



JULY, 1965

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

HEIDELBERG, GERMANY  
TOASTMASTER TOWN OF THE MONTH



In This Issue

A Governor Speaks on Communication

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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.

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# The TOASTMASTER

For Better Listening—Thinking—Speaking

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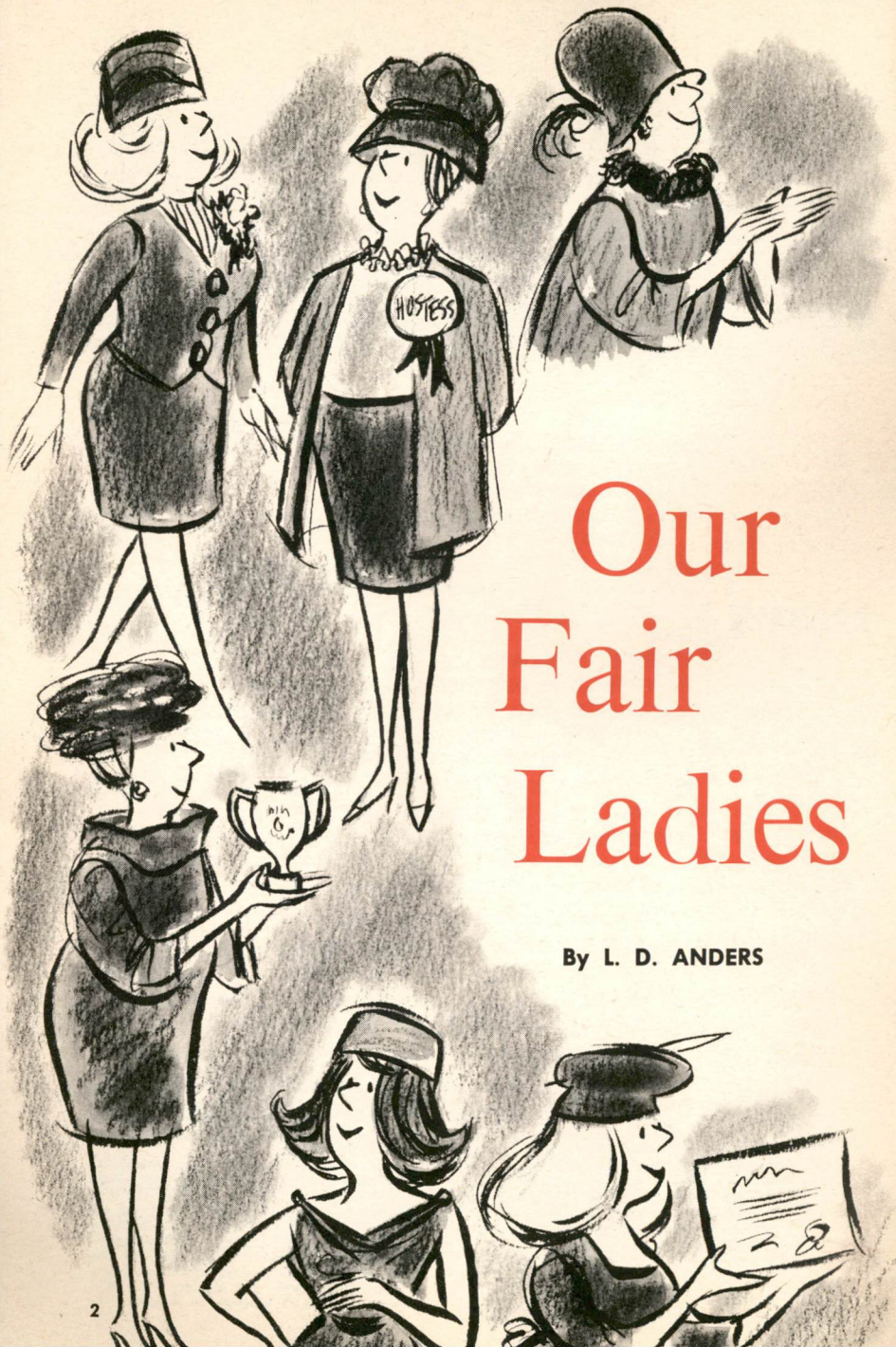
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# Our Fair Ladies

By L. D. ANDERS

NEVER HAS the fair sex been so much appreciated, awarded so many honors and elected to so many high offices as in the past year.

President Johnson has placed so many women in high office that at one time he issued a note of reassurance that "men would always have a place in his government as long as there were no women to fill the jobs."

Seriously, "Our Fair Ladies" are most definitely a factor to be reckoned with and their intuitive personalities or "inborn radars" must never be lightly regarded. They spend most of the family income, are responsible for the greatest part of bringing up the children and make their influence felt in school, church and community affairs.

Toastmasters' wives exert a consequential influence on Toastmasters. We definitely want our wives to be firm supporters and boosters for our organization. However, to a great extent, I feel we are failing to give sufficient consideration to the women's viewpoint at most of the meetings or affairs when the wives are invited. After the meeting, your wife is probably kind and considerate and tells you she enjoyed herself. Actually, if the truth were known, she very likely felt strange and was not at all clear about the purpose of certain parts of the meeting.

Look at it from her viewpoint. The husbands are well acquainted and exchange hearty greetings. The wives are introduced, but they have not enjoyed the advantage of previous association and cannot spark the same enthusiasm as the members. Toastmasters, like many mixed groups, have "segregation" problems. All too frequently the men "segregate" or gravitate in one direction while the wives are left stranded in another part of the room as complete strangers with little or no common interests. This happens too many times and we are off to anything but a good start at this, the average Toastmasters husband and wife affair.

What to do? Several things can be done that are not at all complicated but do take some planning and execution. First, have one or more of the wives, preferably wives of officers, act as hostesses and see that the wives are made to feel welcome when they arrive. Name tags are easy to obtain and can be used most effectively.

There may be wives present who have never attended a Toastmasters affair. It is suggested that the president specifically welcome the wives and take a short time to explain the order of the meeting. He should explain Table Topics, the purpose of which is to have everyone, including the wives,

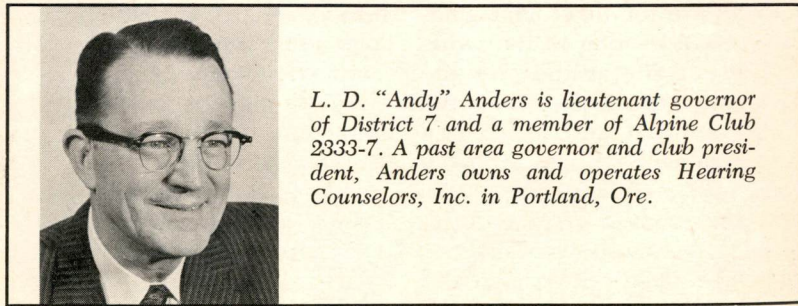
participate; the selection of speakers and their progress in the Basic Training Manual; the importance of timing; and always a word about the important procedure of evaluation.

The educational vice-president, in planning the program, should see that the Table Topics and the speeches are chosen so they cover subjects that will be of interest to the wives. We have many meetings by ourselves and can well afford a meeting slanted to the interest of the ladies. One club in our district gives the wife of the speech contest winner a bouquet of roses instead of a cup to the winner. Other clubs have both husband and wife come forward to accept the trophy. Make the wives definitely feel that they are important. We all like recognition. Show them that they are necessary for the continued success of Toastmasters.

A meeting including the wives is NOT just another Toastmasters meeting. It is a golden opportunity to sell our organization and our activities. While we have them there as a captive audience, why not go all out and do such a selling job that our wives will be convinced that Toastmasters is the greatest thing since sliced bread.

Tell about the men we know who have improved themselves and, at the same time, increased their income. Tell them how Toastmasters training has gained proper recognition from their employers for many members. Tell them Toastmasters is the greatest self-improvement group in existence. Sell, sell, sell, so that when the meeting is over they will be as enthused as we are about Toastmasters.

With proper planning and ingenuity these meetings with the wives can be one of our most valuable activities.



*L. D. "Andy" Anders is lieutenant governor of District 7 and a member of Alpine Club 2333-7. A past area governor and club president, Anders owns and operates Hearing Counselors, Inc. in Portland, Ore.*

# A Governor Speaks On Communication

By GOVERNOR GRANT SAWYER  
Of Nevada

COMMUNICATION is a subject of critical importance to this nation, to government, and to individual alike.

While communication is no new thing—Julius Caesar found a planned communications program more valuable in warfare than a legion of soldiers—it has assumed a vastly increased influence in our time. Successful leaders of all ages have found effective leadership comes about largely through effective communication.

Lincoln, during the low period of the Civil War, found the morale of his side needed bolstering. So, with careful timing, soon after a minor victory which made it look less like an empty gesture, he issued the Emancipation Proclamation. His primary purpose was communication, because this action converted a war against secession into a war to end slavery. Prevention of secession was important, but may not have seemed to the North's young

men as something worth dying for. The end of slavery was a different thing. It gave them a godly cause, and the upsurge in morale was a decisive factor in winning the war.

Centuries ago, communications and popular opinion played little part in the activities of nations. People were so ill-educated and ill-informed that royalty and dictators had little trouble in ruling without being questioned.

Today, the people have come to dominate most of the major governments of the free world. Therefore, it is important in this period of history that people shall be adequately informed, that they shall understand the effects of government, economic policy, their business enterprises and their institutions so that they can exercise constructive, rather than destructive, judgment.

Because public opinion nearly everywhere influences governments, it has become a dominant force in our world, and it im-

poses upon our institutions, enterprises and governments a new demand for effective communication so the decisions of our people will be wise.

These same thoughts were voiced by Harold Brayman, former editor of the *Public Relations Journal*, when he said: "The intelligent people of the free world must communicate, and communicate effectively, or we shall drown in a sea of ill-considered, unwise actions brought about by misinformation, confusion, and shortsighted snatching for the immediate benefit."

No individual is so lacking that he cannot do his part in helping to shape opinion. Our moon probe vehicles are made from hundreds of parts. Our public opinion is shaped in exactly the same fashion, and each of us has influence within a certain sphere of activity.

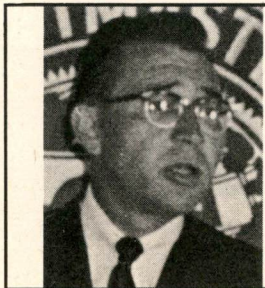
As the world shrinks in time and space, as free people everywhere trade and travel and sometimes think on a global basis, as scientific achievements

and other triumphs of man's imagination shrink our horizons, the influence of communication reaches heroic proportions.

In Carson City, we recognize our duty in helping develop a public which is prepared to act wisely because it has been informed fully. We know it is not enough to plan and to act; we must also communicate with the people whom we serve. They must make the ultimate decisions and if they have all the facts, these decisions will be wise.

I realize I do not have to dwell upon the importance of communications. This is the guideline of Toastmasters' exciting, expanding organization — that every man and woman has something to contribute and each can learn to do it more effectively.

The Toastmasters of America have contributed much to the high caliber of communications in this country, and in so doing have helped make possible a part of our progress.



*Nevada Governor Grant Sawyer delivered the address from which this article was taken at the recent District 59 conference in Reno. He is a former member of Elko Club 619-59, a club he belonged to while serving as district attorney of Elko County in the early 1950s.*

# Selling Toastmasters the Audio Visual Way

By DAVID L. BYRNES

LAKEHURST Naval Air Station Toastmasters Club 2295-38 was having membership difficulties.

We believed that our problem was unique — unique because of the transient nature of our predominantly military membership. Our naval officers were continually being transferred or sent off on temporarily detached duty tours. This, of course, gave us the continuing task of getting the Toastmasters message across to the newly arriving groups of replacements.

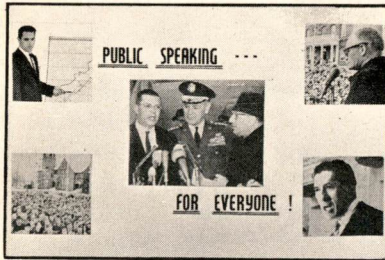
Then one day, in my capacity as club president, I attended a club officers training session

given by the Eastern Section of District 38. To my astonishment, I learned that just about every club of the 21 in our section was experiencing this same difficulty — maintaining satisfactory membership rolls.

The basic and common problem boiled down to the recurrent task of selling — selling Toastmasters to prospective recruits. We had to interest new men at a rate at least as rapid as our attrition.

It was necessary to convince individuals of the need for improving their speaking ability. We had to make them aware of personal deficiencies they did not suspect or refused to admit to.

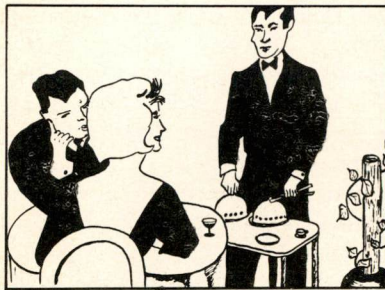
*Selected scenes from Lakehurst Club 2295-38's presentation, "Public Speaking for Everyone."*



Speech training should be established on a solid and practical common sense basis. The majority of us have no intention of taking up acting, political or TV announcing careers.



Everyone engages in public speaking — every day of their lives. Public speaking is nothing more than speaking to the public — amplified conversation — and we do this at...



Social functions...



Business conferences...

This was not my first encounter with the problem of overcoming sales resistance, and the visual-audio aid had always proven itself to be a most powerful selling tool. It is designed to appeal to basic human senses and the stronger the appeal, the more positive the response.

There are five senses to which we can direct our efforts: those of sight, sound, feel, taste and smell. Psychologists have established that human beings are most responsive to communications transmitted to and received by our eyes and our ears.

The teacher and her blackboard, the 16mm sound training film, and the TV commercial are all visual-audio presentations that simultaneously appeal to our eyes and ears.

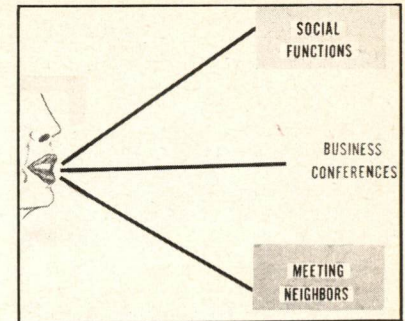
How do you put a story across visually? What does it take to keep viewers interested? How do you key in audio commentary that is to the point? The trick is to strive for the kind of visual

drive that treats viewer resistance as if it weren't there. And after the first few frames, it is our job to make certain it isn't there.

The first and most important step in the process of creating a strong, action-getting presentation is to define precisely the problem to be resolved. Though this sounds easy, it is often the single most difficult facet of the creating process. To be effective, there can be only one clear-cut problem. We cannot tolerate extraneous, unimportant issues to sidetrack our prospect.

Keep your ideas simple and direct. Point A leads to point B, B to C, C to D, and the latter finally to the inevitable, singular, one and only conclusion.

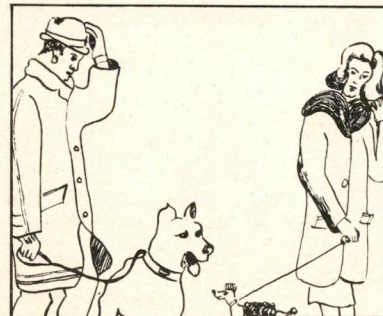
The purpose of our presentation was simply to convince people that the Toastmasters approach to good speaking habits was exactly what they needed. Since we were primarily concerned with our club, the historical background, aims, and tech-



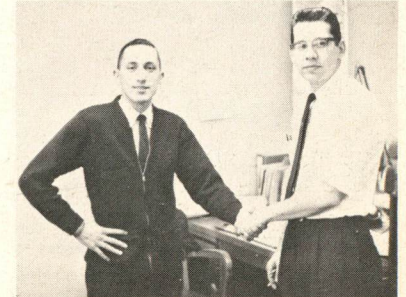
The good use of voice and speech should become an integral part of each individual's personality and be utilized in all normal daily activities.



People take us for what we appear to be. Qualities and characteristics of our speech are instrumental in determining that appearance.



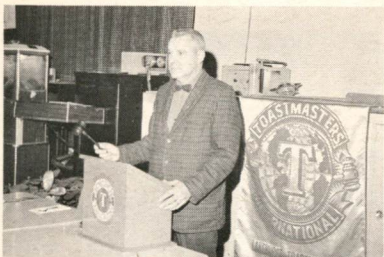
Or chance street meetings with friends and neighbors.



Your chances for success — in any endeavor — will be materially enhanced if your speaking creates a favorable impression.



Each member is given several opportunities to speak at every meeting. For the benefit of those not scheduled to participate during the formal speaking program, a Table Topics session leads off the proceedings. Each man, in turn, rises and presents an impromptu discourse on an assigned topic.



When Table Topics are completed the Toastmaster-of-the-Day takes control of the meeting and directs the scheduled program. Toastmaster-of-the-Day, as well as all other assigned duties, is rotated among the members so that everyone has his turn performing in every capacity.



Prepared speeches are next presented. These may be of five to seven minutes duration. A lighting system allows the speaker to pace himself and remain within the allotted time.

niques of the International organization were viewed from the local club level — the club, the basic working unit, the means to the end — which is improved speaking ability.

There was no need for a mechanically recorded commentary. The club members, always seeking additional speaking opportunities, provided on-the-spot narration. This narration, of course, had to be written and tailored to fit the visual portion of our production.

It was broken down into blocks or complete thought units, each unit accompanied by a rough sketch of the action that was later translated photographically.

The visual phase was finalized in the form of 35mm colored transparencies of a combination of artwork, charts and views of a typical club meeting.

These latter candid shots, filmed "on location," were made during the progress of one of our regular meetings. They lend an



Each speech is evaluated and constructive criticism is offered. Thus, weak areas are defined and each member can concentrate upon improving his style.

air of authenticity and allow the viewers to feel that they are participating in a Toastmasters club session.

How do we make use of our visual-audio tool? Any Lakehurst Toastmaster armed with a compact 35mm projector and folding projection screen can bring the Toastmasters story to any group. Interested guests are always welcome to attend any of our meetings. As for the reluctant ones, or the hesitant and undecided, or the procrastinators, we now can use the "mountain to Mohammed" approach and bring the club meeting to them.

Presentation opportunities are

manifold. There are daily squadron briefing sessions, department head planning conferences, civic club meetings, or PTA affairs.

Our man and his projection equipment may turn up anywhere — any time. All we require are a few brief minutes and our pitch is neatly made — direct, concise, complete, and to the point. And we are not worried by that old bugaboo, "Did we forget any important facts?"

This is only one membership building endeavor on our club's part, but we find it to be the most enjoyable, experience-providing, and interest-arousing undertaking.

*David L. Byrnes of Toms River, N.J., is an aerospace engineer and free lance producer of visual-audio presentations. He is a past president and educational vice-president of Lakehurst Club 2295-38.*



*A man would do nothing if he waited until he could do it so well one could find no fault with what he has done.*  
Cardinal Newman

# PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

SERVING AS an officer of a Toastmasters club is an invaluable experience in leadership. It is an experience which can lead to great things if the officer takes it seriously and makes the most of it.

Whether he is the president of his club, or the secretary, or the sergeant-at-arms, or some other officer, the wise man finds in the performance of his duties a chance to learn and develop. Of course, if he disregards the opportunity, slights his duties, and takes his assignment lightly, he can miss all these benefits; but if he is faithful in learning what he should do, and then does it with all his might, he can gain himself more than he dreamed was possible.

We hear much about the need for "leadership training." Many people think of this as something which should be taught in formal courses, or treated in books. Some men pay high prices for "courses" in leadership, expecting the expensive teacher to make them into leaders by lec-

turing them. But the wise ones realize that this is not the way to learn it.

Recently, I heard the president of one of our large industrial organizations state before an audience of intelligent men: "You cannot teach leadership. The way to produce leaders is to take men who have the qualities which make for leadership and place them in surroundings favorable to leadership and then let them develop. Leaders are not taught to be leaders, but are permitted to develop through experience in a favorable atmosphere."

I do not know of any atmosphere more favorable to development of the qualities of leadership than that afforded the officer of a Toastmasters club. Here he has duties clearly defined and opportunities galore. If he fails to perform well, not only does the club suffer, but he loses the chance of a lifetime. If he does perform well, the club is helped and he, the performer, learns lessons which will be of

benefit to him throughout his lifetime.

Of course, we realize that every officer is important and that the work each one performs is vital to the successful functioning of the club, but if the educational vice-president fails to carry out his obligations as the educational planner and director, he nullifies much of the work of his fellow officers. Our work is educational and if education is neglected the whole thing deteriorates.

You, as educational vice-president, should inform yourself as fully as possible on the purposes and methods of the Toastmasters club. You should acquaint yourself with the many educational materials provided for your guidance. With this knowledge as the background and foundation, you should work with the members of your educational committee in planning a program of variety for your club which best meets the needs of the members and enables them to progress.

When you encounter problems requiring assistance and advice, ask the educational chairman of your area or district, who should be ready to give aid insofar as he is able. If you ask him questions which he cannot answer, write to World Headquarters at Santa Ana, California, where help is always available.

It is your obligation not only to plan programs which will help

the members, but to help those members to understand the importance of these programs in relation to their own improvement. Help those members to understand the two-fold significance of their activities in the club. Every performance of a member carries two values. First, it should contribute to the general work and welfare of the club. Second, it should help the member to prepare himself for similar service outside the club.

In the information provided for you by World Headquarters you will find listed the duties and responsibilities which devolve upon you. Familiarize yourself with the educational materials which are available. This is important and frequently it is overlooked. It is amazing how many club officers are ignorant of these helps which are provided for them.

Master the essentials. Find out what you are supposed to do and do it to the best of your ability. This is part of your training.

*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.*



# Let's Leave It Better Than We Found It

By DAVID A. COREY

*The time of day I do not tell  
As some do, by the clock,  
Or by the distant chiming bells  
Set on some steeple rock,  
But by the progress that I see  
In what I have to do.  
It's either Done O'Clock to me,  
Or only Half-Past Through.*

— John Kendrick Bangs

MANY QUESTIONS are being asked by leaders in all walks of life. Questions such as: "What is the secret of success in Toastmasters with its motivation for superior standards of performance?" "How can such motivation be achieved in business, industry, and the professions so that employees will show more interest in their work — and so that everyone will want to do his best?"

The answer is expressed very simply in one word—*motivation*.

Someone unknown to me once wrote these lines:

*Sitting still and fishing  
Made no person great.  
The good Lord sends the fishing,  
But you must dig the bait.*

Let's ponder for a minute the fish — and the bait. It's a simple

fact that we cannot force the fish to bite the hook. But if the bait is attractive enough to appeal to his hunger for food, he will leap into action with enthusiasm. By the same token, man will respond favorably when he is confronted with "bait," or stimuli, that appeals to him. He will do his very best only when he is able to satisfy his basic human hungers.

What are some of these basic human hungers, or bait, to which we may appeal?

First, there is the *hunger to improve*. Why did you and I join Toastmasters? Wasn't it because we visualized challenging opportunities to practice speaking, to learn techniques of effective communication, and to participate in practical roles of leadership? Of course it was. And for other reasons, too. In Toastmasters we all know: *growth and improvement of the individual member is our most important product*.

Most business organizations conduct indoctrinations, in-service training, and classes for specialists such as salesmen,

supervisors, and so on. Some companies pay Toastmasters dues for selected employees. In such organizations a Toastmaster becomes an "eager beaver," seeking counsel and advanced studies on the side. He usually makes outstanding scores on promotion examinations. He deliberately motivates himself for probable promotion. He has the *hunger for improvement*.

Bait number two could be the *hunger to belong*. In Toastmasters each and every member gets into the act. Here is 100% participation, plus sincere fellowship and enthusiasm that electrify the meeting. You are a member of the team, and you contribute directly to the goals of your club. Yes, gentlemen, *you belong!*

What about working conditions on the job? Do you experience the same friendly climate, enthusiasm, teamwork? Do you know what is expected of you there, as you do in the Toastmasters meeting? Is your immediate supervisor a good listener, considerate, tactful? Do you really enjoy your work? And do you

relate your efforts to the goals of your organization? If the answers are yes, then *you belong* — there as well as here.

Another bait is the *hunger for recognition*. In Toastmasters, our clubs are alive with opportunities for recognition. Trophies, publicity, awards, handshakes of congratulations, election to office, and many, many more. And always add to these the incentive of friendly competition. Always seeking to improve by doing, remembering that it's not whether we won or lost, but how we played the game.

In most other situations the employee is often desperately hungry for recognition. There is always a need for incentive plans, publicity, awards presented before an audience, and so on. Does your supervisor ever let you know that you are doing a good job? And if you are a supervisor, do you tell your employees that they are doing a good job?

And one other hunger is the *hunger for excellence*. In Toast-



masters we provide our own bait. We are self-motivated, never content with mediocrity. Ours is the perpetual challenge of excellence. And our evaluators never let us forget it!

In any situation the worker will be motivated to do his best only if he has confidence in the leadership of his concern. Supervisor, superintendent, and general manager, too, must each practice what he preaches. He must also keep his promises, in which case the worker will gladly say: "Gee, I'd do anything for him!" Thus, the worker accepts the challenge of excellence.

Now, how about these baits, or hungers? These are but a few of the kinds of bait that motivate. But the formula is the same for all. We must never forget that it is the attitude of the *fish* that decides his action. The attitude of the *fisherman* is incidental. Similarly, we, as Toastmasters and employees, decide for ourselves how diligently we shall respond. With encouraging conditions where the individual is treated with respect as a hu-

man being, he will be inspired to do his best.

The result? He will have converted mere existence into dynamic living. This is the secret of success in Toastmasters. This is our answer for all concerned—in business, in industry, in the professions, and in life.

Eating the fish may stimulate the brain, but going fishing stimulates the imagination.

Herbert Hoover once said: "Fishing is the chance to wash one's soul with pure air. It brings meekness and inspiration, reduces our egotism, soothes our troubles and shames our wickedness. It is discipline in the equality of men—for all men are equal before the fish."

To that I would add: In all its nobility, the basic objective is still to catch the fish. And in order to do that, the bait must be attractive.

For this is motivation! It's as simple as that!

Let's leave it better than we found it. Here is one way: Let's *all* use the proper bait; and let's *all* go fishing.



*Lieutenant Commander David A. Corey is governor of District 53. A Coast Guard officer, he is presently serving as chief of the Electronics Schools Branch of the Coast Guard Training Center, Groton, Conn. He is a member of Dolphin Club 2711-53 and patterned the article after a speech by Ernest B. Ehrke of District 51 delivered at the 1964 International Convention in Denver, Colo.*

## BOOK REVIEW

By MAURICE FORLEY

Executive Director, Toastmasters International

### HISTORY OF PUBLIC SPEAKING IN AMERICA

By Robert T. Oliver. Boston: Allyn and Bacon, Inc. 1965. 550 pp approx.

This is a study in American history, emphasizing the influence of public speakers and influential speeches on the development of ideas, ideals and institutions that have made the United States. Dr. Oliver's style makes the people and events discussed come alive. He focuses his attention on human beings and their public expressions; events are the result of the impact of these influences on the public.

The author believes that what people do or don't do is ultimately decided not only by economic, geographic or climatic factors, but by those who speak to and for people. He states, "What matters principally in history is what relates to the minds, the emotions and the behavior of people. My concern is with individuals and with the reasons why and the means by which they form into groups."

Dr. Oliver's book offers a strong affirmative answer to those who question whether public speaking really influences the public. "History of Public Speaking in America" is informative and interesting to the student of history, instructive and excitingly reassuring to the aspiring public speaker.

Chronologically, Dr. Oliver's study extends from the earliest colonial speakers to Woodrow Wilson. In his catholic approach, he examines politicians, preachers, trial advocates and professional lecturers who left their imprint on American history and thinking because of their forensic skill.

"History of Public Speaking in America" creates confidence in the validity of the principle of free speech and should foster pride in the American traditions of great speakers. Toastmasters in any country can and should read this book with real enjoyment and great benefit. It belongs in every public speaker's library.

## HEIDELBERG, GERMANY

# Toastmaster Town of The Month

HEIDELBERG, GERMANY, a city of 130,000, blends the old and the new in one of the most beautiful settings in Europe. Located on the left bank of the Neckar River, there has been settlement in the area from earliest time and the town first appeared in official records in 1196.

Heidelberg's charm lies less in individual buildings than in its setting, with wooded hills sloping down to the river. The crowning glory of Heidelberg is its castle, the former residence of the Palatine Prince-Electors from the 13th to the 17th century, each of whom added to it according to his taste. The castle, which overlooks the city from a wooded perch, 330 feet above the river, has had a stormy history. A blend of Gothic, Renaissance and Baroque architecture, it was originally built as a fortress, complete with moats and walls 20-feet thick. It was sacked during the Thirty Years' War in 1622, blown up by the French in 1689 and again in 1693 and struck by lightning in 1764.

Heidelberg University was founded by Rupert I in 1386 and is the oldest university in Germany. Its two main buildings are the old university, built around 1712; and the new university, built between 1930 and 1932. In the old university is the Karzar, formerly a student prison, and in the new the Hexenturm, originally part of the medieval town fortifications.

The city survived World War II without a scar and has been the home of the U.S. Army Headquarters in Europe since 1952.

Heidelberg is connected by Autobahn with Mannheim and is a road and railway junction. There are a number of small and medium sized factories and manufactured goods include suitcases, metalware, protective clothing for X-Ray and atomic work, electrical appliances and floor and wall coverings. The town's main business, however, is the tourist trade.

There is one Toastmasters club in Heidelberg, Heidelberg Club 1632-U, which was formed in 1960. The **Toastmaster** salutes Heidelberg, Germany, Toastmaster Town of the Month.



### "Zero Defects" Program

Sixty-five members of Lake Greenwood Club 1521-11 and N.A.D. Crane Club 2339-11 took part in the "Zero Defects" program at the Naval Ammunition Depot at Crane, Indiana.

"Zero Defects" is a continuing program designed to motivate all employees to do their work perfectly on the first attempt. George E. Fouch, deputy assistant secretary of defense, was the keynote speaker at an open air rally which was followed by a joint meeting of the two Toastmasters clubs.

Attending the luncheon were the mayors of 23 Indiana communities.

Lake Greenwood Club 1521-11  
Crane, Ind.

• • •

### Public Speaking Course

Members of Portage La Prairie Club 3036-64 conducted an eight-week public speaking course for the local Junior Chamber of Commerce.

Features of the course included the importance of good appearance, material collection, vocal variety, gestures and speech criticism. A speech contest for the course participants was held at the course's conclusion and the winner's trophy presented by George Borden, Toastmasters club president.

Portage La Prairie Club 3036-64  
Manitoba, Canada



Earl Taylor, Toastmaster of the Day, Willard Tilford, Wayne Deckard and Commander Ernest White took part in a joint meeting of Lake Greenwood Club 1521 and N.A.D. Crane Club 2339-11 during special ceremonies introducing the "Zero Defects" program at the Naval Ammunition Depot, Crane, Ind. Twenty-three mayors of Indiana cities attended the meeting.

### Honorary Member

L. J. Whetsell, manager of the Southwest Division of the Employee and Public Relations Department for Texaco, Inc., was made an honorary member of Texaco Houston Club 3239-56.

The presentation of the pin took place at the recent installation of officers night. Another highlight of the program was a humorous speech contest which was won by W. Earl Nelson.

Texaco Houston Club 3239-56  
Houston, Texas



Governor John Connally of Texas signs a proclamation designating Toastmasters Week in Texas during ceremonies at the state capitol. Participating were Fausto Toscano, Austin; Warren McCord, Austin; Roy Thruston, District 44 governor, Big Spring; Walter Wukash, Austin; Vernon Chandler, District 56 governor, Randolph Air Force Base; Jean Neal, Austin; and George de Villeneuve, Austin. The governor was later made an honorary Toastmaster.



Flood waters raged close to convention headquarters during District 35's recent meeting. Viewing the damage from the top of a dike hastily constructed to protect the convention hotel were Phil Johnson, Club 411-35; Frank Spangler, past International president; Ralph E. Howland, International director; and Deo Kingsley, immediate past District 35 governor.



Toastmasters Week in South Dakota was held recently. Dr. George Faber, left, first governor of District 41, and George W. Hastings, right, present governor of District 41, met with South Dakota Governor Nils A. Boe for the signing of the proclamation.



L. Kenneth Wright, right, Toastmasters International vice-president for education, presents Herman H. Pevler, president of the Norfolk and Western Railroad, with the District 66 Virginia's Outstanding Citizen Award. The presentation was made during the district's annual meeting.



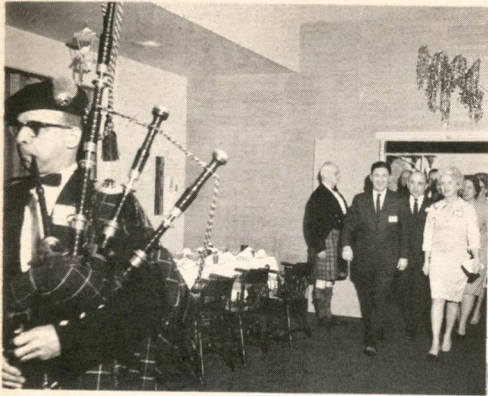
Mayor Leon Abbott of San Angelo, Texas signs a proclamation designating Toastmasters Week in San Angelo while Capt. Gene D. Murphy, president of Tri-Concho Club 3165-44; Wendell Huitt, president of San Angelo Club 1327-44; and Major Douglas J. Cook, president of Noon-Shiners Club 2365-44; look on.

Dayton Club 405-40 President Paul W. Heintz (center) and James Wagner, the club's first president, shared the same gavel during the 19th anniversary reunion of the club. Looking on were Carl A. Stickel, chairman of the anniversary program; George Roesch, club member and past district governor; and Frank E. Thomas, club member and district governor. Club 405 is the oldest Toastmasters club in the Greater Dayton and Upper Miami Valley region.



Basil O'Conner, president of the National Foundation (with a carnation on his lapel); met with representatives of seven national organizations during a meeting of The National Foundation held in San Diego. The meeting included a visit to the Salk Institute, now under construction. From left to right are Donald E. Clark, Optimist International; Gordon Klein, National Exchange Clubs; Leo A. Anderson, AMVETS; Raynard I. Jameson, B'nai B'rith; O'Conner; G. B. Urias, publications manager, Toastmasters International; Paul J. Lehman, U.S. Junior Chamber of Commerce; and Robert H. Patty, American Legion.





Scottish Bagpipe Major Robert Duncanson of Researchers Club 2201-31, L. G. Hanscom Field, Bedford, Mass., pipes in Major General and Mrs. John W. O'Neill, members and guests at a dinner honoring the general.

### General Honored

The commander of the Electronic Systems Division of the U.S. Air Force Systems Command was honored by Researchers Club 2201-31 at a recent meeting.

Major General John W. O'Neill was made an honorary member of the club during the evening's program by Club President John Filios.

**Researchers Club 2201-31  
L. G. Hanscom Field  
Bedford, Mass.**

• • •

### Two "Bill Greenes"

Two men in the same club with the same name can be confusing but Redstone Club 1932-48 has solved the problem. One is called "Santa Ana Bill" and the other "Huntsville Bill."

Bill Greene ("Santa Ana Bill") recently moved to Huntsville from Santa Ana, Calif. where he was a member of Smedley Club No. One. Bill Greene ("Huntsville Bill") is a long time member of the club.

**Redstone Club 1932-48  
Huntsville, Ala.**

### 1000th Consecutive Meeting

Grand Rapids, Mich., Club 404-62 held its 1000th consecutive meeting May 25.

The club was chartered November 24, 1946. Two of the charter members, Sherm Coryell and Lynn Harris, are still active in the club.

**Grand Rapids Club 404-62  
Grand Rapids, Mich.**

• • •

### Speech Training

Midland Park Club 3041-46 put on a demonstration Toastmasters meeting at the Bergen County Police Station.

The meeting was asked for by Police Chief Charles Lo Presti who hopes to form a Toastmasters club within his police department.

**Midland Park Club 3041-46  
Midland Park, N. J.**

• • •

### On the Radio

Wichita Toastmasters clubs hit the jackpot recently when they conducted a two and one-half hour radio program on Toastmasters.

Through the efforts of Irwin Johnson of Haworth Club 193-22, the radio time was acquired on Wichita Station KF'H.

**Haworth Club 193-22  
Wichita, Kan.**



World Headquarters Membership Services Manager "Buck" Engle (right) and the winners of the 11th Annual Kern County Gavel Club Speech Contest at Bakersfield, Calif. From left to right are Nancy Welch, runner-up girls; Robin La Marca, contest winner; Bob Blalock, runner-up boys; and Engle. Miss La Marca is holding the Henry Greve Memorial Trophy, which is perpetual and awarded each year to the winner's school.

# Gavel Clubs

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

ONE OF THE MOST significant programs ever instituted by Toastmasters International was the formation of Gavel Clubs which became an integral part of the organization in 1957.

Today there are 138 Gavel Clubs in schools, government agencies, reformatories, penitentiaries, medical facilities, rehabilitation centers, and so on. There are Gavel Clubs at a grammar school in North Carolina, at San Quentin Prison, a law college in Bombay, India and in the Department of Justice in Washington, D.C.

The need for a federation of clubs affiliated with Toastmasters International had existed for a long time within the organization. Many Toastmasters clubs had formed what they called Junior Toastmasters clubs or other similar names, but as far as International was concerned, there was no record of their existence. Yet they used Toastmasters materials and associated themselves with Toastmasters International and this sometimes put Toastmasters International in an embarrassing position.

What would sometimes happen was that a Toastmasters club would organize a club among a group, such as high school students. The new club would flourish for a while with



There are many Gavel Clubs at YMCAs and YWCAs. Here four members of Newark (N.J.) Gavel Club 29 look at their Certificate of Affiliation. They are, left to right, Miss Gloria Bannote, Paul Reynard, William Griffin and Miss Alice Saliba.

the strong support of the sponsoring Toastmasters club. But, in many cases, after a year or so the sponsoring club lost interest and let the junior club go off on its own. In one case, a group calling themselves "Junior Toastmasters" forgot all about Toastmasters and became a motorcycle club.

In 1956 and early 1957 the idea of forming a federation was discussed and a plan proposed by Executive Director Maurice Forley, who was then administrative counsel to Toastmasters International. Dr. Ralph C. Smedley, founder of Toastmasters, endorsed the plan and it was presented by Forley to the Board of Directors at the Dallas International Convention in August, 1957, where the plan was approved.

At the time Gavel Clubs became a part of Toastmasters International, no one knew just how many of the unreported "junior" clubs of this type there were. Today, Gavel Clubs are a collection of clubs authorized and supervised by Toastmasters International. In many instances, with the approval of the group and TMI, clubs and districts

may establish mutually enjoyable relations with Gavel Clubs.

Gavel Club Certificate No. I was presented April 7, 1958, to the Audionics Club of the California Institution for Men at Chino where a Toastmasters sponsored speech club had existed since 1944. The presentation was made by Dr. Smedley. Also attending were Ken Scudder, founder of the Chino institution and Executive Director Forley. There are now two other Gavel Clubs active at Chino besides No. I.

Certificates shortly followed to the Port Huron Gavel Club of Port Huron, Mich., and Nite-Lite Gavel Club, Portland, Ore., high school clubs; OED Gavel Club, Seoul, Korea, made up of United Nations personnel; and Red Shield Gavel Club, Baltimore, Md., which is Salvation Army sponsored. The movement was under way.

One of the most interesting Gavel Clubs — and it actually is 41 clubs in one — is the Kern County, Calif., Gavel Club composed of more than 1,000 students from 23 schools.

It got its start in 1954 when



Gavel Club meeting being conducted at Deuel Vocational Institute at Tracy, California.

a Junior Toastmasters club was organized by Toastmaster Graham Lovelace in his seventh grade class at Rio Bravo Union School with the help of another Toastmaster, Robert Benoit, a speech therapist. The RB Sevens were an instant success with the help of members of Bakersfield Club 270-12.

Once the Toastmasters idea took root, it quickly spread and multiplied. The Kern County Superintendent of Schools appointed a committee to work with Toastmasters International in developing a procedure and a manual using Toastmasters materials and techniques, suitable and adaptable to the youthful speech clubbers. The Board of Education later adopted the speech club manual into the county curriculum, giving full credit to Toastmasters International.

The branches within the Kern County Gavel Club hold weekly or bi-weekly meetings. Each year a speech contest is held under the auspices of the Toastmasters clubs in the area working with Miss Marcia Fandrem, curriculum coordinator for the school system. Toastmistress

clubs also assist the clubs and schools in the program.

A very successful Gavel Club has been John Howard Pavilion Gavel Club 89 at St. Elizabeth's Hospital in Washington, D. C. The hospital is a federal mental institution operated by the Department of Health, Education and Welfare. It has had such success that another club has been formed at the hospital.

Still another very successful club at a mental institution is the one at the Evansville, Ind., State Hospital. Many of the hospital's former patients who had belonged to the Gavel Club return to continue their membership in the club after being released.

Gavel Clubs can be classified in five groups, depending on their location and membership.

There are 47 clubs in the first group, those in correctional institutions; 35 clubs in the second group, educational institutions; 12 in the third group, hospitals; 26 in the fourth group, adult clubs; and 18 in the fifth group, youth and miscellaneous clubs.

There are clubs in universities, in Boys Clubs, YMCAs and YWCAs. There are clubs made

up of Future Farmers, Boy Scouts and 4-H groups. There is a club among the women employees of the Justice Department and others in church groups.

Septinelli Club 5 in Sacramento, Calif., is composed of the blind and near blind at the Sacramento Valley Center for the Blind. Members of this club do not use the braille *Basic Training Manual*. Instead, members help each other. Those that have some vision work with those totally blind.

Gavel Clubs are not an organization but a federation, and as such do not have national officers. Toastmasters procedures and methods are adapted to the needs of each group.

The differences between Toastmasters clubs and Gavel Clubs are:

1. Each Gavel Club is directly responsible to Toastmasters International;
2. The membership of a Gavel Club, as a group, is not eligible for membership in a Toastmasters club;
3. Sex or age is no barrier in a Gavel Club;
4. Each Gavel Club has a counselor or advisor and all correspondence with the club is done with the advisor; and
5. There is not an individual dues payment required for Gavel Club members. The club pays a semi-annual fee and receives materials for its program six months

at a time. This minimizes the amount of correspondence and keeps costs low—both to the club and to International.

Gavel Clubs were undertaken by TMI as an altruistic program to serve others. As they have grown, good administration and simplified procedures have kept the cost very little more than the income from the clubs. From the beginning, it was anticipated that Gavel Clubs would be operated at a loss. However, the efficiency in the operation and its growth has narrowed the gap between the expenses and income each year.

Executive Director Forley has stated that he shares the opinion of the officers and the Board of Directors that "the constructive help that we can give through Gavel Clubs is more important than whether we show a profit or not. Not only members of Gavel Clubs, but Toastmasters as well, receive substantial intangible profit from the experiences and relationships of Toastmasters and Gavel Clubs."

Gavel Clubs prove that the Toastmasters program and the Toastmasters principles have universal appeal and that they are easily adaptable to men and women of all ages and in all circumstances.

Gavel Clubs are another testimonial to Toastmasters International's principle of better understanding through better listening, thinking and speaking.

## The Speaker's Page

### SPEECH SUGGESTIONS FOR AUGUST

August is a month full of historical significance. Many nations of the world celebrate the anniversaries of their independence during this month. The Perpetual league founded Switzerland on August 1, 1291; Bolivia gained freedom from Spain in 1825 (6th); Ecuador from Columbia in 1830 (10th); Indonesia from Japan in 1945 (17th); and Uruguay from Brazil in 1825 (25th). The United States gained two states in August. Colorado became a state on August 1, 1876 and Hawaii was admitted on August 21, 1959. Three U.S. Presidents were born during this month: Benjamin Harrison, 23rd President (20th); Herbert Hoover, 31st President (10th); and Lyndon B. Johnson, 36th President (27th).

Other historical events which occurred during August are: the purchase in 1909 of the first military plane by the U.S. from the Wright brothers, founding the Army Air Corps (2nd); the passing of the 19th Amendment to the Constitution in 1920 granting suffrage to women (26th); and the passing of the Social Security Act by Congress in 1935 (14th). August 6th is a day to remember. On this day in 1934 Adolf Hitler proclaimed himself Reichsfuehrer of Germany upon the death of President Paul von Hindenburg and on August 6th, 1945 the first atomic bomb was dropped on Hiroshima, Japan, ushering in the Atomic Age.

We expect to make history with the best convention Toastmasters International has ever had in New York City August 19-21, 1965. Try to be there.

### FROM THE GRAMMARIAN

COMPARATIVELY; RELATIVELY — Since *comparatively* definitely implies a comparison, a careful speaker or writer does not employ it except when he has a fairly definite comparison in mind. That is, he would not say *the weather was comparatively mild* if he only meant that it was fairly mild. *Relatively*, similarly, has to mean standing in relation to something. This something does not always have to be explicitly stated; it may be implied or generally understood. But it should be there.

### POINT OF EMPHASIS

The August Point of Emphasis is "Unusual Speech Situations" and "How To" programs. Many clubs hold "Handicap Nights" during which each speaker on the program must speak with his hands tied behind him, from behind a screen, standing on a chair or with a similar handicap. Pages 29-30 of the Club Program Planning Manual provide many suggestions for planning this type of meeting. A "How To" program is a good one to plan for your club. During the program, every speech should be directed towards answering the question of "How To" perform some assignment.

Call on the more experienced members of your club and particularly those who are participating in the advanced speech programs to help the educational committee plan unusual programs. Both the Basic Training Manual and the advanced speech manuals provide many ideas that can be used.

# CONVENTION HIGHLIGHTS

## WEDNESDAY, AUGUST 18

- 9:00 a.m. Convention Registration Opens
- 9:30 a.m. District Officers Orientation Session
- 6:30 p.m. Pre-Convention Party

## THURSDAY, AUGUST 19

- 9:30 a.m. Annual Business Meeting with TMI President Paris S. Jackson presiding
- 10:00 a.m. Coffee Hour with the First Lady
- 1:30 p.m. Annual Election of Officers
- 7:30 p.m. International Speech Contest

## FRIDAY, AUGUST 20

- 8:45 a.m. Educational Session, Keynote Address by Stuart Tipton, president of the Air Transport Association of America
- Noon Past Officers and Directors Luncheon
- 1:15 p.m. Educational Workshops
- 7:00 p.m. President's Banquet. Featured speakers will be Dr. Robert T. Oliver, head of the Department of Speech, Penn State University, and both the outgoing and incoming presidents of Toastmasters International.

## SATURDAY, AUGUST 21

- 7:30 a.m. Founder's Breakfast, Awards Presentation
- 11:00 a.m. Toastmasters Day at the New York World's Fair. Presentation of Golden Gavel Awards to Robert Moses, president of the fair, and to Eugene McNeely, retiring president of the American Telephone and Telegraph Company.

The registration and credentials desks in Exposition Hall on the mezzanine floor of the Statler Hilton Hotel will be open during the following hours:

The Registration Desk will be open —

Wednesday .....	9 a.m. to 4:30 p.m.
Thursday .....	8:30 a.m. to 4:30 p.m.
Friday .....	8:30 a.m. to 4:30 p.m.

The Credentials Desk will be open —

Wednesday .....	9 a.m. to 4:30 p.m.
Thursday .....	8:30 a.m. to 1:15 p.m.



## 34th TOASTMASTERS INTERNATIONAL CONVENTION

New York City — Aug. 19-21

THE 34TH Annual Toastmasters International Convention in New York City August 19-21 should be one of the best ever.

Outstanding educational features at the convention and an opportunity to see one of the world's greatest cities and the World's Fair are yours when you attend.

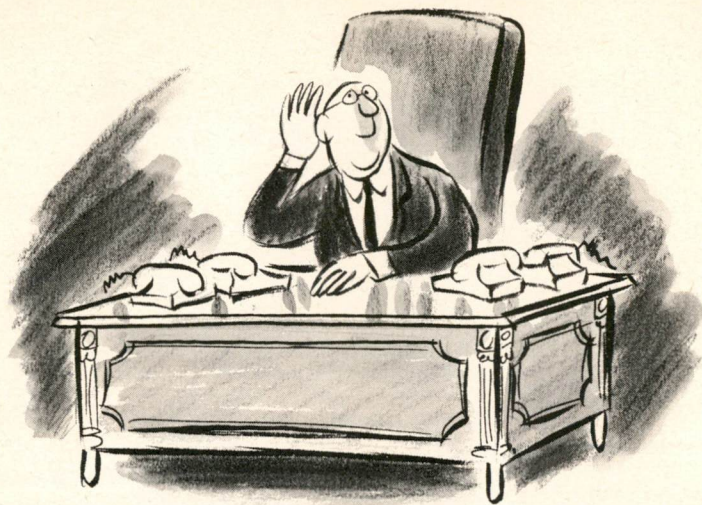
Among the outstanding speakers will be Stuart G. Tipton, president of the Air Transport Association of America, who will give the keynote address prior to the educational sessions; and Dr. Robert T. Oliver, head of the Department of Speech at Penn State University and immediate

past president of the Speech Association of America, who will speak at the President's Banquet. Dr. Oliver is the author of 20 books on speech and international affairs.

"Toastmasters Day at the World's Fair" will end the convention Saturday. At the Bell System Exhibit at the fair Golden Gavel awards will be presented to Robert Moses, president of the fair; and to Eugene McNeely, retiring president of the American Telephone and Telegraph Co.

Remember, the first 900 advance registrations to the convention will each receive a free ticket to the fair. Register now!





## Leadership Through Listening

By ANGUS C. CRAFT, JR.

“WHEN YOU TALK, is anybody listening?” This question was recently asked in a thought-provoking article in *Fortune Magazine*, and the conclusion drawn from the essay was an emphatic NO! In a discourse about basic skills for future industrial managers, *Nation's Business Magazine* ranked listening at the top of its list. And Frank E. Fischer, Director of the American Management Association, relates that management has been talking too much and listening too little!

When you consider the number of people you talk to in a given day—your wife, your chil-

dren, your fellow workers, your business associates—the revelation is startling. Few of your listeners actually listen to you! Aside from the fact that you may communicate poorly, the reason, probably, is that you never listen to them. All of us are so busy telling, dictating and ordering that others are inclined to develop a resistance to most of the things we say. The article in *Fortune* went on to state that “by not listening we create gaps between ourselves and those with whom we wish to have an understanding” and that “by and large, the fine art of listening is

the most overlooked tool of management.”

Accordingly, the inescapable conclusion gathered by men who are knowledgeable on the subject is that listening can result in effective leadership. While it is true that listening, in and of itself, will not mold a leader, effectiveness as a leader will be substantially unattainable without a willingness to listen.

Leadership through listening, then, necessitates an awareness of its importance and the benefits that will be derived. There are essentially six advantages that will accrue to a listener:

(1) Cultivate leadership ability. People instinctively gravitate toward those who respect them as human beings, who make them feel secure, who have their best interest at heart and who try to understand their point of view. Is there a better way to achieve this than through listening?

(2) Promote mutual understanding. Understanding can best be reached through insight gleaned through listening. There is no better way to gain an appreciation for someone else's point of view.

(3) Avoid grievances. Grievances usually stem from a threat to another person's security or a

violation of his sense of fair play. Whether real or imaginary, they pose a real concern to the person so disturbed, and listening can allay such fears.

(4) Elicit ideas. A well-known authority has said, “By far the most effective method of tapping the ideas of other people is through sympathetic listening in informal contact.”

(5) Increase other people's self-respect. There is almost nothing that will increase a person's self-esteem more than having someone seek out his opinion on a subject. Listening to another's views instills a feeling of importance in him and pays him the supreme compliment.

(6) Persuade. Listening often affords an opportunity to change a person's opinion or point of view. Most of us are more receptive to modifying our position once we have been courteously heard.

The art of attentive listening is also a very active process. Usually, we are disposed to “sit back and listen,” so to speak. While this may be quite satisfactory for music and other light avocations, in communicative listening we need to be far more alert; we need to “sit up and listen.”



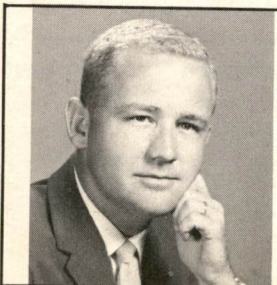
With proper listening habits we are better able to understand what is being said. Winston Churchill told of a World War II incident that resulted in a lengthy argument during a meeting of the British and American Chiefs of Staff. The British submitted a memorandum on the vital importance of a tactical maneuver and proposed to "table" it—to them it meant discuss it. The American commanders protested that it must not be "tabled," and a heated debate ensued until all finally realized they wanted the same thing.

Real listening also affords an exercise in not only what is being said, but what is being implied or connoted. It enables us to "read between the lines" and to discern subtleties that might otherwise go unharnessed.

Perhaps above all else, we must realize that listening is more than just a process of hearing; it involves a receptive attitude. Once we are convinced of the need for this attitude, five easily cultivated habits will enhance our "listening quotient"

handsomely: (1) Let your version wait—do not interrupt or respond in rebuttal until you are certain the speaker is finished; (2) Look at the speaker—it is not only a courtesy, but you are less apt to be distracted; (3) Concentrate on what is being said—discard opposing thoughts until he is through; (4) Take time to listen—do not distract your speaker by trying to accomplish something else while he's talking to you; and (5) Be attentive to intended meanings—take note of feelings displayed that might suggest more profound implications.

And so, as Toastmasters, we are constantly striving to improve our techniques of expression. A very real corollary to leadership through speech training can also be the enrichment of leadership through listening as well. When Henry Ford once remarked, "From my experience, the real secret of success lies in the ability to listen to the other person's point of view," he laid down a veritable guideline for training as Toastmasters!



August C. Craft, Jr. is a past president of St. Petersburg (Florida) Club 2284-47 and a member of the club's Speakers Bureau. In 1964 he was one of the four finalists in the District 47 Speech Contest. He is self-employed as a builder, developer and real estate broker.



## JUST IN JEST

"Can you describe your assailant?" asked the officer as he picked up the bruised and battered man from the pavement.

"That's what I was doing when he hit me," was the reply.

*She said: "My husband would never chase after another woman. He's too fine . . . too loyal . . . too decent . . . too old."*

During a lecture tour in America, playwright Oscar Wilde lost patience with a restless audience. "You're nothing more than a crowd of Philistines," he snapped.

"Yeah," drawled a voice from the back, quoting the Biblical story of Samson and the Philistines, "and you're driving us forth with the jawbone of an ass."

*He who thinketh by the inch and talketh by the yard deserveth to be kicked by the foot.*

"What makes you think Junior will be in politics some day?" asked Mother. Replied Father: "He says more things that sound well and mean nothing than any other boy I know."

*Middle age: when you're grounded for several days after flying high for one night.*

The best time to hold on is when you reach the place where the average person gives up.

*Adolescence is when children start bringing up their parents.*

*There's one thing about baldness—its neat.*

REMEMBER: To keep *The Toastmasters* 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.

# Scottish Rite Toastmasters Clubs

—an opportunity for expansion

By HOWARD C. PERRY

LOOKING THROUGH the 1964 Annual Directory Issue of *The Toastmaster*, I was pleased to see that there were many captive clubs in Toastmasters International such as Scottish Rite, Shrine, Knights of Columbus and Elks. However, there was only one in District 63.

Along with several other Toastmasters in East Tennessee, I am a member of the Scottish Rite. We felt that there was a need in Scottish Rite for men able to think and speak on their feet. Scottish Rite Masons, in conferring degrees, use drama to present the lessons. Also, several hundred members are needed to confer the 29 degrees in the lodge, so there is always a need for participants.

Our first step was to discuss the advantages of having Scottish Rite Toastmasters clubs with the Board of General Purposes

of the Knoxville Rite Bodies (7,300 members in east Tennessee). We then put on a demonstration program before the Consistorians, an advisory group made up of past class officers and leaders invited to join; and it met with such great success that approval was given to form a Toastmasters club within the Scottish Rite with the lodge

to pay the charter fee and, although the member would initially pay the \$5 per capita fee, the lodge would reimburse him the money if he attended at least 75% of the Toastmasters club meetings for the first six months.

Knoxville Scottish Rite Toastmasters Club 3106 was formed and chartered with 40 members. Shortly thereafter, Oak Ridge Scottish Rite Club 3802 was chartered with 27 members.



The results have been gratifying to both Scottish Rite and to District 63. In a recent class for over 300 Scottish Rite Masons, 30 of the participants were Toastmasters.

A Gavel Club for patients at the Eastern State Hospital in Knoxville is being formed by the Scottish Rite and, according to Toastmasters International Past Vice-President for Organization John Miller, as a result of the work in Tennessee, a Scottish Rite Toastmasters club is being formed in Des Moines, Iowa.

Toastmasters clubs in Scottish Rite are growing in District 63 and Scottish Rite is encouraging its members to join clubs.

Luther A. Smith, 33°, sovereign grand commander of the Supreme Council, Ancient and Accepted Scottish Rite of Freemasonry, Southern Jurisdiction, recently wrote, "I thank you for the information you gave me concerning the stimulating program you are establishing in the Scottish Rite Toastmasters Club in Knoxville, Tennessee, Oak Ridge and other places. It is an excellent method of stimulating

interest and participation in the Scottish Rite programs. No program is worth anything unless it is put into action, and that is what you and your associates seem to be doing. More power to you."

Dr. Frank Bowyer, 33°, president of the Tennessee Dental Association, a trustee of the University of Tennessee and past director of work for the Knoxville Scottish Rite Bodies, said that "Toastmasters offers the most comprehensive course in public speaking that I have ever seen. Its growth should be encouraged. It will help the individual, as well as both Scottish Rite and Toastmasters."

What has been and is being accomplished in District 63 can also be accomplished in other districts. Contact the secretary of the local Scottish Rite Temple and offer to put on a demonstration program. Your district can grow and prosper; Scottish Rite and T.M.I. can benefit; and more individuals can be offered the advantages of Toastmasters training through the affiliation of these two organizations.

*Howard P. Perry is governor of District 63 and a member of Scottish Rite Club 3106-63, Knoxville, Tenn. He owns and operates the Knoxville Collection Agency and its first vice-president of the Tennessee Collectors Association.*



# TOASTscripts



Lt. Col. Edward H. White II

The first Toastmaster to “fly through the air with the greatest of ease” is Lieutenant Colonel Edward H. White II who took part in the recent four-day flight of Gemini IV.

White's father, Major General Edward H. White (ret.), advised him several years ago that if he ever wanted to amount to anything in the service he should join Toastmasters.

White was a member of both Enon Club 2421-40 Enon, Ohio, and Kittyhawk Club 1108-40, Wright-Patterson Air Force Base, Dayton, Ohio.

Astronauts John Young, Walter Schirra and James Lovell are

all former members of Mattapan Club 1778-36, Patuxent River, Maryland.



*Fairmont Foods Company of Omaha, Neb., which has branch offices throughout the country, recently advised company personnel that it would pay the annual dues of any of its full-time employees who are or become active members of Toastmasters International. S. C. Sherwood, president, and C. M. Stewart, vice-president, of Fairmont Foods, approved the dues payment.*

*Toastmasters International Director Richard F. Martin of Philadelphia, Pa., is administrative vice-president of Abbotts Dairies, a division of Fairmont Foods Co.*



It is with regret that *The Toastmaster* must report the death of two noted Toastmasters. Although we usually do not report deaths of Toastmasters other than International officers and directors, C. A. Poppleton was instrumental in the growth of Toastmasters clubs in South

Carolina and Burr Shafer was a nationally known cartoonist.

District governor in 1963-64, Mr. Poppleton belonged to both Transat Club 2018-58 and Stalwarts Club 3640-58 at Charleston Air Force Base, S. C.

He died while returning from the District 58 convention in Orangeburg, S. C. Mr. Poppleton was 64.

Mr. Shafer was best known for his regular cartoon feature in the *Saturday Review*. He had been a member of an early Toastmasters club in Santa Ana, Calif.



*The Second Annual Stampede Breakfast will be held during the world famous Calgary Exhibition and Stampede.*

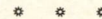
*Sponsored by Calgary Club 667-42, the breakfast will be held July 8 at Penley's Ballroom with eight Toastmasters clubs and a Toastmistress club taking part.*

*This is an opportunity for Toastmasters attending the Stampede to visit with local club members.*



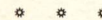
CONGRATULATIONS: Toastmasters International Director **Ray Piel** has been elected to the Peoria Heights, Ill. City Council . . . **Henry A. Flowers**, a member of Rancho Club 263-52, Burbank, Calif., has been elected governor of the Pacific Southwest District of Optimist International . . .

**Francis Scott Key**, governor of District 7, was featured in a full page article in the *Gastonia, N. C. Gazette* as “Personality of the Week” . . . **John Rozek** of West Knoxville (Tenn.) Club 3117-63, has won a one-year fellowship to Princeton University's Woodrow Wilson School of Public and International Affairs . . . **Rene LaBonte** of Tim Paine Club 1025-38, Philadelphia, Pa., received an award for the best paper delivered at the 15th Annual Textile and Needle Trades Division Conference of the American Society of Quality Control . . . **James A. Dunlop**, ex officio member of the International Board of Directors from the Territorial Council of the British Isles, has been reappointed to a second term . . .



*T. K. Romaine, educational lieutenant governor in District 63, is a stamp and cover collector and recently acquired an interesting cancelled envelope.*

*Through a series of mailings he was able to get the envelope cancelled at both Toast, N. C. and Masters, Colo. and achieved his desired result, TOAST MASTERS on the face of an envelope.*



# Why Some Clubs Fail

By LAWTON GREEN

When the question as to the reason for most club failures was put to a past district governor, his answer was quick and conclusive: financial! He was probably right, but it is conceivable that financial failure could be an end result of some other kind, or kinds, of failure. When men lose interest in the program of any organization, the financial pinch begins to show up.

But before we go further into the failure of Toastmasters clubs, let's consider what failure *is* in the first analysis. A marriage may fail, but the partners may continue to cohabit for years. By the same token, simply because a club continues to meet does not mean it is succeeding; in fact, it **MAY BE FAILING**, failing in its purpose and in its mission. A club may be thought of as failing if it fails to accomplish certain things, some of which are:

(1) Failure to give its members the opportunity each deserves in developing his leadership potential;

(2) Failure to give its members the opportunity each deserves in developing his speaking potential;

(3) Failure to benefit its members sufficiently from a purely educational standpoint; and

(4) Failure to develop within the club an atmosphere of good fellowship and good will, where close and lasting friendships may flourish.

The four reasons touched upon above are only a few reasons why some clubs fail in their mission, but let's examine these few. Since one of the prime purposes of Toastmasters is to give its members the opportunity to develop their latent abilities as leaders, the club program must be so ordered and carried on in such manner as will give each member this opportunity. A given member may fail to develop his potential for reasons that are his own, such as poor attendance, lack of interest, etc., but the over-all program of the club should be such that the club will not be involved in the failure.

It is obvious that leadership ability can never be fully accomplished until the member makes reasonable progress as a speaker, thus the club program must be such that if a member fails to

develop into the speaker commensurate with his potential, it must be *his* failure, not that of the club. It is the responsibility of the officers of a club, particularly the educational vice-president and his committee, to see that the over-all club program affords the maximum educational opportunity for its members, one and all. Let's not stop here! Let's look beyond what is expected of the officers of a club and see what some of the personal obligations of the individual members are.

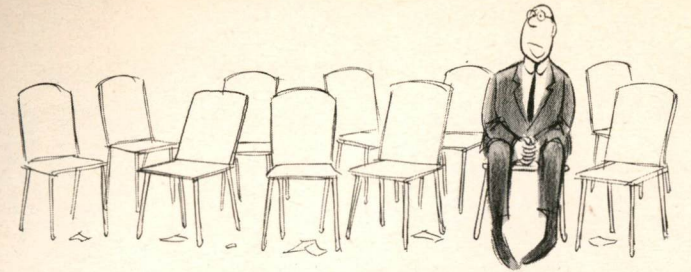
First, they must feel they have personal obligations to support the club financially and to support its program by attendance, participation and co-operation. But they must realize that their obligations leave this realm and

move into others that have to do with personal relations, and it is here that No. 4 of the four reasons given above comes into play.

Some persons have the almost indefinable quality of drawing others, while most of us must work at the job of attracting people. No one is liked by everyone and no one is disliked by everyone. Our problem appears to be the need to take sufficient care to avoid personal offenses and to avoid, at all costs, the developing of antagonisms.

If we see the seeds of failure germinating, it is very probably as a result of one of the aforementioned reasons. So be on the lookout so that these shortcomings can be prevented, and your club and members will grow and flourish!

*Lawton M. Green was a charter member of Navy-Civilian Club 2366-47, Jacksonville, Fla., and is presently a member of MAR-NAV Club 2280-47 in Jacksonville. He has held every club level office and has served as an assistant area governor, area governor, district lieutenant governor, and district educational chairman. He is now District 47 Club Achievement Manual chairman. Green is a civilian employee of the Navy Department serving as a claims investigator.*



## New Clubs

(As of June 3, 1965)

- 216-9 SPOKANE, Washington *Laytheos*, Sun. 8:14 a.m., Spokane Valley District Church, S. 1222 McDonald Road, Spokane, Washington WA 6-5062
- 561-40 COSHOCTON, Ohio, *Coshocton*, Wed. 6:45 p.m., Coshocton Public Library, Coshocton 622-2099
- 1957-41 RAPID CITY, South Dakota, *Campus*, Wed. 7:00 p.m., Room 213, Liberal Arts Bldg., School of Mines, Rapid City, S. D.
- 2386-56 HOUSTON, Texas, *Roy R. Cunningham*, Fri. noon, Lamar Hotel, Houston, Texas MO 5-1138
- 2546-55 LARAMIE, Wyoming, *Laramie*, 1st-3rd Mon. 6:25 p.m., Holliday Inn, Laramie, Wyoming 745-4340
- 2938-13 ZELIENOPLE, Pennsylvania, *Zelienople*, Mon. 8:00 p.m., Halstead Industries, Zelienople, Pennsylvania 542-9400
- 2963-28 DETROIT, Michigan, *Chrysler*, 1st-3rd Thurs. 5:30 p.m., Chrysler Corp. Outer Drive Plant, Detroit, Michigan TW 1-6000 Ext. 458
- 3208-U Nw. NICKERIE, Surinam (Dutch Guiana), *Toastmasters Club Nw. Nickerie*, 1st-3rd Mon. 8:15 p.m., "Lions' Den", Wixstraat, Nw. Nickerie, Surinam 535
- 3452-46 JERSEY CITY, New Jersey, *Hudson*, 1st-3rd Tues. 8:30 p.m., Y.M.C.A., Bergen Avenue, Jersey City, N. J. SW 8-3535
- 3820-F PALM DESERT, California, *Palm Desert*, 2nd-4th Thurs. 7:00 p.m., Fire Cliff, Palm Desert, California FI 6-1322
- 3891-35 MILWAUKEE, Wisconsin, *A-B Speechmasters*, Tues. 4:45 p.m., Allen-Bradley Co., Milwaukee, Wisconsin 671-2000
- 3913-TCA DEVONPORT, Tasmania, *Devonport*, Wed. 7:30 p.m., Mochador Coffee Lounge, Rooke Street, Devonport, Tasmania 2-1636
- 3914-24 FALLS CITY, Nebraska, *Falls City*, Mon. 6:30 a.m., Stephenson Hotel, Falls City, Nebraska 2313
- 3915-47 GAINESVILLE, Florida, *Saturday at Seven*, Sat. 7:00 a.m., Holiday Inn, Gainesville, Florida
- 3916-46 NEWARK, New Jersey, *Wilbur B. Driver Co.* alt. Wed. 4:30 p.m., Wilbur B. Driver Co. Cafeteria, Newark, New Jersey HU 2-5550
- 3917-F NEEDLES, California, *Needles*, Wed. 7:00 a.m., Lynns Restaurant, Needles, California EA 6-2033

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