue Service directed to the 19 student participants — representing the audit and collections divisions of local offices throughout Virginia.

At the conclusion of the program each graduate received a complete manual containing copies of all the talks given by the Toastmasters instructors. This manual will serve as a reference book for future use by the students in their assignments as members of the speakers' panel. Copies of the manual, which also contained a synopsis of the planning sessions and a copy of the program schedule, were presented to each instructor and

submitted to the district governor in order that any club in the district which wished to conduct a similar program would have a guide to follow.

During the course of the program there were several news stories in the Richmond newspapers and television news cameramen filmed a portion of the program for airing over the local television station. The two educational institutions, the Internal Revenue Service and Toastmasters International received excellent publicity.

In addition, we Toastmasters who participated feel that we have benefited personally from the experience and we hope to continue this program in the future.

*William M. Moore is a member of Forest Hills Club 3167-66 in Richmond, Va. He is the adult coordinator of Distributive Education for the Richmond Public Schools and a past secretary of Richmond Club 1275-66.*



*Chasing after the great is a never-failing indication of inferiority.  
Abe Martin*





# Contemporary American Speech

By Fredric Broder

(This is the final article in a series tracing the history of public speaking.)

AT THE SAME TIME that Edmund Burke was delivering his impassioned pleas on behalf of the American colonies in Parliament, rhetoric (speech training) was also undergoing a crisis in England. While revolution flared in America, two bitterly opposed theoretical schools of rhetorical thought clashed violently in the homeland.

The Elocutionists, led by Thomas Sheridan and John Walker, drew away from the classical concept of speech training. Noting the poor quality of most English oratory, they sought a more effective, natural style of speech delivery. Their concentration upon the outward expression of thought and feeling eventually degenerated into a nightmare of formalized rules for gestures and vocal inflection.

During the next century, the serious Elocutionists were gradually replaced by "voice instructors" who found it lucrative to develop and teach complicated rule-systems for speech delivery, while frequently ignoring the importance of content.

### Faculty Psychology

Meanwhile, classical rhetoricians were discovering faculty psychology, the method of appealing to the listener's emotions and reason. David Hume's 1739 *Treatise of Human Nature* influenced Lord Kames' *Elements of Criticism* (1762), which in turn influenced the rhetorical contribution of George Campbell, *Philosophy of Rhetoric*.

Published in 1776, Campbell's book linked rhetoric with the psychology of the human mind, approaching speech from the standpoint of the listener. The volume updated Aristotle's work by stressing audience analysis rather than the five classical canons of speech. It also restated

Bacon's reliance on inductive reasoning for effective speech, replacing authority and convention with reason. Further, in its detailed treatment of emotional proofs, it described the importance and uses of humor.

In 1783, Hugh Blair published *Lectures on Rhetoric and Belles Lettres*. Conceiving public speaking to be but a branch of good literature rather than a separate art, Blair defended the study of eloquence. However, in his lengthy consideration of style and taste, Blair conformed to the idea of faculty psychology by urging speakers to study the moods and needs of their audiences. He advised speakers to combine emotion and logic to communicate their ideas eloquently.

### Whately's Argumentation

Richard Whately, a bitter opponent of the Elocutionists, published his *Elements of Rhetoric* in 1826. Whately's book was an advanced text on argumentation, a concise analysis of evidence. As a theologian, Whately was not concerned with legal or political speech; he considered rhetoric the specialized ability to support a contention effectively with previously-derived proofs.

Thus, he considered it the duty of the orator to find and select the most telling argument with which to win any issue. He classified the kinds of arguments as example,





analogy, sign, and cause and effect. He analyzed both "presumption" and "burden of proof," the negative and affirmative sides of any given case. Again, faculty psychology, enlisting

the support of the audience, was a major consideration in selecting the right arguments.

Reversing both Campbell's and Blair's approach, Whately insisted that logic should be presented to set up the case before resorting to emotional appeal. (Show me why I want to do it, then arouse me to do it.) Both approaches are still in use today.

#### Elocution in the 1800's

The following year, 1827, an American doctor, James Rush, published *The Philosophy of the Human Voice*, a medical treatise in which he scientifically established a lengthy set of rules to govern vocal technique. The Elocutionists promptly adapted it to their "mechanical" methods.

Shortly thereafter, James Murdoch released *Analytic Elocution*, an attempt to simplify Dr. Rush's medical terminology. Next, Robert Fulton and Thomas Trueblood jointly produced *Practical Elocution*, designed to simplify both Rush's and Murdoch's work. Each new book, in simplifying the previous set of vocal rules, only caused addi-

tional confusion for teachers.

Certainly the most effective elocutionist of the 19th century was the Frenchman, Francois Delsarte, who dominated European speech training until his death in 1872. Delsarte, who claimed his own superb voice had been ruined by improper training, became the "toast of the Continent," coaching many great stage performers. So popular did he become that someone once wrote, "One might declare in truth that it is Delsarte who is King of France."

Leaving the production of "Delsartian method" textbooks to his numerous "disciples," Delsarte spent his years designing countless charts showing the emotional effect upon the listener of even the slightest gesture, the smallest change of vocal inflection. He required of his students perfect control, from eyelid to fingertip, from tone production to articulation. Madame Modjeska, famed actress of the period and once his student, made an American audience weep by reciting the alphabet in Polish, such was the emotional content of her voice.

Following Delsarte's death, elocution, as a speech training method, began to wane in Europe. It was not until speech was recognized as an academic discipline, during the "flapper" days of the 1920's, that elocution diminished in America. In Eng-

land, the emphasis was placed upon the criticism of the literary merits of famous speeches.

#### American Rhetoric

American rhetorical patterns closely followed those imported from Britain, though changes frequently took longer. The American concept of rhetoric is mirrored in the changes of the Boylston Chair of Rhetoric at Harvard University. John Quincy Adams became the first holder of the Boylston Chair in 1806. It had been endowed many years earlier by Nicholas Boyleston, who instructed that its professors teach four things: the concept of classical rhetoric; the idea of an orator as a "good man"; the history of ancient oratory; and the training of students to give effective sermons.

Adams' *Lectures on Rhetoric and Oratory* showed that he followed these instructions. So did his 1809 successor, Joseph McKean. But when Edward Channing took over the Chair in 1819 he broadened its scope to include written composition and literary criticism. Channing's *Lectures on Rhetoric and Oratory* clearly separated speech from written rhetoric.

Francis Child, the next holder of the Boylston Chair (1851-1876), is credited with establish-

ing the English Department at Harvard, using his post for the advanced study of linguistics and literary analysis. Since then, right up to its present holder, Archibald MacLeish, the Boylston Chair has been used to further literary, rather than speech pursuits.

Yet, speech training survived in other American colleges. The analysis and criticism of famous speeches was highlighted by the 1852 publication of Yale Professor Chauncey



Goodrich's *Select British Eloquence*. Recently republished, this single, thick volume is still considered the masterwork on English oratorical criticism. Richard Jebb's 1876 *Attic Orators* is still the backbone of research on the ancient Greek speakers.

Around the turn of this century it became popular for well-educated men to amass large, seldom-read home libraries. Several sets of famous speeches were published for inclusion on the dusty shelves of these former scholars. These included Thomas Reed's *Modern Eloquence* (15 volumes), Guy Carlton Lee's *The World's Orators* (10 volumes), David Brewer's *The World's Best Orations* (11 vol-





umes), Alexander Johnston's *American Orations* (4 volumes), and Chauncey Depew's *The Library of Oratory*. While lacking in critical comments, these sets preserved many otherwise unobtainable speeches for future analysis.

### Modern Speech Criticism

Modern works on speech criticism since World War I have gradually shaken off the concept of literary analysis and applied themselves to the consideration of speeches in the light of their historical circumstances. Outstanding among these modern criticisms is the *History and Criticism of American Public Address*, a three-volume collection of speeches with a critique of each by a qualified speech teacher. The first two volumes of this work were edited by William Brigrance in 1943, the third in 1955 by Marie Hochmuth.

No consideration of speech analysis would be complete without mentioning a superb work on the development of standards for rhetorical appraisal, Lester Thonssen's and A. Craig Baird's *Speech Criticism*. This 1948 volume is considered the "Bible of speech analysis."

### Informal Speech

During the 1920's a public rebellion against the formalized, platform-style training of the elocutionists was encouraged by two notable YMCA experiments. The first was the formation of Toastmasters clubs by Dr. Ralph Smedley. In *The Story of Toastmasters* (1959), Dr. Smedley revealed that even his earliest club, in 1905, stressed informal, conversational speech. While he founded two or three Toastmasters clubs in connection with his early YMCA activities, the club he established in 1924 at the Santa Ana YMCA became the foundation of Toastmasters International, which today has more than 3600 clubs throughout the world, clearly showing the growth of public awareness and acceptance of the need for better oral communication techniques.

The second experiment was the YMCA sponsorship, in 1926, of Dale Carnegie's two-volume *Public Speaking*, also stressing informal speech techniques. The results eventually produced Carnegie speech courses throughout the nation.

### Modern Speech Textbooks

In 1915, James A. Winans published the speech textbook *Public Speaking*, which introduced the psychological concept of gaining attention for a speaker's ideas. Winans stressed the speaker's search for the ideas neces-

sary to the effective development of subject matter. His book opened the door for the application of psychological principles to modern speech.

Alan Monroe's 1935 *Principles and Types of Speech* emphasized the adaptation of the subject matter to the listeners. This quite thorough textbook, currently in its fifth edition, has become a "standard" for speech instruction. Elwood Murray's *The Speech Personality* (1937), on the other hand, emphasized the adjustment of the speaker to his own speaking situation.

It would be impossible to cover the myriad of speech textbooks published since then. Generally, they are expansions of these three approaches, or attempts to combine them. Suffice it to say that the rapid growth of the speech field as an academic discipline is mirrored in the more comprehensive coverage and better writing of most of the recent speech textbooks.

Speech teachers, too, have become aware of the increasing importance of their field. Regular journals, such as the Speech Association of America's *Quarterly Journal of Speech*, or the various regional speech association publications, keep them well informed on the trends and philosophies of speech training.

Science has offered the speech field even wider horizons. Alfred Korzybski's 1931 *Science and*

*Sanity* introduced the field of general semantics. Since then the speech field has concerned itself with the question of whether a speaker's words actually convey the meaning he intends. S. I. Hayakawa's more readable *Language in Thought and Action* (1939) continued this semantic approach to speech.

Kenneth Burke and I. A. Richards have contributed a complicated "new rhetoric" to speech. Dealing with general communication, their writings go far beyond the original concept of rhetoric as the art of persuasion. Burke's *Permanence and Change* (changed by its 1935 publisher from "Treatise on Communications" because it was feared the original title would suggest a book on telephone wires) is a study of man and his language-using habits; thus Burke concentrates upon the oral symbols of general communication. Richards' 1936 *Philosophy of Rhetoric* demands that rhetoric minister to understanding in all forms of oral communication.

Modern communication methods have altered and expanded the field of speech. Radio and television provide mass communication media never envisioned by the classical rhetoricians, requiring totally new speech techniques. Today a speaker may be seen or heard by millions of people, none of whom he can see or





hear, thus completely altering the concept of gauging the speech by audience response. Speeches can be re-broadcast through tapes or video-tapes to a vast audience whose reactions to them are largely unavailable, making speech analysis infinitely more difficult. Yet, because of our increasing dependence upon this form of communication, rhetoric must encompass this electronic field of speech.

The increased need for better vocational communication has resulted in effective speech organizations, such as Toastmasters International, and in specialized business speech courses. Such courses require textbooks that are job-oriented, rather than general speech texts.

Several of the modern writers previously mentioned are still investigating and reporting their particular fields of interest in speech. Never before in the history of speech training has there

been such an awareness of the importance of better oral communication.

Today's complex world provides an unequalled challenge to the speech field. Better techniques, better teachers, and better textbooks must be developed to fill the increased demand for more effective speech patterns.

Tomorrow's historians will undoubtedly look back at this as the most dynamic, progressive period in all rhetoric.

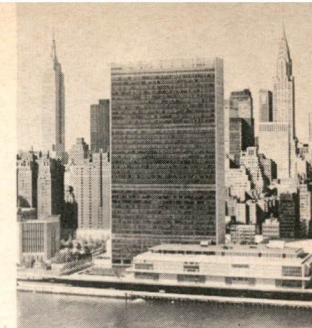
Public speaking today is the product of the ancient and honorable traditions which have been explored in this series of articles. These traditions all point toward the future, for there is, and can be, no end to man's need for better communication techniques!

*The author wishes to express his gratitude to Dr. Earl Cain, chairman of the speech department at California State College in Long Beach, Calif., for his invaluable assistance in the preparation of this series on the history of public speaking.*



*Fredric Broder is a past Founders District educational assistant, past area governor and former president of Lakewood Club 815-F. He is currently working on a Masters Degree in speech at California State College at Long Beach.*

## NEW YORK CITY Toastmaster Town of The Month



NEW YORK CITY, the largest city in the United States, is located on three islands at the mouth of the Hudson River. Five boroughs comprise the city: the Bronx, Manhattan, Queens, Brooklyn and Richmond.

New York is the national center of finance, fashion, commerce, art, music, the theatre and publishing. It is the wholesale trade center and leading manufacturing city in the country. The port of New York is the busiest in the U.S. with berths for over 400 ships. discovered by Giovanni da Verrazzano, a Florentine navigator, on April 17, 1524. The first conclusive exploration of New York Bay and the Hudson River, however, was made by Henry Hudson, an Englishman sailing for the Dutch East India Company in the "Half Moon" during September and October, 1609. The first houses were built in New Amsterdam in 1613 and in 1624 Governor Peter Minuit made the celebrated \$24 purchase of Manhattan Island from the Indians. In 1644 the British took over the settlement and renamed it New York. During the Revolutionary War the city was a focal point for British and Continental armies. On April 30, 1789, George Washington was inaugurated president at Federal Hall at the corner of Broad and Wall streets.

New York is a tourist's delight. Tourists can take a ferry from Battery Park to the Statue of Liberty; see the city from the Empire State Building, at 1,250 feet above sea level the tallest skyscraper in the world; see world leaders at work at the United Nations; visit Wall Street, the financial capital of the world; see a "hit" play on Broadway and walk in Times Square; see the Yankees and Mets play baseball; ride through Central Park; visit what is most commonly thought of as a home of American arts and letters, Greenwich Village; visit Rockefeller Center and Lincoln Center; and see art shows, concerts and much more.

There are more than 80 Toastmasters clubs in the New York City area. *The Toastmaster* salutes New York City, Toastmaster Town of the Month.



# PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

THE SCOPE of activities included in speech training has greatly expanded in recent years. Its extensions into all phases of life are surprising, even to those of us who are closest to it.

For ages, public speaking was "Oratory." The speaker was supposed to be endowed with special qualities, including a more or less unnatural voice tone and a very impressive appearance. Only a favored few were supposed to be able to thrill the multitude with their words.

It was just about at the turn of the century that some daring souls ventured to suggest that public speaking was really just public talking, and that a public speech could properly be considered as amplified conversation. This concept of speech has opened the way to a vast development in communications.

We have learned that anyone with ideas may be a speaker, if he will learn to communicate his ideas to other people. We have discovered that public speaking techniques are applicable to ordinary conversation. Indeed, if these techniques and principles

are so applied, "ordinary" conversation may become extraordinary conversation.

The startling discovery has been made that talking on the telephone is really a form of public speaking, and that improved use of this indispensable means of communication can lead to improvement in business and in personal prestige.

And so we have seen the principles of public speaking carried into business management, selling, letter-writing, employer-employee relations, personnel work — in fact, into all phases of life in which communication is involved.

The Toastmasters clubs have had an important part in this change of view. Our persistent insistence on the simple facts about speaking to an audience has helped win the general public to our view that all speech is public speaking, and that all people who have knowledge or ideas can be trained in the art of communication, so that their ideas and knowledge can be made available to others.

The extent of our influence in

these lines can hardly be estimated, but when we consider the number of men who have been prepared in our clubs for service in other organizations, we are impressed with what we have done. Thousands have been trained to become successful officers of service clubs, civic organizations, trade associations, philanthropic groups and other assemblies working for the general welfare. Other thousands have been developed for better work in their own occupations, professions, businesses. Incomes have been boosted and productivity has been increased as a result of native abilities discovered and trained through the work in Toastmasters clubs.

## What Have You?

When you make a speech to a group of people, what have you for them?

They are spending their more or less valuable time listening to you. They are entitled to receive something of value in return. It is your obligation to "have something" and to present it in such a way that they will be conscious of having received something worth-while.

Too many of the speeches in our Toastmasters clubs have little purpose except to provide practice for the speaker. He is

more concerned about getting this practice than he is about giving the audience their money's worth, on the assumption that time is money.

We need to realize that every speech, to be worth hearing, must have a definite purpose. It must be intended to accomplish something. Its worthiness is to be judged by what it accomplishes.

There are various purposes which may be accomplished by the speaker. His purpose may be to entertain or amuse the audience, or it may be to inform or persuade or convince them. Whatever it is, the success of the speech is determined by its accomplishment of purpose.

There are certain benefits to the speaker in having before him a definite and pre-determined purpose. It helps him in selecting and constructing his speech. It controls the opening and the conclusion of his remarks. It spurs him on to provide a definite "so what," a clinching close.

*EDITOR'S NOTE: Because of Dr. Smedley's illness, he is currently unable to write Personally Speaking. The articles appearing in the Personally Speaking pages are reprinted from Dr. Smedley's earlier columns because we feel they are beneficial to Toastmasters.*





# The Speaker's Page

## SPEECH SUGGESTIONS FOR SEPTEMBER

September has been designated as *Youth Month* for the purpose of "preventing delinquency and youth crime." Kiwanis International sponsors *Kiwanis Kids' Day* on the 25th; *National 4-H Club Week* begins the 25th; and *National Child Safety Week* is the 8th-15th. On September 12 *Constitution Week* begins "to encourage citizens to learn more about our constitution, to build and cite good citizenship."

Historically, some dates to remember this month are: the invasion of Poland by Germany in 1939, starting World War II (1st); the passage of the first peacetime subscription bill by Congress in 1940 (14th); and the unconditional surrender signed by the Japanese in 1945, ending World War II (2nd). Also in September, the first balloon flight from Castle Garden, N.Y., to Perth Amboy, N.J., was made by the first professional astronaut, Charles Durant, in 1830 (9th); and a time capsule was buried on the grounds of the World's Fair in New York City in 1938 to be unearthed in the year 6939 to show people of the future objects representing the culture of the 1930's in America (23rd).

*Labor Day* is celebrated as a legal holiday in all states and territories and in Canada on the 6th; *Gold Star Mothers' Day* is the 26th by Presidential proclamation; *Rosh Hashanah* or *Jewish New Year* starts on the 27th; the 17th is *Citizenship Day*, so proclaimed by President Truman in 1952; and the 9th is *Admission Day* in California, commemorating its becoming a state in 1850.

Another summer passes as Autumn begins at 1:06 a.m., E.S.T., on September 23rd.

### TO BUILD YOUR VOCABULARY

**OBFUSCATE:** to darken where there is already some light and thus confuse and bewilder. *Obfuscation* is therefore the act of confusing others or the state of being confused oneself.

### POINT OF EMPHASIS

The Point of Emphasis for September is "Improved Evaluation." During this month review and vary your evaluation program. Evaluation is the gold mine of opportunity for the individual member. Some clubs have organized an evaluation sub-committee of their Educational Committee to plan and guide the evaluation part of the Toastmasters meeting. The sub-committee consists of two or three of the more experienced Toastmasters. They are the club specialists on evaluation and work closely with the evaluators and the Educational Committee. Assign one speech at each meeting (on the regular program) on speech evaluation during this month. Encourage each member to reread his copy of *Speech Evaluation*.

Club Program Planning (No. 1314), on pages 31 and 32, outlines some excellent suggestions for varying and improving the club evaluation. Each member will find a discussion concerning the functions of the critic or the evaluator on page 33 of his *Basic Training Manual*. Those members who are participating in the advanced speech program, Leadership Through Speech, could assist in this point of emphasis program by presenting speech No. 2, "Evaluation and Analytical Listening." Both *TM Topics* and *The Toastmaster* contain suggestions for varying evaluation programs. Pages 10 and 11 of the new Supply Catalog list the evaluation work sheets and brochures available from World Headquarters.



### Prominent Guest

John K. M. McCaffery, nationally known newscaster and TV personality, spoke at a special meeting of Graybar Club 1436-46.

The evening also afforded the membership the challenge of performing their duties in front of television cameras.

Graybar Club 1436-46  
New York, N.Y.

\* \* \*

### Speechcraft Course

George J. Mucey, past president of Toastmasters International, was general chairman of a Speechcraft class conducted by Washington (Pa.) Club 237-13.

Twenty-six men participated in the course and of these, 10 have joined Toastmasters. Letters to personnel managers announcing the course proved to be an effective means of obtaining participants.

Washington Club 237-13  
Washington, Pa.

\* \* \*

### Guest Speaker

Roseville Club 712-39 had as a guest speaker Jose T. Rodriguez, a student at Roseville High School, who won a speech contest over 200 contestants in Mexico, which enabled him

to attend high school in the United States.

Accompanying him to the meeting was the Mexican consul in Sacramento, Calif., B. Castellanos.

Roseville Club 712-39  
Roseville, Calif.

\* \* \*

### 1,000th Consecutive Meeting

Over 60 persons attended the 1,000th consecutive meeting of Grand Rapids Club 404-62.

Among those attending were Sherman Coryell, first president of the club; and Lynn Harris, first vice-president of the club. The club received its charter on June 20, 1946.

Grand Rapids Club 404-62  
Grand Rapids, Mich.

\* \* \*

### On Display

Through the efforts of Gordon Oliver, administrative vice-president, Rhode Island Credit Union Club 854-31 had a display of Toastmasters materials at the annual meeting of the Rhode Island Credit Union League.

The club also put on a demonstration meeting at a monthly meeting of the northern section of the league.

Rhode Island Credit  
Union Club 854-31  
Cranston, R.I.





Toastmasters International Past President Alex P. Smekta, left, was one of many Toastmasters, city and county officials, and friends who honored TMI President Paris S. Jackson, right, at a testimonial dinner sponsored by Temple City Club 554-F. The dinner was held at the Huntington Sheraton Hotel in Pasadena, Calif.



Brigadier General Howard F. Schlitz, commander of the Aviation Materiel Command in St. Louis, Mo., was made an honorary member of Winged Word Club 1903-8. From left to right are Esteban Vasquez, president, Gen. Schlitz, Silas Garrett, Edward Carlton, Raymond L. Butler, Philip Knox and Nathaniel M. Curtis.



President Henry Shogren of Midland Club 776-6 is congratulated by Brother Michael of De La Salle High School in Minneapolis, Minn., after the club presented a demonstration meeting at the school for students in the speech class.



Lt. Col. Leonard Einstein, president of Sheppard AFB (Texas) Club 3066-25, presents an honorary membership in Toastmasters International to Major General Robert M. Stillman, commander of the Sheppard Technical Training Center.



Ogden Club 140-15, Ogden, Utah, believes it holds something of a record. Thirteen past presidents of the club are still active members. Eleven of them, pictured, are Paul Grossenbach, Tom Seppich, Charles Pomeroy, Jack O'Neil, Adam Jacobs, Sam DeCorso, Max Creer, Robert Walker, Stanley Bushell, Dwight Decius and Irving Christensen.

Toastmasters International Director Norval Anderson, right, presents a club charter to Don Plaskett, president of Rainy Lake Club 3872-6, Fort Frances, Ont., Can. The club is truly international with two members from nearby International Falls, Minn.

A unique installation dinner was held by Santa Fe Club 235-52, Los Angeles, Calif. A buffet dinner was held aboard Santa Fe Railway Company dining and lounge cars. Getting ready to board the train are John Becker, Russ Gottschalk, Ben Steinmetz and R. Gruszka.



Governor George C. Wallace of Alabama signs a proclamation declaring Toastmasters Week in the state. Witnessing the signing are Francis Grove, past District 48 governor; Nick Saad, past district governor; Major Loren D. Eaton, past district lieutenant governor; Mrs. Loren D. Eaton, women's activities chairman at the Spring district meeting; and Chalmers Bryant, past district secretary-treasurer. Dothan, Ala., Mayor Earle C. Moody also proclaimed Toastmasters



# Convention Countdown

OUTSTANDING EDUCATIONAL sessions, nationally known speakers — something for everyone — at the 34th Annual Toastmasters International Convention at the Statler Hilton Hotel in New York City August 19-21.

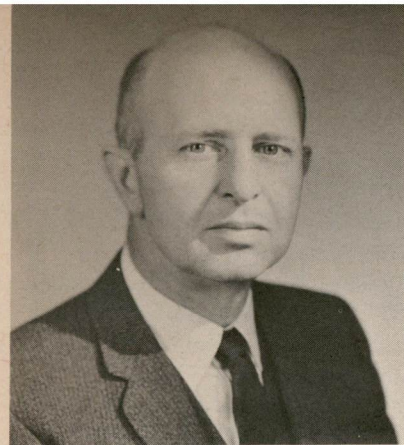
All Toastmasters can gain from the excellent program planned. The featured speakers will be Stuart G. Tipton, president of the Air Transport Association of America, who will give the keynote speech at the opening of the educational sessions; and Dr. Robert T. Oliver, head of the Department of Speech at Penn State University, who will speak at the President's Banquet.

It all begins with the Pre-Convention Party, arranged by the Host Committee. Host Committee Chairman James G. Kalley has selected Anthony Comorat to serve as master of ceremonies. Highlighting the entertainment will be comedian Jimmy Joyce, the "Jolly Jester"; Marion Stevens, musical comedy singing attraction; and Charles Schnabolk and Daniel Elders of District 46 with a special "educational" feature.

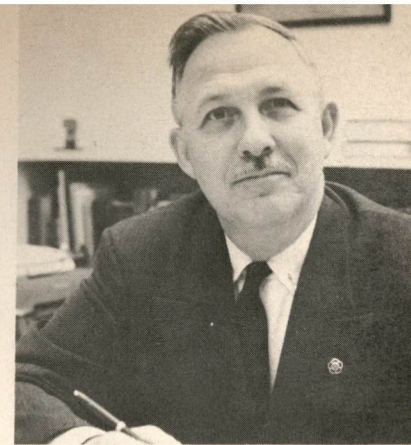
The Toastmaster's opportunities for community service will be one of the highlights of the educational sessions. Paris S. Jackson, president of Toastmasters International, will speak on the "The Club Youth Leadership Program." He will be followed by a 20-minute presentation on "Enjoy the Speakers Bureau" by Tony Bishop and Jack Schneider of District 50 and Bill Freund of District 38. "Speechcraft for Your Members and Your Community" will be discussed by John DiComo of District 46 and this will be followed by a talk by Dr. S. K. Ballal of District 63 on "International Students and Toastmasters."

The session devoted to "Enjoy Opportunities for Leadership in Toastmasters International" emphasizes opportunities offered within the Toastmasters organization itself.

Speakers will include Peter Sarthou of District 46 on "Club Officer Leadership Experience"; Vernon L. Chandler, District 56, "Area and District Leadership Opportunities"; Howard Perry, District 63, "Leadership Aids — Club Evaluation Report Program



STUART G. TIPTON is president of the Air Transport Association of America, a service organization representing most of the scheduled certificated airlines of the United States. Before joining the ATA as general counsel in 1944, he was employed in the legislative section of the U.S. Treasury Department where he helped draft the bill which later became the Civil Aeronautics Act of 1938. In 1938 he joined what was then known as the Civil Aeronautics Authority created by the Civil Aeronautics Act, and later was assistant general counsel of the Civil Aeronautics Board. A graduate of Northwestern Law School, he is listed in *Who's Who in America*.



DR. ROBERT T. OLIVER, head of the Department of Speech at Penn State University, is the immediate past president of the Speech Association of America and currently serves as vice president and president-designate of the Speech Association of the Eastern States. The author of 22 books on speech and international affairs, he served for many years as adviser to President Syngman Rhee of the Republic of Korea and as consultant to the Korean delegation to the United Nations. Dr. Oliver's listings in *Who's Who in America*, *Who's Who in the East*, *Who's Who in the South and American Men of Science* report many more achievements than space allows us to list here.

and District Awards Program"; Frank I. Spangler, past International president, "Opportunities and Responsibilities of an International Board Member."

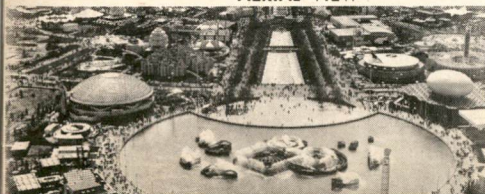
Other educational sessions will highlight techniques in speaking and in the use of TMI materials, and enjoying club activities.

In the workshop on "Enjoy Learning to Speak," Doug Ingram and Gaylord E. Giles of District 16 will speak on "Back to the Manuals"; Buck Herrlein, District 36, on "Humor in Speech"; Charles C. Shinn, District 36 and director of Graphic

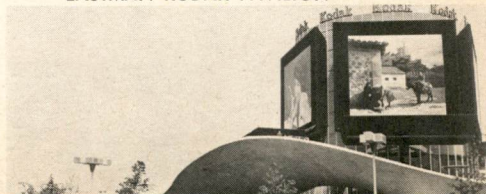
and Visual Aids for the Housing and Home Finance Agency, on "Your Talk With Visual Aids."

A workshop on "Enjoy Your Club Activities" will have Earl Potter, International past director, speaking on "Planning Enjoyable Club Meetings"; Jim Hansen, District 24, and Buck Engle, World Headquarters, on "Your Club Membership Building Program"; Joe Hunnicutt, District 46, on the "Blue Ribbon Club Program"; Bob Leiman, District 11, on "Parliamentary Procedure in Action"; Deo Ginglesley, District 35, on "Your Club Evaluation Program."

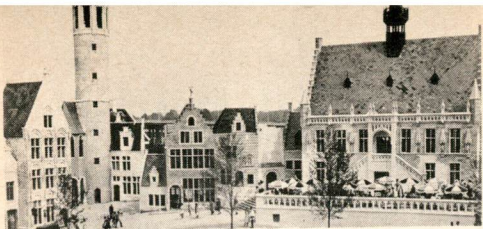
AERIAL VIEW



EASTMAN KODAK PAVILION







BELGIAN VILLAGE

Paul Mills and Bernie Roberts of Sales Power Inc., New York City, experts in speech techniques, will have a session on voice control; and 10 Toastmasters from Founders District and District 46 will participate in a skit, "Tops and Turvy."

L. Kenneth Wright, TMI vice-president for education, will be chairman of the educational sessions. Workshop chairmen will be Lothar Salin, TMI vice-president for organization; Charles C. Mohr, senior vice-president; George J. Flannery Jr. and Robert L. Knotts, directors.

While education is one of the major purposes of the annual convention, the business meeting and election of officers and directors, International Speech



VATICAN PAVILION

Contest, President's Banquet and the Founder's Breakfast will make this a convention you will long remember.

Toastmasters Day at the World's Fair will be Saturday, August 21. A special ceremony will take place at the Bell System Exhibit where Golden Gavel Awards will be presented to Eugene J. McNeely, retiring president of the American Telephone and Telegraph Company, and to Robert F. Moses, president of the fair.

Last but not least, Toastmasters attending the convention will renew old acquaintances and make many new friends.

There's still time to plan to attend the convention. You'll be glad you came!

## Registration Information

If you failed to send in your pre-registration form by the July 1 deadline and are planning to attend the convention, register as soon as you arrive to assure yourself of tickets to all major events.

And, if you are planning to stay at the convention hotel, the Statler Hilton, write to it directly and mention in your

room request that you will be attending the Toastmasters convention. This will enable you to receive the special room rates arranged for the convention. In writing for room reservations, be sure to write the Statler Hilton. There has been some confusion caused by room requests being sent to the *New York Hilton*.

# District Governors 1965-66



1—John J. Patterson  
Riverside, Calif.



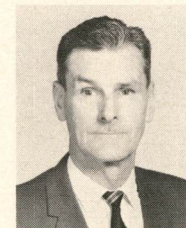
2—Harold E. Stratemeyer  
Seattle, Wash.



3—Mike Marusich  
Scottsdale, Ariz.



4—Jim Wu  
San Jose, Calif.



5—John M. Dower  
La Mesa, Calif.



6—Robert D. Takar  
Minneapolis, Minn.



7—George C. Scott  
Portland, Ore.



9—Gilbert Prior  
Spokane, Wash.



10—John Goldsmith  
Ashtabula, Ohio





11—Ray Hopfner  
Anderson, Ind.



12—Russell G. Herron  
Camarillo, Calif.



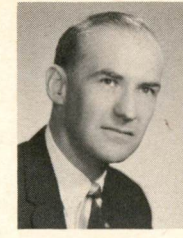
13—Theodore  
Castrodale  
Pittsburgh, Pa.



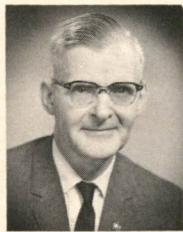
28—Harold Hyatt  
Windsor, Ont., Can.



29—John W. Morgan  
Mobile, Ala.



30—John W. Bacher  
La Grange, Ill.



15—C. James Barber  
Salt Lake City, Utah



16—Douglas Ingram  
Oklahoma City, Okla.



17—John F. Griffith  
Billings, Mont.



19—Richard W. Bice  
Marion, Iowa



31—David Moffatt  
Medfield, Mass.



32—Anthony Bertocchini  
Tacoma, Wash.



33—Marr Waddoups  
Othello, Wash.



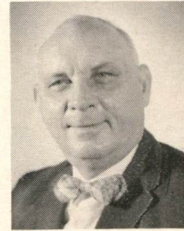
34—Kenneth C. Thayer  
West Branch, N.Y.



20—O. A. Parks  
Bottineau, N. Dak.



21—Robert Baird  
Victoria, B.C., Can.



22—Harold Wantiez  
Wichita, Kan.



23—Edd Ekola  
El Paso, Tex.



35—Everett Watson  
West Allis, Wisc.



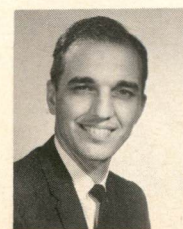
36—Robert W. Blakeley  
Alexandria, Va.



37—Francis S. Key  
Cramerton, N.C.



38—Patrick McKeown  
Pennsauken, N. J.



24—R. L. Torczon  
Omaha, Nebr.



25—Wayne Summerlin  
Bossier City, La.



26—Sam Harper  
Littleton, Colo.



27—Walter Steinhauer  
Fresno, Calif.



39—James Hart  
Sacramento, Calif.



40—Austin Walpole  
Granville, Ohio



41—Ernest G. Carlsen  
Sioux Falls, S.D.



42—Bruce Godwin  
Regina, Sask., Can.





43—Ed Tripp  
Little Rock, Ark.



44—Sam Hershey  
Midland, Tex.



45—Arthur N.  
Thurston, Jr.  
Rockland, Me.



58—John Hughes  
Columbia, S.C.



59—John Peffley  
Reno, Nev.



60—Bill Hudson  
Hamilton, Ont., Can.



46—Meyer Bronstein  
N. Arlington, N.J.



47—John Diaz  
Eau Gallie, Fla.



48—Dr. A. S. Rouss  
Birmingham, Ala.



49—John Y. C. Mow  
Honolulu, Hawaii



61—Moe Rudner  
Mount Royal,  
Que., Can.



62—Ahti A. Mackela  
Flint, Mich.



63—Tom Graves  
Nashville, Tenn.



64—Robert H. Drain  
Winnipeg, Man., Can.



50—George Williams  
Gardena, Calif.



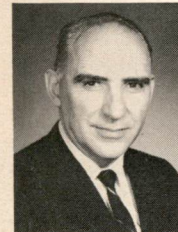
51—Ray O. Clark  
Palos Verdes  
Estates, Calif.



52—Ben Steinmetz  
Studio City, Calif.



53—Anthony C. Neri  
Bridgeport, Conn.



65—Norman J. Thaler  
Buffalo, N.Y.



66—Joseph W.  
Hunnicutt III  
Roanoke, Va.



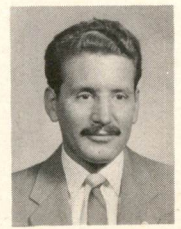
67—Thomas C. Harris  
Anchorage, Alaska



68—Donald S. Gregg  
New Orleans, La.



54—James P. Sullivan  
Peoria, Ill.



55—Bernard  
Manzanares  
Rawlins, Wyo.



56—Joe N.  
Westerlage, Jr.  
Houston, Tex.



57—Charles Holt  
Castro Valley, Calif.



TCA—Russ Walkington  
Sydney, N.S.W.  
Australia



TCBI—Hugh Davidson  
Ayr, Scotland

Not Pictured

8—Junior Edwards  
Belleville, Ill.

14—Kenneth L. Thayer  
Warner Robins, Ga.





G. B. Urias, publications manager at World Headquarters, discusses publicity plans for the International convention with Executive Director Maurice Forley.

## Publications Department

*EDITOR'S NOTE: This is the eighth in a series of articles intended to familiarize Toastmasters with their world organization.*

**M**AKING SURE that 75,000 Toastmasters receive *The Toastmaster* and that the magazine is representative of these

Toastmasters in 50 countries and territories of the free world is the responsibility of the Publications Department at World Headquarters.

Along with *The Toastmaster*, the Publications Department prepares *TM Topics*, publicity releases, evaluates club and district bulletins and is responsible for various other publications and public relations items.

*The Toastmaster* has an editorial policy that every article in the magazine must relate to the art of communication or to the Toastmasters organization. In this way the magazine can serve a dual function of being a means of communication between World Headquarters and the individual Toastmaster and as a training aid. Because *The Toastmaster* is designed for Toastmasters, it does not attempt to compete with magazines in the general circulation field.

Working with G. B. Urias, publications manager and editor of *The Toastmaster*, are Charlotte Amelotte, who doubles as a secretary and proofreader; and Phil Interlandi, art director.

Urias is a journalism graduate of the University of Arizona and was on the staff of the Arizona Daily Star in Tucson and managing editor of an Orange County magazine prior to joining the World Headquarters staff. He also served as a public information officer in the Navy.

Interlandi has been art director for *The Toastmaster* since December, 1958. A nationally known cartoonist, his cartoons appear regularly in *The Saturday Evening Post*, *Look*, *Playboy*, *Esquire*, *Better Homes and Gardens* and *True*. He is a graduate of the Chicago Academy of Fine Arts and a former art director for Batten, Barton, Durstine and Osborn, one of the largest advertising agencies in the United States.



Phil Interlandi, art director for *The Toastmaster*, works on a preliminary sketch depicting a magazine article.



Charlotte Amelotte readies an article for insertion in a future issue of *The Toastmaster*.



*TM Topics*, the monthly newsletter to all club officers, offers membership building ideas and program and publicity suggestions. Also included is material for use in club bulletins.

The Publications Department receives bulletins regularly from hundreds of clubs and districts. All of these bulletins are reviewed for new ideas for membership building, outstanding club activities, original program ideas and good educational materials.

These bulletins are also evaluated for the best club bulletin and best district bulletin awards at the International convention. If a club or district wishes to receive suggestions for improving its bulletin, it may request an analysis from the department.

The Publications Department is responsible for internal public relations and also assists with

the external public relations. News releases are prepared in the department on officers and directors and district governors. The department also assists districts and clubs on any problems they may have of this nature.

Among other materials prepared by and available from the department are sample news releases, radio and TV spot announcements, the Public Relations Manual, and the pamphlets "Your Club Bulletin," "Public Relations at the District Level" and "Public Relations for You and Your Toastmasters Club."

If Toastmasters clubs have a story to tell, the Publications Department will help them tell it. The department strives for effective communication in publicizing the efforts and accomplishments of Toastmasters and Toastmasters clubs.

# TOASTscripts



Toastmasters International President Paris S. Jackson was recently interviewed in New York City by the Armed Forces Radio and Television Service prior to his departure for Europe.

The half-hour interview concerning the activities of Toastmasters International was broadcast on the world-wide short wave radio program sponsored by the Directorate for Armed Forces Information and Education, Department of Defense. Jackson was interviewed by Al LePage of the New York Bureau, Armed Forces Radio and Television Service.



*The "Herman Hoche Award," named after the past interna-*

*tional president, was this year presented by District 22 to The Wichita Postal Club 3306-22 and to Worthy Sirs Club 1832-22, both of Wichita, Kan. The award is given for the club or clubs which sponsor the most new clubs during the preceding year.*

Four District 39 Toastmasters recently participated in the educational session at the annual convention of the California Federation of Federal Employees.

Lou Nations, Fair Oaks Club 1481, was the keynote speaker for the session and Harry Voth, Fair Oaks Club 1481; Tom Ralph, Camellia Club 1787; and Bob Cameron, 49'ers Club 1230, led discussion groups.

Paris S. Jackson, president of Toastmasters International, presenting the organization's Golden Gavel Award, in New York, to Lowell Thomas, author and radio news commentator, "for outstanding and consistent contributions to better understanding among men through his skilled use of effective communications." Looking on is Executive Director Maurice Forley. The Golden Gavel was to have been awarded to Thomas last year at the Denver International convention but he was unable to attend.





# Criticizing Is An Art!

By Barney Kingston



ONE OF THE BIG problems we have in Toastmasters clubs is how best to give effective evaluations. You would think that since all of us get voluminous and comprehensive materials from World Headquarters on this subject, evaluation would pose no problem. But after being a Toastmaster for more than nine years, I am convinced that nine out of ten evaluations considerably miss the mark. Most of these faulty evaluations fall into two categories: some Toastmasters just don't know how to give a two-minute *oral* evaluation; and, the evaluator puts the wrong emphasis on his attitude. So let's examine each in some detail and see if we can offer a helpful solution.

*Plan your oral evaluation.* This means you should first *write* the formal evaluation as required in the Basic Training Manual; but do not repeat either the questions or your answers. The written phase of your evaluation is meant solely for the speaker. You have written it in his manual, so why repeat it?

Keep in mind an evaluator is supposed to give no more than a two-minute oral evaluation. You should pick out what you feel is the outstanding good thing the speaker accomplished in his talk and tell the audience why. This benefits both the speaker and the club members.

The second part of your oral evaluation should be concerned with the major flaw in the speak-

er's talk — whether it was in not making clear the purpose, the delivery, the voice, or whatever. Then finish up by telling the speaker how to overcome this flaw. You can easily do this in two minutes.

Evaluators who give a nine-minute evaluation of a five-minute talk and cover every phase and aspect of the talk and the delivery are doing nobody any good. No one can overcome *all* his faults overnight. You simply frustrate a speaker and irritate the audience by delivering a catalog of errors.

While in this area, a great many evaluators seem to think it isn't necessary to praise a good speaker. "Well, we all know Joe is a top speaker so we won't butter him up; he wants to know how to get better," is the way this evaluator usually starts. This is a false premise. We all like to hear what we did well — if we did something worth-while. Believe it or not, it is more difficult to find something good in a talk and say why, than it is to find fault. It is a mark of a good listener (and evaluator) who can tell a man what he did best. Also, when you say something good to a speaker you are assured of getting a good reception for your criticism.

But in order to make an effective two-minute oral evaluation, you have to listen carefully, jot down the thing you liked and

why, write down where you feel the speaker fell down, and offer some suggestions on how he can improve this aspect.

*Have the right attitude.* After nine years of hearing literally hundreds of evaluations, I am convinced the main cause of members leaving Toastmasters is the hurt feelings, hostility and even antagonism engendered by inconsiderate methods of criticism. For some strange reason, you can see a fellow give a fine prepared talk in the club, use an effective conversational style when he handles a Table Topic or when taking part in a business meeting. But something magical, and tragic, occurs when this fellow assumes the robe of evaluator. Suddenly he becomes judge and district attorney and his criticism sounds more like a prosecutor blasting a defendant than the helpful, kindly, evaluator we seek and need.

The main reason for this kind of "district attorney" evaluation, I suspect, is because this type of evaluator takes himself too seriously. Many an executive in the business world has been fired because he doesn't know how to "condition" his criticism of a subordinate. So it's good training to learn how to "condition" your evaluations. This training will benefit you in the business world — and for that matter right at home, too.

Have the right attitude. Don't



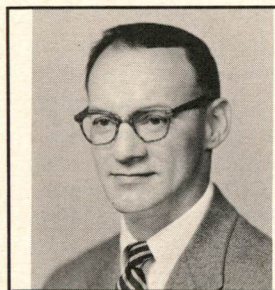
take yourself too seriously. Get into a state of mind along these lines:

(1) *What did I like about Joe's talk?* Ask yourself that question and you can't help saying something worthwhile. When you tell why you liked the talk, you've really taken a giant step toward being an effective evaluator — and on the way to winning friends, too.

(2) *How can I help Joe?* If you think along this line you

can't help but have a kindly, gentle, helpful manner and attitude. You're sure to have a receptive audience, too.

And one final word. When you're evaluating a man in your two-minute oral talk, do just that — talk to him as though he were sitting across the table as a friend. Discard your judicial robe. Throw away your policeman's club. Picture yourself not as a district attorney, but as a person trying to help a friend.



*Barney Kingston is a member and past president of Speakers Forum Club 371-30, Chicago, Ill. He is the contributor of several articles which have appeared in The Toastmaster and winner of the 1964 Toastmaster Magazine Award. Kingston is merchandising director for Salesman's Opportunity Magazine.*

*Prejudice is an opinion without judgment.*  
Voltaire

*The man who has accomplished all that he thinks worthwhile, has begun to die.*  
E. T. Trigg

# How Strong Are You?

By James R. Newton

TOASTMASTERS INTERNATIONAL'S World Headquarters consists of 36 people working together to serve 75,000 Toastmasters. To do this, it takes planning and requires your co-operation.

World Headquarters is not infallible. Its processes can be improved, but that improvement can come only with your cooperation at the club level.

When a club — any club — fails to send in its semi-annual per capita report and membership list promptly, it causes additional administrative costs because of the time involved in following up on the delinquent Toastmasters clubs.

Sometimes clubs induct new members but fail to send in the Membership Application Envelope (Form 400) to World Headquarters. The new member may begin to wonder why he isn't receiving Toastmasters materials but these cannot be sent until the application is received.

Often clubs request materials from WHQ needed by a certain date but do not allow ample time for these materials to be processed and mailed. Many times the requests arrive after the date the materials are needed.



Or how about failure to send in officer rosters? Who suffers then? Your new officers, first of all, because materials meant for them are

delayed in transit. The slow-down snowballs up through your area, district, and TMI because incorrect records are just not as efficient as correct ones.

Small things? Sure, but you must remember all large things are made up of a number of smaller units. Compare TMI administration to a measuring system: could you accurately measure a mile with a tape whose divisions varied or just weren't there at all? No. It takes so many yards to make a mile, so many feet to make a yard, so many inches to make a foot, and



so on down to increments as small as you care to make them. The important thing is to have standard and accurate units with which to measure.

The same is true with Toastmasters. For TMI to function accurately, there must be an accurate knowledge of its sub-units: so many districts make up TMI, so many areas make up a district, so many clubs make up an area, so many members make up a club. Where some of those units are inaccurately reported, or not reported at all, the whole TMI cannot accurately function to produce its full "mile" of value.

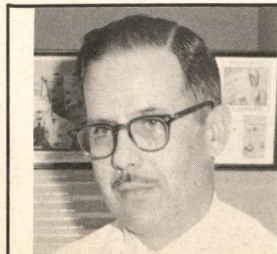
And, again, who suffers? WE Toastmasters do!

What can we do? Follow prescribed and suggested processes, or come up with and report, processes which work for you. Demand of your club and its officers efficient club administration. Help administer it through committee membership, through acceptance of responsible offices when selected, through parliamentary procedures to correct deficiencies and improve club operation.

Participate. A passive club member can be as bad as, or sometimes even worse than, a careless member. Apathy is the enemy of progress in a Toastmasters club as well as in a commercial venture; profit from either results only when effort is put into the operation — and the amount of profit is proportional to the amount of effort.

Apply what you learn. Remember, the TMI insignia shows two crossed gavels behind the world globe, not crossed knife and fork. The member who participates only at luncheons and dinners is a total loss in proving Toastmasters training really works outside the club.

Use the administrative structure. A ladder not used is as ineffective as a ladder without rungs. The area, the district, the World Headquarters exist solely to serve. If you don't call on them, they're the ineffective ladder. But used as it was designed to be, the "rung" setup of the Toastmasters structure can help your club progress upward toward both International and personal goals. How strong are you?



James R. Newton is a member of Belvoir Club 2578-36 and has served as District 36 Speakers Bureau and Community Services Director and as editor of the District newsletter. He is also a past area governor. Newton is assistant information officer for the U.S. Army Engineer Center at Fort Belvoir, Va.



## JUST IN JEST

Two women were discussing the merits of a certain movie star's monumental measurements.

One woman, tossing the statistics around in her mind a bit, said dejectedly, "I just found out what's wrong with me. I'm upside down!"

—Quote

*If I didn't keep a schedule,  
I'd really be in a jam —  
Without it I would never know  
How far behind I am.*

—Stephen Schlitzer

A draftee from Kansas was sent to Honolulu and was enraptured by the supple hula dancers he encountered there. He wrote to his father, "I've got to tell you, Dad, that these girls sure know how to shake hay while the son pines!"

—Capper's Weekly

*Wealthy people miss one of the greatest thrills of life—paying the final installment.*

—Business Briefs

*Adam and Eve had their troubles. One day Adam really got mad. "Damn it," he said to Eve, "you've put my pants in the salad again!"*

—Railway Clerk

In a parish school little Bobby had been a terror at recess. Some girls had been teasing him, and in a rage he chased them through the playground, pulling their hair and knocking them down. After recess, Sister said, "Bobby, I want you to apologize to these girls for losing your temper."

"All right," Bobby replied, standing up like a man. "Girls, I'm sorry I lost my temper." But as he sat down he heard some girls titter. He jumped up again, "But I didn't lose all of it," he warned.

—Catholic Digest

*Middle age is that perplexing time of life when we hear two voices calling us, one saying, "Why not?" and the other "Why bother?"*

—Somerset (Mass.) Spectator

REMEMBER: To keep *The Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number and Zip Code. If possible, include a mailing sticker from a previous magazine. Allow 30 days after notification for processing of change.

Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California 92702.



# New Clubs

(As of July 1, 1965)

- 508-25 SHREVEPORT, Louisiana, *AMF Beard*, Mon. 11:00 a.m., AMF Beard, Inc. Shreveport, Louisiana 868-4441
- 1054-36 BALTIMORE, Maryland, *Westinghouse Underseas*, Fri. 12 noon, Westinghouse Electric Corp., Underseas Div., Baltimore, Maryland ID 5-7665
- 1116-19 MOLINE, Illinois, *John Deere*, Mon. 4:35 p.m., Deere & Company Administrative Center, Moline, Illinois 792-4319
- 1701-10 DOVER, Ohio, *Dover*, Wed. 6:30 p.m., Dover Hotel, Dover, Ohio 42976
- 2604-43 MEMPHIS, Tennessee, *ART-O-RHEC*, Fri. 12 noon, 1380 Lamar Avenue, Memphis, Tennessee 275-2173
- 2895-19 INDIANOLA, Iowa, *Indianola*, Mon. 5:30 p.m., El Jon's Restaurant, Indianola, Iowa 247-5461
- 3095-U CROUGHTON, England, *Croughton Communicators*, Wed. noon, Chapel Annex, RAF Station, Croughton, England
- 3343-14 MARIETTA, Georgia, *Lockheed*, 2nd-4th Wed. 6:00 p.m., Cobb Center, Davis Brothers, Marietta, Georgia 424-2123
- 3353-U ROTORUA, New Zealand, *Rotorua*, Mon. 6:00 p.m., Marriage Guidance Council Rooms, Rotorua, New Zealand 3010
- 3408-14 ATLANTA, Georgia, *Eastern*, Mon. 6:00 p.m., Morrison's Cafeteria, Atlanta Airport, Atlanta, Georgia
- 3521-U CUTTACK, Orissa, India, *Cuttack Y.M.C.A.*, Mon. 6:30 p.m., Y.M.C.A., Cuttack, Orissa, India 971
- 3607-U TRIPOLI, Libya, *Tripoli*, 2nd-3rd Thurs. 6:00 p.m., Del Mehari Hotel, Tripoli, Libya
- 3662-38 NEW CUMBERLAND, Pennsylvania, *New Cumberland Army Depot*, Alt. Wed. 11:30 a.m., NCAD Officers Club, New Cumberland, Pa. 234-4961
- 3903-42 BROOKS, Alberta, Canada, *Brooks*, 2nd-4th Tues., 6:00 p.m., Country Kitchen, Brooks, Alberta, Canada 362-3472
- 3907-6 MINNEAPOLIS, Minnesota, *Early Bird*, Thurs. 8:00 a.m., Malzen's Cafe, 41st & West Broadway, Robbinsdale KE 3-5804
- 3918-TCA SYDNEY, N.S.W., Australia, *B.M.C.*, Mon. 5:15 p.m., The British Motor Corp. (Aust.) SP Pty., Ltd., Joynton Ave., Zetland, N.S.W. 6630321
- 3919-TCA ADELAIDE, South Australia, *Adelaide*, 2nd-4th Mon. 6:00 p.m., Arkaba Castle Hotel, 656 South Road, Edwardstown, S.A. 51-6131
- 3921-47 SATELLITE BEACH, Florida, *Satellite Beach*, Thurs. 6:30 p.m., Satellite Beach Bowling Lanes, Satellite Beach, Florida
- 3922-53 MIDDLETOWN, Connecticut, *Columbia*, 1st-3rd Mon. 8:00 p.m., Knights of Columbus Hall, Newfield St., Middletown, Connecticut 347-6808
- 3923-63 KINGSTON, Tennessee, *Roane Scottish Rite*, 2nd-4th Thurs. 7:15 p.m., Davis Diner, Midtown, Tennessee 376-6694
- 3924-52 LOS ANGELES, California, *LAIRS Toastmasters #2*, Tues. 11:30 a.m., 1031 South Broadway, Los Angeles, California 688-4561
- 3925-35 DELAVAN, Wisconsin, *Delavan*, 1st-3rd Thurs. 6:30 p.m., Colonial Hotel, Delavan, Wisconsin 728-5793

# DISTRICT GOVERNORS 1965-1966

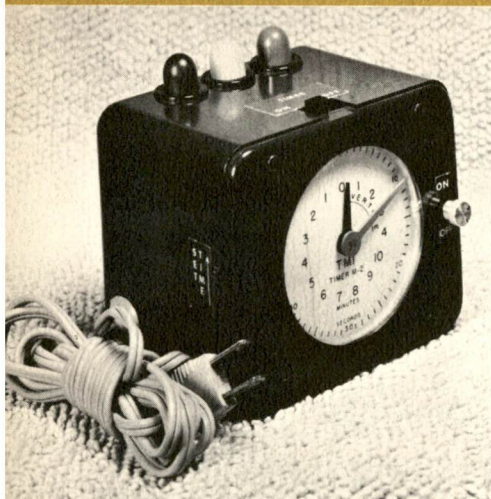
- F. John J. Patterson  
2. Harold E. Stratemeyer  
3. Mike Marusich  
4. Jim Wu  
5. John M. Dower  
6. Robert D. Tokar  
7. George C. Scott  
8. Junior Edwards  
9. Gilbert Prior  
10. John Goldsmith  
11. Ray Hopfner  
12. Russell G. Herron  
13. Theodore Castrodale  
14. Kenneth L. Thayer  
15. C. James Barber  
16. Douglas Ingram  
17. John F. Griffith  
19. Richard W. Bice  
20. O. A. Parks  
21. Robert Baird  
22. Harold Wantiez  
23. Edd Ekola  
24. R. L. Torczon  
25. Wayne Summerlin  
26. Sam Harper  
27. Walter Steinhauer  
28. Harold Hyatt  
29. John W. Morgan  
30. John W. Bacher  
31. David Moffatt  
32. Anthony Bertocchini  
33. Marr Waddoups  
34. Kenneth C. Thayer  
35. Everett Watson  
36. Robert W. Blakeley  
37. Francis S. Key  
38. Patrick McKeown  
39. James Hart  
40. Austin Walpole  
41. Ernest G. Carlsen  
42. Bruce Godwin  
43. Ed Tripp  
44. Sam Hershey  
45. Arthur N. Thurston, Jr.  
46. Meyer Bronstein  
47. John Diaz  
48. Dr. A. S. Rouss  
49. John Y. C. Mow  
50. George Williams  
51. Ray O. Clark  
52. Ben Steinmetz  
53. Anthony C. Neri  
54. James P. Sullivan  
55. Bernard Manzanares  
56. Joe N. Westerlage, Jr.  
57. Charles Holt  
58. John Hughes  
59. John Peffley  
60. Bill Hudson  
61. Moe Rudner  
62. Ahti A. Mackela  
63. Tom Graves  
64. Robert H. Drain  
65. Norman J. Thaler  
66. Joseph W. Hunnicutt III  
67. Thomas C. Harris  
68. Donald S. Gregg
- 2851 Seventh St., Riverside, Calif. 92507  
1414 N. E. 70th St., Seattle, Wash. 98115  
8216 E. Virginia Ave., Scottsdale, Ariz.  
851 Tantau Ave., San Jose, Calif. 95129  
7505 Eucalyptus Hill, La Mesa, Calif.  
2528 Murray Ave. N.E., Minneapolis 18, Minn.  
1323 S. E. Rex St., Portland, Oreg. 97202  
R. R. 2, Belleville, Ill.  
E. 3717 Fifth, Spokane, Wash.  
1009 Bunker Hill Rd., Apt. 201, Ashtabula, Ohio 44006  
108 W. 38th St., Anderson, Ind.  
127 Geneive St., Camarillo, Calif.  
4138 Harpen Rd., Pittsburgh, Penna. 15214  
916 MacArthur Blvd., Warner Robins, Ga.  
1754 Harvard Ave., Salt Lake City, Utah  
1831 N. W. 31, Oklahoma City, Okla.  
1847 Alderson Ave., Billings, Mont. 59103  
1401 Douglas Ct., Marion, Iowa 52302  
709 East St., Bottineau, N. Dak.  
1310 May St., Victoria, B.C., Can.  
669 N. Edgemoor, Wichita, Kan.  
64 Sutton Pl., El Paso, Tex. 79912  
1406 Cole Creek Dr., Omaha, Nebr.  
P. O. Box 5727, Bossier City, La.  
5765 S. Fox, Littleton, Colo.  
1275 Adoline, Fresno 5, Calif.  
555 Tecumseh Rd. E., Windsor, Ont. Can.  
34 E. Louisiane Dr., Mobile, Ala.  
1017 S. Stone Ave., La Grange, Ill. 60525  
Granite St., Medfield, Mass.  
1114 S. 56th, Tacoma, Wash.  
22 North 1st Ave., Othello, Wash.  
R. D., West Branch, N.Y.  
2425 S. 95th St., West Allis, Wisc. 53227  
6304 May Blvd., Alexandria, Va.  
176 Ninth St., Cramerton, N. C.  
4802 Springfield Ave., Pennsauken 8, N. J.  
2164 Montecito Way, Sacramento, Calif. 95822  
Silver St., Granville, Ohio  
1400 S. Main, Sioux Falls, S. Dak.  
12 Daffodil Crescent, Regina, Sask., Can.  
2 Hanover Dr., Little Rock, Ark.  
Rt. 2., Box 906, Midland, Tex.  
17 Grove St., Rockland, Maine  
29-G Garden Terrace, N. Arlington, N. J.  
706 Anita Dr., Eau Gallie, Fla.  
1910B Vestavia Ct., Birmingham 16, Ala.  
916 Alewa Dr., Honolulu, Hawaii 96817  
14024 Purche Ave., Gardena, Calif.  
P. O. Box 922, Palos Verdes Estates, Calif.  
3900 Carpenter Ct., Studio City, Calif.  
3223 Main St., Bridgeport, Conn. 06606  
2115 Wellington Dr., Peoria, Ill.  
1430 Coulsen Pkwy., Rawlins, Wyo.  
2804 Brazos St., Houston, Tex. 77006  
3468 Marques Ct., Castro Valley, Calif.  
685 Amberley Rd., Columbia, S. C.  
762 Edelweiss, Reno, Nev.  
112 Sterling St., Hamilton, Ont., Can.  
787 Powell, Mount Royal, Que., Can.  
2606 Pierce St., Flint, Mich. 48503  
309 32nd Ave. S., Nashville, Tenn.  
1-167 Anderson Ave., Winnipeg 4, Man., Can.  
111 Rosemont Dr., Buffalo, N. Y.  
2324 Mt. Vernon Rd. S.W., Roanoke, Va.  
2401 Lord Baranoff, Anchorage, Alaska  
1494 Riviera Ave., New Orleans, La. 70122

# TERRITORIAL COUNCIL PRESIDENTS

- Australia — Russ Walkington 23 Fifth Ave., Condell Park, Sydney, N.S.W., Australia  
British Isles — Hugh Davidson 21 Park Circus, Ayr, Scotland



337-11-47B  
V P WHITTEN  
1629 STINSON AVE  
EVANSVILLE 15 IND



# TMI ELECTRIC TIMER

A must for accurate timing of speeches — the TMI Electric Timer. Help your speakers improve their timing. The green light comes on two minutes before the speech is to end; the yellow, one minute; a red light and a three-second buzzer (with an on-off switch for optional use) signal the timed end of the speech. Other features: clearly visible minute and sweep second hands. The timer is blue, with the Toastmasters emblem on the back. It operates on 60-cycle, 110-120 volt current. Compact and light-weight — about 2½ pounds.

Code No. 376

Price: \$25

(Price includes packing and shipping... include club and district number when ordering... California clubs add 4% sales tax...)

**ORDER FROM**  
**TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA 92702**