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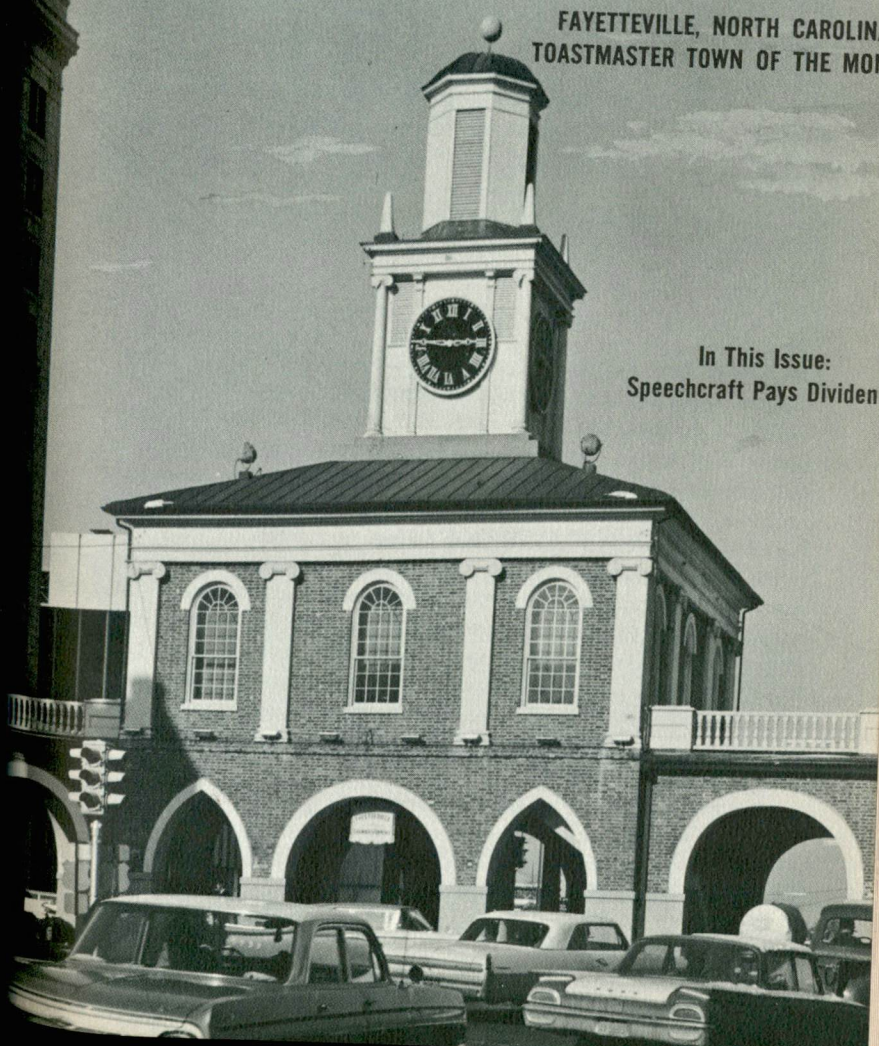
SEPTEMBER, 1965

TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

FAYETTEVILLE, NORTH CAROLINA
TOASTMASTER TOWN OF THE MOUNTAINS

In This Issue:
Speechcraft Pays Dividend



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. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than one million men through its program of self-expression and self-improvement. There are now more than 3600 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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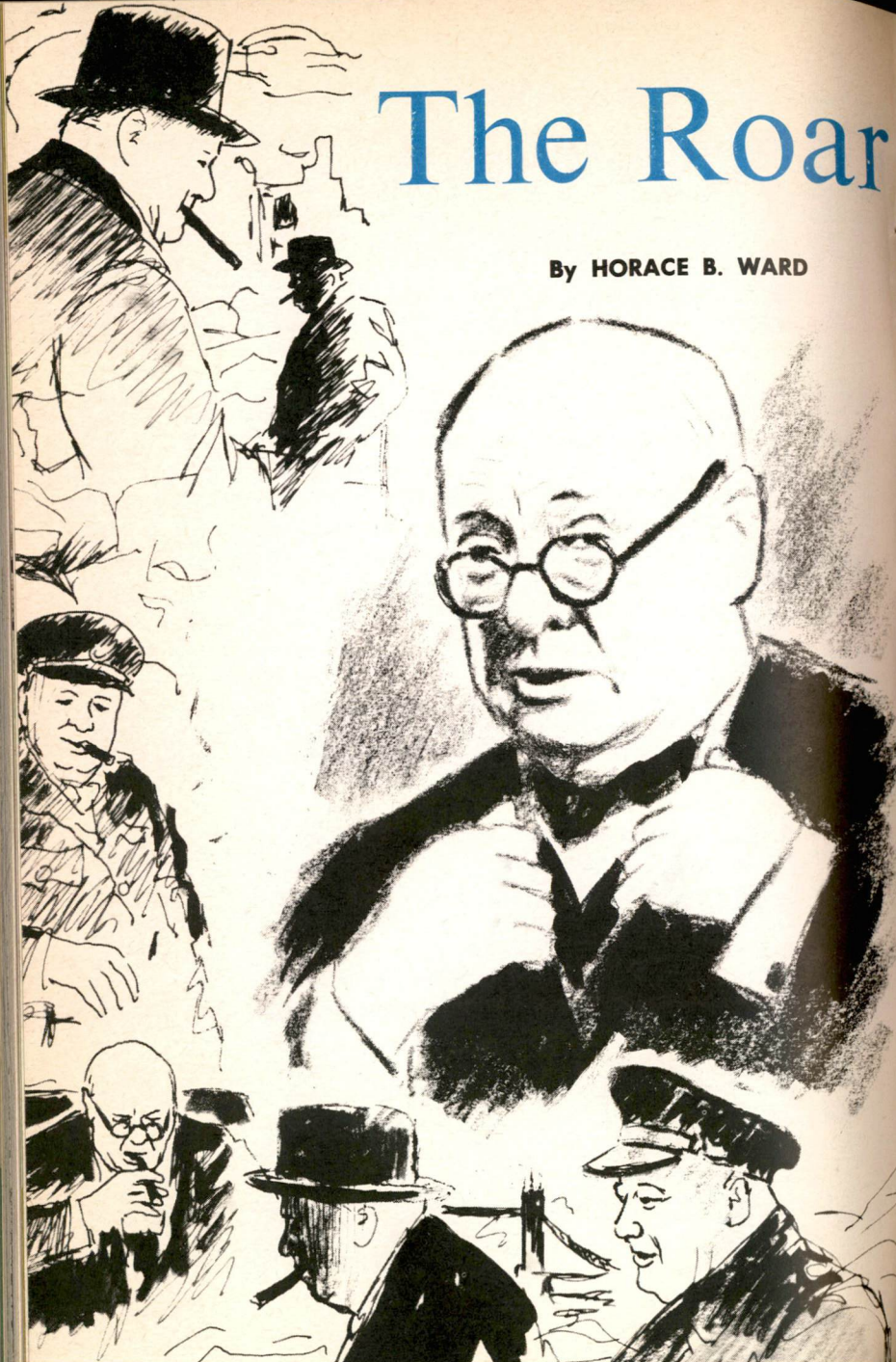
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The Roar of the Lion

By HORACE B. WARD



FOR MANY WEEKS greater men than I, and men with a greater flair for poignant speech, have been paying tributes innumerable to Sir Winston Churchill, considered by many the greatest man of the Twentieth Century.

They have spoken of him as soldier, statesman and author, and of the other roles played in our times by this many-sided genius, but as a Toastmaster I want to pay tribute to Winston Churchill, the public speaker.

We use daily the phrase, "The Iron Curtain," but many who speak it do not realize that it was Churchill who coined the term in a speech at a small American midwestern college. Often repeated or paraphrased is his tribute to the Royal Air Force: "Never in the field of human conflict was so much owed by so many to so few." Throughout his public career he was a phrasemaker par excellence.

Even today, 25 years after the crises of World War II, we thrill to read the trumpet calls of his great speeches, such as the one he gave on May 13, 1940, when he told the House of Commons: "I have nothing to offer but blood, toil, tears and sweat." In the same address he went on to

say: "You ask what is our policy? I will say, it is to wage war, by sea, land and air, with all our might and with all the strength God can give us... You ask what is our aim? I can answer in one word: victory — for without victory there is no survival."

After the disastrous evacuation of Dunkerque, he said: "We shall not flag or fail. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."

A former secretary of Sir Winston's says he never gave a great impromptu speech. His speeches were carefully planned in advance. A rough draft would be written, then rewritten, sometimes as many as five times, before he was ready to deliver it.

And, astonishing as it may seem to Toastmasters, most of his speeches were written out in full and read — read beautifully and forcefully, it is true — but nevertheless, read.

Many Toastmasters of today are too young to know of Churchill except as a towering figure of modern history, but I can remember those dark days of 1940 when it looked as though Hitler would overrun Europe and the British Isles, and later when it looked as though the Japanese war machine might overrun all the islands of the Pacific, even the continent of Australia, and Asia.

It was then that Churchill, with his inspiring speeches, which reflected an indomitable spirit, kept not only England but all of Western Europe and America as well, thrilled and inspired — imbued with an unconquerable will to win.

But Churchill was not all grim determination. He had a wonderful gift of wit. When someone told him he was the heart of the British lion, Churchill's eyes twinkled as he replied, "No, the people were the heart of the lion. I only provided the roar."

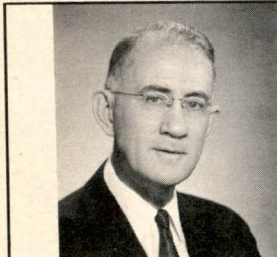
In one of his last appearances in Commons, he hobbled to his bench with some difficulty. Two young M.P.'s behind him whis-

pered about his infirm condition, thinking Churchill would not hear them. The old man turned slowly around, glared at them, and said, "Yes, and I hear he's awfully deaf, too."

When making a recording of his ringing speech about fighting on the beaches and the landing grounds, in the fields, streets and hills — Churchill put his hand over the microphone and said in a smiling aside to the Dean of Canterbury: "And we shall hit them over the head with beer bottles, which is all we really have got."

When questioned as to whether he feared death, Sir Winston remarked, "I am ready to meet my Maker, but I am not sure my Maker is prepared for the ordeal of meeting me."

Prepared or not, his Maker and ours has met Winston Churchill. We believe God and Heaven will love him as we on earth have loved this greatest man and greatest speaker of the Twentieth Century — who will remain the trumpeter to all who value liberty, not only in his own time, but in all the ages to come.



Horace B. Ward has been a member of Dynamo Club 2166-63 in Nashville, Tenn. for over eight years and is a past president of the club. He retired last year after 12 years with the National Foundation. Before that he spent 20 years as a newsman with two news services and seven daily newspapers.

Introduce The Speaker: PERSON TOPIC FORMAT



By **ROBERT HAAKENSON**

"LADIES AND GENTLEMEN of the Olympia Civic Association, I am Hank Roberts, your program chairman for this month.

"Our speaker today is Quincy O. Alfred, president of Alfred Associates, mapmaking and area development consulting firm.

"Quincy is a graduate of Syracuse University in civil engineering. He holds a law degree from the University of Memphis and is a member of the bar in Tennessee. This, by the way, was an extra-curricular project completed while he was employed by the Manhattan Project (illustrating the kind of hustler he is). Quincy pioneered the use of aerial photography in reconnaissance and fire control for Navy bombardment in the Pacific in World War II. He was a top photographic officer for the Bikini atomic test in the early days of nuclear experimentation.

"After serving for years as chief engineer of one of the world's leading aerial photography and mapmaking firms, Quincy established his own enterprise, Alfred Associates, here in Olympia.

"He has entitled his presentation, 'Putting Progress on the Map.' From what I've already told you, I know your interest is aroused. When I tell you that

many of Alfred Associates' clients are neighboring municipalities and townships, you will realize that this subject is close to home. We have had recent speakers on our traffic jams, our stream pollution and flooding, our sinking water table and the disappearance of open spaces for recreation. These are just some of the problems that we here in Olympia are plagued with, and they are exactly the problems that Alfred Associates is solving around the globe.

"Quincy says his talk will be 30-minutes at the outside, which will allow us plenty of time for question and answer discussion, and to make our 2 o'clock adjournment comfortably. Jot down your items as he talks.

"Putting Progress on the Map.' Ladies and gentlemen of the Olympic Civic Association, Mr. Quincy Alfred."

(Hank Roberts leads the applause, awaiting Mr. Alfred's arrival at the lectern, yielding the platform as Alfred arrives.)

As speakers, we know that a good send-off helps us get a good start and a good start sends us down the road to success. We wish a good introduction when we are the speaker, and we wish to do the same for speakers we introduce.



Now, what is this introduction supposed to do? It should identify the speaker and his subject, whet audience appetite for both, and explain how the meeting is to proceed. A dependable formula, at least a complete one, is: Person, Topic, Format. Let us discuss each of these and see if the sample introduction, with which we began, corresponds.

But first, let us remind ourselves that any introduction should be appropriately brief. A safe rule is: the introduction should never exceed 10 percent of the talk it introduces.

On a few occasions the person who introduces the speaker is the first person to speak in the meeting. Or the presiding officer may have called for the program without identifying the chairman. In such cases, it is not only appropriate but essential that the introducer identify himself, at least to give his name and his function.

Then on to the introduction of the speaker. The speaker as "Person" is properly introduced when we provide an unmistakable biographical identification and his special qualifications on the topic. Biographical details include name, position, residence, education, military experience, family, career experience and

other *curriculum vitae*. A good test is: Is this person identified so that he could not possibly be confused with any other?

Special qualifications on the topic may have been covered in the earlier items, e.g., education, career experience, or perhaps special research, etc. The test here is: In what ways does this speaker know more about the topic than his listeners? How is he truly expert?

Next, the introduction should reveal the "Topic." State it formally; point out its timeliness; and point out the special significance for this audience. A good test here is: Why should this audience get excited about this subject at this time? How are they affected? Occasionally it is appropriate and effective for the chairman to raise some questions, or issue some challenges for the speaker to respond to in his talk. Obviously, this has a highlighting effect, but must be used with impunity.

Finally, the complete introducer will divulge "Format," i.e., how the meeting is to proceed. In most cases it will simply require an announcement that the speaker will conduct a question and answer session following the talk, and an announcement of the planned adjournment.

If the speaker is one of several on a panel, symposium, or conference program, the details of

the format will be much more elaborate. In any case, it is very reassuring for both speaker and audience to know how the time is to be budgeted. Further, the chairman will be in a much more favorable position to impose time limits firmly if he has made a clear statement at the outset, for all to hear.

When the introduction is completed, and remember, it will never last longer than 10 percent of the time allotted to the speech itself, the introducer should stand fast at the lectern, waiting as a "welcoming committee" to receive the speaker warmly at the lectern. The idea here is that if the introducer marches right off, the lectern is a rather "naked" and forbidding scaffold. Usually, the introducer leads the applause and as the speaker approaches the lectern he yields (or "relieves" in theatrical parlance). In formal circumstances or where dignitaries or special honors are involved, the chairman may welcome the speaker to the rostrum with a formal handshake. Ordinarily, however, the chairman steps out of the breach as the speaker approaches the lectern.

This, then, is the *minimum* introduction: speaker's name and employment, topic stated formally, and whether there is to be a Question and Answer session.

Beyond covering these min-

imum essentials, the chairman will want to achieve originality and artistry with appropriate humor, narratives, special ties between audience, speaker and topic, etc. Making good introductions is an art.

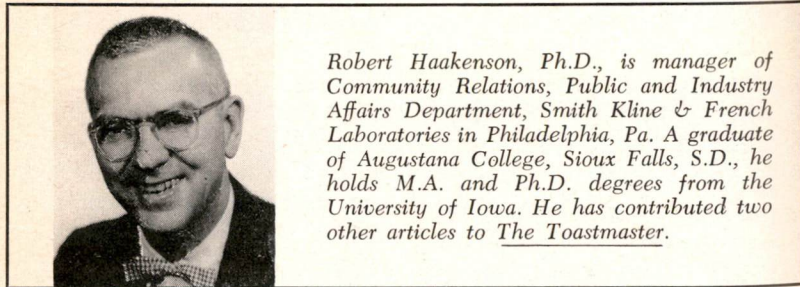
The chairman may have intriguing firsthand information of the speaker's life or special relationship with the audience. He may have amusing items or may know the speaker well enough to "spoon" him a little. He may have done extensive research to point out the timeliness and significance of the topic.

The beauty of using the "Person, Topic, Format" sequence is that its simplicity enables the chairman to be free from manuscript or notes. A rank amateur

can recall this simple sequence and fill in the minimum essential details.

In review, then, the effective introduction includes:

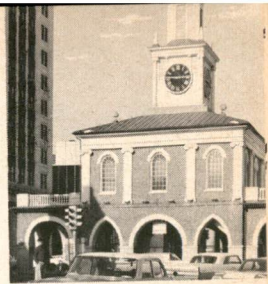
1. Person
 - a. Unmistakable biographical identification.
 - b. Special qualifications in subject area.
2. Topic
 - a. Stated formally, verbatim.
 - b. Its timeliness.
 - c. Its special significance for this audience.
3. Format
 - a. How is the meeting to proceed?
 - b. What is the planned adjournment time?



Robert Haakenson, Ph.D., is manager of Community Relations, Public and Industry Affairs Department, Smith Kline & French Laboratories in Philadelphia, Pa. A graduate of Augustana College, Sioux Falls, S.D., he holds M.A. and Ph.D. degrees from the University of Iowa. He has contributed two other articles to The Toastmaster.

Happiness is not an attained goal, but striving toward it.

Fayetteville, North Carolina Toastmaster Town of The Month



FAYETTEVILLE, NORTH CAROLINA, located at the head of navigation of the Cape Fear River, 120 miles from the ocean, is one of the state's oldest and most historic towns.

Highland Scots established the original settlement there in 1739 and named it Campbellton. A few years later other Highlanders founded the village of Cross Creek, one mile northwest of Campbellton, where they found two creeks which met and immediately separated, thus giving the appearance of crossing. In 1783 the two settlements united and were incorporated as Fayetteville, the first community so honoring the Marquis de La Fayette.

Fayetteville served as the capitol of North Carolina from 1789 to 1793 and there, on November 21, 1789, the second state ratifying convention approved the constitution of the United States. It is now the county seat of Cumberland County.

The center of Fayetteville's historic life, the State House, was originally built about 1780. The General Assembly met there in 1786, 1789, 1790 and 1793. There the Federal Constitution was adopted, and the charter was granted for the University of North Carolina, America's oldest state university.

The city of 50,000 is the home of Fort Bragg, one of the largest and most important of the nation's military installations; and Pope Air Force Base.

Textiles and lumber are the largest industries in Fayetteville. Others include tobacco sales warehouses, food processing, cotton seed, fertilizer and furniture. There are two tobacco warehouses where the chant of the auctioneer rings out in all its traditional color during the market season which lasts for about two months, beginning in the early part of August.

There are two Toastmasters clubs in Fayetteville, Cape Fear Club 2879-37 and Pope AFB Club 1630-37. The two clubs were active in establishing the first Toastmistress club in the Fayetteville area when the Wistaria Toastmistress Club was chartered in May of this year.

The Toastmaster salutes Fayetteville, N.C., Toastmaster Town of the Month.

Speechcraft Pays Dividends

By RANDALL E. WINTERS

FOR INCREASING club membership, enthusiasm and enjoying an exciting new adventure in Toastmasters, Speechcraft is the answer.

The Opportunity Toastmasters Club 451-19 of Des Moines, Iowa, one of the eight Des Moines clubs, is an average Toastmasters club with the continuing problem of retaining membership at a suitable level. Although our club membership remained between 20 and 25, with approximately 15 in attendance, we were cognizant that the members were not receiving maximum benefits through Toastmasters that could be achieved with a membership of approximately 40 and an attendance of 25 to 30.

After considerable discussion at two meetings in the latter part of 1964, the club membership unanimously endorsed a Speechcraft course. Our primary object was to seek new members, but we were soon to learn that Speechcraft would stimulate new life into our club. The members themselves became tremendously interested in doing their

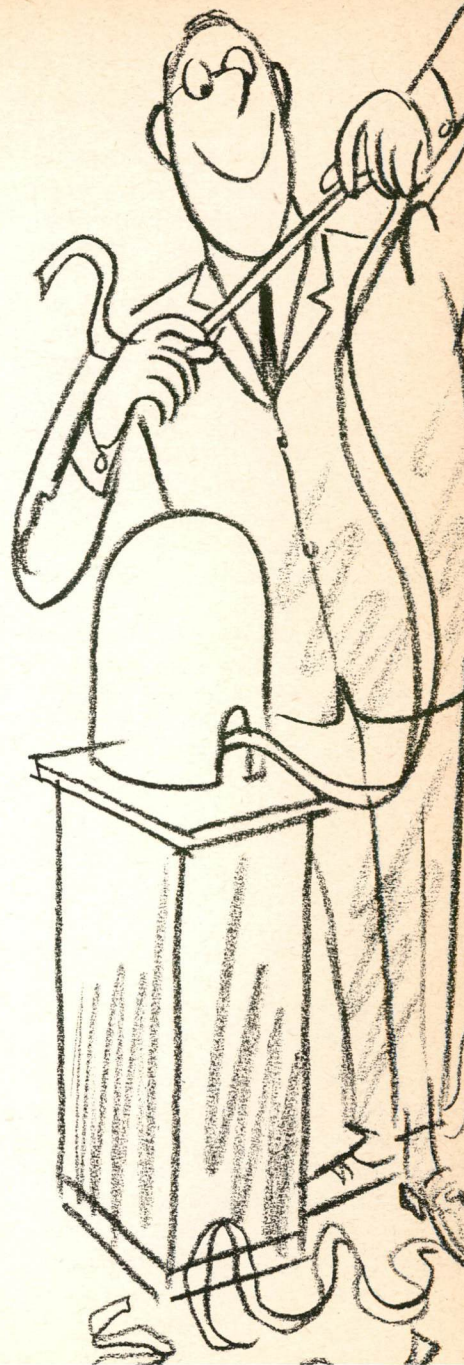
best as they were challenged with the opportunity of serving in the various speaking positions. Immediately after voting to sponsor a Speechcraft course, the required materials were ordered from Toastmasters International's World Headquarters.

The date of February 2, 1965, was set for our first Speechcraft session. Each of the 23 members took it upon himself, as a commitment to the club, to personally contact 10 men that he felt would be interested in Speechcraft. Telephone calls were made, personal contacts telling of the Speechcraft course were made, and form letters mailed to the prospects. Most of the Speechcrafters were obtained in this manner. However, letters were mailed to top executives of Des Moines business and industry with bulletins announcing Speechcraft enclosed. In addition, we used newspaper advertisements and our club was fortunate in receiving considerable free promotion on the Speechcraft course by way of radio on community type pro-

grams. Never before had Toastmasters in Des Moines received so much publicity. Not only was Speechcraft being advertised, but the Toastmasters organization gained much publicity.

Informational pieces were mimeographed providing the pertinent data and the benefits of the course were outlined. The cost of the course was set at \$8, plus the price of the dinner. It was explained that the registration fee of \$8 would cover the initiation fee for membership in the Opportunity Toastmasters Club should the person join after completion of the course.

Many men are interested in the benefits of Speechcraft but hesitate to commit themselves because of fear, reluctance, or a lack of complete understanding as to how much will be required of them and what they might be expected to do. Hesitation often can be converted to a firm commitment by assuring the prospect that he will be under no obligation to participate in the programs. This is one of the main



reasons it is easier to obtain Speechcraft members as compared to new members in a Toastmasters club. After observing what takes place for eight weeks in Speechcraft, they are anxious to meet the challenge and reap the benefits.

Prospects were advised that Speechcraft is a short, comprehensive course in the fundamentals of speech, combined with pleasant companionship and friendly coaching from fellow business and professional men with Toastmasters speech training and experience, who were endeavoring to improve their own communicative and leadership abilities. These men are interested in helping their fellow men as they help themselves.

In talking to the prospective Speechcrafters, they were informed that no homework would be required and no speeches were necessary. However, if they so desired, the opportunity to speak would be provided during the Table Topics sessions.

During this same period of time, which consisted of some four weeks, the eight instruction chairmen were selected and the speakers assigned for the various subjects. Most of the talks were given by members of the Opportunity Club. However, we did

utilize district officers and club officers of other Des Moines Toastmasters Clubs. We felt that including a few members from other clubs added considerably to the over-all program.

With every detail in order, we were ready for our first meeting. Schedules had been printed indicating the exact time each participant would speak during the two-hour meeting. We did not change the time of our regular Toastmasters

meetings because of Speechcraft. However, we did reduce the number of scheduled speakers for our regular Toastmasters program from four to two each evening and commenced with Table Topics during our dinner.

Our schedule was such that the meeting opened at 5:30 p.m. with invocation. Food was served immediately. A short business meeting was conducted at 5:40 p.m. Table Topics was held between 5:50 p.m. and 6:10 p.m. There was a five minute break between 6:10 p.m. and 6:15 p.m. and then Speechcraft was conducted from 6:15 p.m. to 7 p.m. The abbreviated Toastmasters meeting with two speakers and evaluation was held from 7 p.m. to 7:30 p.m. Without exception, the meetings were started on time and adjourned on time. However, at the close of the



meetings, many of the fellows would stay for awhile and talk Toastmasters.

At the first meeting Toastmasters arrived early to help with the registration. We were elated to receive payment of \$8 from each of 24 men. The following week an additional four men paid their \$8 fee, making a Speechcraft course of 28 members.

The most tangible and satisfying result was the fact that 18 of the 28 Speechcrafters became members of our club. Several others have indicated that they will become members within the near future.

Here is evidence that when men realize the benefits to be gained through Toastmasters training, they are anxious to obtain them. One of the most dramatic ways to demonstrate these benefits is through Speechcraft.

The members themselves derived tremendous dividends through the opportunity to act as instructors. It is said, and rightfully so, that the teacher or instructor learns and benefits far more than the students and this

is particularly applicable to Speechcraft.

A new spirit of interest and enthusiasm in the club came as a result of Speechcraft as the members themselves enjoyed the feeling of satisfaction and good fellowship that comes from working together in a good cause.

In addition to 18 new members for the Opportunity Toastmasters Club, a new club is being formed. One of the Speechcraft members who had been traveling from another town became so inspired with Toastmasters, through the Speechcraft course, that he has a nucleus of men in his hometown who are interested in forming a club. The members of Opportunity Club are to provide two programs for the men of this community and then will continue to help with the formation of a club.

To make Toastmasters more enjoyable, to provide community service and to bring new life into your club, the answer and solution is Speechcraft. Yes, my fellow Toastmasters, *Speechcraft does pay dividends.*

Randall E. Winters was elected to Toastmasters International's Board of Directors at the International convention in New York City. He is past governor of District 19 and a member of Opportunity Club 451-19 in Des Moines, Iowa. Winters is vice president of the Central Division of the Borden Company and general manager of its Iowa Region.



Clubs Around The World

Contest Winner

An Armed Forces Network official from Frankfurt, Germany, was the winner of the 4th Annual European Speech Contest. Robert J. Harlan of Rhein Main Club 2617-U was the winner. He is the deputy program director for the Armed Forces Network in Europe.

Winner of the second place trophy was Dale Landis of Blue Danube Club 3508-U, New Ulm, Germany; and the third place trophy went to Chief Warrant Officer Byron Smith of Heidelberg Club 1632-U.

The contest was held at Verona, Italy, and there were contestants from Italy, France and Germany.

The Gentlemen of Verona Club 2396-U
Verona, Italy

Robert J. Harlan, of Frankfurt, Germany, center, was the winner of the 4th Annual European Speech Contest. Dale Landis (left) of New Ulm, Germany, was second and Chief Warrant Officer Byron Smith of Heidelberg, Germany, third.



An honorary membership in Byoin Club 2306-U is presented to Major Gregory Holdenburgh, chief of the Office of Information at Tachikawa Air Base, Japan. Making the presentation are AIC Glen E. Leonard, president; and SSGT William E. Endres, educational vice-president.

Radio Free Europe in Munich, Germany, played host to Bavarian Club 2270-U at a recent meeting. Several prominent guests attended, including officials from Armed Forces Network, the Voice of America and Radio Free Europe. In the photograph are Robert Zeller, president of the Bavarian club and manager of the Armed Forces Network in Munich; Ed Burgeni, Voice of America, Munich; and Donald Brewer, assistant director of programming, Radio Free Europe.



Debate

Tachi Club 1333-U, and Byoin Club 2306-U joined other Toastmasters clubs in the Kanto Plains area of Japan in judging an English debate sponsored by the International Student Association.

Fifteen universities participated. The winning teams were from Waseda University, Takushoku University and Tokyo Women's Christian College.

Byoin Club 2306-U
Tachikawa, Japan

* * *

Speech Contest

The First Annual Collegian Speech Contest, sponsored by Air-India Club 3043-U, was held at Wilson College in Bombay.

The contestants were students at colleges affiliated with the University of Bombay. Air-India donated a rolling shield to the winner's college and silver cups to the three top winners.

Air-India Club 3043-U
Bombay, India

Tolo Rimsky, president, accepts the charter of the El Teniente Club 3476-U of Coya, Chile, from James Halley, founder. The El Teniente club is unique in that all members are able to make their speeches in either English or Spanish.



Jesse Kuhualua, a Hawaiian-born sumo wrestler, looks on as Dr. Walter V. Hohenstein, educational vice-president of Torii Club 1373-U, Tokyo, Japan, presents the Certificate of Merit to Irving Smith. Kuhualua was a guest at the meeting.



The two Toastmasters clubs in Mackay, Queensland, Australia, held a joint dinner as part of Tourist Festival Week in Mackay. Speakers and guests included official guests of the Mackay Travel League. Left to right are Percy Pollnitz, Michael Mellick, Sir Harold Raggett and Ted Matheson. The clubs are Coolabah Club 3358-TCA and Mackay Club 3611-TCA.



Are You Listening?



By **GEORGE J. BRAZEAL**

LISTENING IS one of the vital parts of Toastmasters training, yet we sometimes neglect this important and, most likely, our dullest sense — the ability to listen.

The importance of listening was revealed by a survey, conducted by Paul T. Rankin of the Detroit Public School System, which stated that the average person spends 70 percent of his waking hours on communications in one form or another, and this 70 percent is usually broken down as: 9 percent in writing; 16 percent in reading; 30 percent in talking; and a fantastic 45 percent in listening. He reports also that reading receives an amazing 52 percent of the emphasis in classroom instruction, while listening receives only a skimpy 8 percent.

In Nashville, Tenn., public schools a survey was made which determined how well pupils in grades one through twelve could do such things as “get the main idea” and “draw inferences or conclusions” from what they heard. From the results of these

tests, it became readily apparent that training in the art of listening was necessary to cope with this startling deficiency.

With these impressive facts before us on listening, why the continued neglect? First, the importance of listening is too often underrated by many individuals because of their common misconception that proficient listening comes naturally; the belief that there is no difference between “hearing” and “listening”; and lastly, many people believe that listening is a passive activity wherein you sit back, relax, and just allow words to pour into your ears.

But these erroneous beliefs are quickly eradicated when you consider the information from a recent seminar on listening conducted at the University of Michigan by Dr. Ralph G. Nichols which concluded that people, in general, do not know how to listen, but that improvement through training is possible.

Dr. Nichols said we listen at about 50 percent of our efficiency generally, and that some univer-

sity student groups have been measured as low as 25 percent efficiency. He continued that listening efficiency has been improved by 25 percent in a properly conducted 12-hour training period, and as great as 42 percent, for a group, has been experienced from such a session.

With these facts and the general awareness of these deficiencies in listening, how can we improve our listening ability?

As most of us will not be fortunate enough to attend a formal training session on listening, I suggest we follow these simple rules which we'll call “The Ten Golden Rules for Better Listening”:

1. Remove from your mind all extraneous and distracting thoughts and ideas.
2. Be physically alert, sit up.
3. Be mentally alert, concentrate on listening.
4. Keep an open mind and be attentive.
5. Avoid outside distractions.
6. Avoid detailed evaluation of the speaker, such as his physical appearance.
7. Select a seat where you can

hear the speaker.

8. Select a seat where you can see the speaker. Gestures frequently convey ideas.

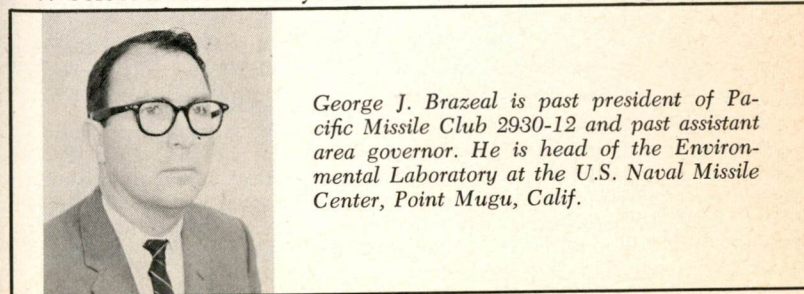
9. Get the opening idea or principle thought of the speech.

10. Withhold decisions, opinions and judgment until the speaker has finished.

These suggestions, which certainly do not include all of the possibilities for listening improvement, at least serve as an indication that listening is not a mere passive act. If done well, it requires not only practice, but concentration and effort.

In our Toastmasters clubs we are afforded an excellent opportunity to practice these mechanics for better listening because our evaluation sessions are essentially analytical or critical listening periods.

Fellow Toastmasters, let's live up to the advocated purposes of Toastmasters training which is reflected in our motto: “For better listening, thinking and speaking.” Let's strive to improve this neglected sense by faithfully following “The Ten Golden Rules for Better Listening.”



George J. Brazeal is past president of Pacific Missile Club 2930-12 and past assistant area governor. He is head of the Environmental Laboratory at the U.S. Naval Missile Center, Point Mugu, Calif.

The Speaker's Page

October is a month of festivals and fairs. The annual *Peanut Festival* is held in Dothan, Ala. (18-23); the *Mountain State Forest Festival* in Elkins, W. Va. (7-9); the *Ozark Folk Festival* in Eureka Springs, Ark. (23-25); the *Tobacco Festival* in Richmond, Va. (9-16); and *Kanname-Sal*, or Harvest Festival, is celebrated in Japan on the 17th, when the Emperor annually offers new grain to his imperial ancestors at an Ise Shrine. Fairs during October include the *Heart O' Texas Fair* at Waco, Texas (5-9); the *Mississippi State Fair* at Jackson, Miss. (11-16); and the *South Carolina State Fair* at Columbia, S. C. (18-23).

If you wish to observe a special week during October, you can choose from *United Nations Week* (24-30); *National Pharmacy Week* (3-9); *Pass the Laugh Week* (3-11); *Button Week*, sponsored by the National Button Society (4-11); *National Save the Horse Week* (3-9); or *National Newspaper Week*, during which newspaper carrier boys are honored the 16th (10-16). *Aloha Week* is celebrated in Hawaii the 18th through the 24th "to preserve and perpetuate the cultural tradition of the people of Hawaii." If these don't inspire you, there is also *International Whale Watching Week* (21-27).

October is the birth month of five former United States Presidents: Rutherford B. Hayes (4th); Chester A. Arthur (5th); Dwight D. Eisenhower (14th); Theodore Roosevelt (25th); and John Adams (30th). And, of course, our own TMI celebrates its 41st birthday the 24th.

Columbus landed in the New World on October 12, 1492 and the ancient celebration of Halloween ends the month on the 31st.

FROM THE GRAMMARIAN

EXCEEDINGLY; EXCESSIVE(LY) — *Exceedingly* means extremely, very much, to an unusual degree (*I am exceedingly grateful for the many kindnesses you have shown my son*). *Excessive* means exceeding the proper limit or degree, too much, characterized by excess (*The bill was excessive. It is excessively hot for this time of year*).

POINT OF EMPHASIS

"Making the Sale" is the Point of Emphasis for October. Page 20 in the Club Program Planning Manual provides suggestions for developing this type of a program. This is a splendid opportunity for clubs to encourage all scheduled speakers to sell their ideas, their company, product, or service. Plan Table Topics around this theme. Don't forget to direct your evaluation to the principal point of "Did the speaker make the sale?" or "Did he actually persuade?"

TO BUILD YOUR VOCABULARY

PARAMOUNT is an adjective meaning above others in rank or authority, superior in power or jurisdiction (*In the eighteenth century England became the paramount power in India*), chief in importance, supreme, preeminent (*Matters of paramount importance are rarely discussed on the floor of the conference*). *Paramount* must not be used as a mere synonym of *important*. When a thing is said to be paramount, it can only mean that it is more important than all other things concerned.



Flynight

American Legion Club 637-10 held its second "Flynight" when 20 members took flights and listened to speeches while in the air. The formal speaking program was held following the flights.

An unscheduled highlight of the evening was a tornado alert which came while the club was holding its meeting. The members were able to watch the progress of the tornado being plotted on radar in the weather control room.

American Legion Club 673-10
Canton, Ohio

* * *

Speechcraft

Clearwater Club 3087-47 completed a highly successful Speechcraft course. Twenty-six men took part — drawn mostly from local industries.

A five-point program was used with great success in gaining participants. The club used notices in company newspapers, articles in local newspapers, letters to local organizations, speeches before groups such as the Jaycees, and an announcement bulletin to professional groups.

Clearwater Club 3087-47
Clearwater, Fla.

* * *

Plant Tour

A tour of the Ford Motor Company plant in Florence, Ala., gave members of Florence Club 2101-48 a chance

to change their normal meeting routine and to face a unique challenge during Table Topics.

After a short business meeting and tour of the plant, a Table Topics session was held where each topic was based on some operation seen during the tour. Members had to pay close attention to their guides during the tour in order to remember details for the session.

Florence Club 2101-48
Florence, Ala.

* * *

Joke Session

There are times when the ability to tell a joke or humorous story effectively is advantageous and Livingston County Club 1538-62 has added a new part to its program — a joke or humorous story session prior to Table Topics.

Livingston County Club 1538-62
Howell, Mich.

* * *

Meeting at Old Mission

Santa Barbara Club 5-12 held a 7 a.m. meeting at the Franciscan Seminary at the Old Mission in Santa Barbara. The seminarians were an enthused and interested audience and the club members were able to show them a complete Toastmasters program.

Santa Barbara Club 5-12
Santa Barbara, Calif.

Toastmasters International Immediate Past President Paris S. Jackson presents General Andrew P. O'Meara, commander in chief, U.S. Army, Europe, a gavel. Jackson discussed Toastmasters clubs in the Armed Forces with General O'Meara in Heidelberg, Germany, during his recent visit to Europe.



Deputy Postmaster General Frederick C. Belen, center, was made an honorary member of two Post Office Department clubs on the same night. The two club presidents, Walter Reynolds, left, of Ben Franklin Club 3794-36, and James Harding of POD Club 3711-36, made the presentations during a joint meeting of the clubs.



Speak Easy Club 3546-23, Kirtland Air Force Base, N.M., had a distinguished guest speaker when Dr. Napoleon Hill, author, lecturer and advisor, and member of Palmetto Club 2070-58, spoke at a recent meeting. Discussing Dr. Hill's book, "Think and Grow Rich," are Major J. Victor Sandoval, president of the club; Dr. Hill; and Cal Bode, area governor.

Louis L. Goldstein, comptroller for the State of Maryland, spoke at the second anniversary meeting of APL Club 3624-17, a club at the Applied Physics Laboratory at John Hopkins University, Silver Springs, Md. At the head table are Mrs. Frank B. Proctor; Robert Karl, Toastmaster; Mrs. Wilbur Goss; Wilbur Goss, assistant director of the laboratory; and Mrs. Robert King.



David S. Cook, fourth from the left, was made an honorary member of Electernics Club 2700-65 at General Dynamics Electronics, Rochester, N.Y. Cook is director of Community Relations and executive assistant to the president. Shown with him are Robert Young, area governor; Hale Wagner, president of the club; Norman Thaler, governor of District 65; Howard Broderson, treasurer of District 65; David Bellefleur; William Long; and David Greer.



The first annual joint dinner meeting of the three Internal Revenue Toastmasters clubs in the Buffalo district was held recently. Involved were F.I.R.S.T. Club 3619-65, Buffalo, N.Y.; Statesmen Club 3639-65, Rochester, N.Y.; and SAFIRE Club 3833-34; Syracuse, N.Y. In the photograph are Joseph M. Hofmann, Toastmaster; Mrs. Hofmann; Mrs. Foley; John E. Foley; Mrs. McHenry; Howard F. McHenry, dinner chairman. Foley, district



director of the Internal Revenue Service, was made an honorary member of the three clubs.

Dr. Andrew S. Wachtel, superintendent of the Eastern State Mental Hospital, accepts a Gavel Club charter at the hospital. With Dr. Wachtel are Luther H. Smith, sovereign grand commander of the Supreme Council; Weldon White, sovereign grand inspector for the State of Tennessee; and H. P. Perry, past governor of District 63. The Eastern State Gavel Club is sponsored by the Knoxville Scottish Rite Bodies. Both Smith and White are honorary Toastmasters.

Ed Linkhart, right, president of Lewis-Clark Club 369-9, congratulates his nephew, John Linkhart, for winning the weekly Best Speaker Award while John's father, Bob Linkhart, looks on. John, who is a recent high school graduate, joined the club when the age limit was lowered.





Omaha (Neb.) Club 229-24 held a "Japanese Party" where over 50 persons, including several Japanese students visiting Omaha, removed their shoes at the door and proceeded to enjoy a Japanese dinner complete with chopsticks, music and folk dancing. Carrying out the theme, Table Topics was based on the messages found in fortune cookies and the scheduled speakers talked about Japan.



Brig. Gen. Joseph J. Cappucci, director of Special Investigations, United States Air Force, receives the charter of the recently organized OSI Club 3886-36 from Major Richard L. Verner, first president of the club, located in Washington, D.C.

Major General William F. Cassidy, Fort Belvoir, Va., commanding general, is congratulated by L. Watson Andrews, past governor of District 36, after the general was awarded an honorary membership in Belvoir Club 2578-36. On the right is Clifford M. Brown, president of the club.

P-H Club 3633-46, Englewood Cliffs, N.J., celebrated its second anniversary with an open house and a Toastmasters display. The club is located at the Prentice-Hall Company. Left to right are George Nebgen, past president; Lou Ordini, president; and Gene Slawson, educational vice-president.



Party of the Second Part— The Audience

By FRED DE ARMOND

SUMNER BLOSSOM, noted editor of the old American Magazine, once told a writer friend of mine about a professional speaker who came to him and proposed to write an article with the title, "What It's Like to Face

1,000 Audiences." Blossom answered that he would prefer a piece about what it's like for 1,000 audiences to face a speaker. He didn't get the proposed article.

Without doubt, public speaking will do a great deal for a speaker. But the big question is, what can the speaker do for his listeners? Will he do something to them, rather than for them?

In my time, I've listened, by actual count to 4,023 speeches. Some of them inspired me to attempt the impossible and, in certain instances, the possible. Many confirmed my opinions, a few changed them. Holding to a quixotic view of courtesy, I've stoutly resisted many temptations to stalk out of the meeting place in protest or in sheer boredom. I've been so hilariously entertained by wit and humor that an hour later I couldn't remember one thought uttered in the speech. I've listened to soporific sermons on the Holy Ghost until I was nearly overcome by gluteal paralysis. I've heard countless speeches on which the most appropriate comment would have been Queen Gertrude's admonition to Polonius: "More matter with less art."

Listening always taxes the attention, probably more than any other activity. It is easier, for instance, to read than to be read to aloud. And even as brilliant a man as Herbert Spencer, the English philosopher, experienced

difficulty in concentrating when he was reading; he possessed such an inquiring mind that a page in a book often inclined him to lay the book down and meditate on something suggested by it. The mass of people who

attend lectures and conventions are not handicapped by Spencer's superior reflective faculty, but they are distracted by more mundane things. Listening to so able a speaker as Paul Harvey, the radio commentator, I found myself unwillingly watching him continually removing and replacing his eyeglasses. It detracted from my assimilating what he was saying. I found myself actually counting these movements.

Listeners will center their attention on a speaker who's fiddling with the microphone, turning over his notes, toying with his visual props, blowing his nose, mopping his face, glancing at his wrist watch. These are things that may have to be done. I'm not saying that a public speaker should be a motionless robot. But he does have to take into account these distractions and hold them to a minimum if he is to attune himself closely to his audience. To put it bluntly, he is continually competing with himself for attention. If our statute books can



stand any more overloading, there ought to be prohibitions with stiff penalties against whispered conversations in an audience or on the speaker's platform, messages handed up to the chairman on anything less vital than life or death, more than two photo shots by cameramen — and you can name other offenses.

We attend a lecture for the matter we hope it will contain, but unconsciously and unfortunately, we pay perhaps as much attention to the manner of the speaker. This is obviously wrong. The speaker's appearance — his crazy necktie, his 1940-vintage double-breasted suit, his beatnik haircut, his wood-chopping gestures, her pulchritude or her double chin, her indescribable hat — should be collateral factors having no relation to what is said. But if Herbert Spencer couldn't keep from straying off into philosophical by-paths as he read, neither can we more primitive minds restrain our inclination to study the human scenery while we listen.

While the listener out there in the meeting room is watching, he is also being distracted through his ears. He has some sort of standard by which he judges a speaker's voice. Also, most people are sensitive to a mispronounced or misused word. This fact was re-emphasized re-

cently when in a speech a college professor pronounced the first syllable in "scourged" with a "skower" sound instead of a "skur" sound. A friend told of hearing a language purist "il-yus-trate" a point in a public address. My friend even stopped to make a note of the word, and in doing so missed two sentences that followed.

In a talk to his ministerial students, Charles Spurgeon, the great evangelist, was speaking from the point of view of the congregation when he advised: "Keep on, on, on, on, with commonplace matter and monotonous tone and you are rocking the cradle, and deeper slumbers will result; give the cradle a jerk and sleep will flee."

What a joy it is to hear a speaker raise and lower his voice above or below that dead level of mediocrity! I like a speech with some italics and occasionally a bold-face passage in it. Very rarely should a sentence be uttered in all capitals. Too many of us dislike being shouted at, either from the platform or the printed page. A speech should be punctuated, too. A bristling exclamation point now and then will inhibit slumber. Quotations should be indicated orally. If a question is asked, it is not a question unless spoken with a rising inflection, the voice mark of interrogation.

In our reading we come occasionally to a place where there is an extra space or two at the end of a paragraph or section, sometimes marked by a row of asterisks. This is the counterpart of a speaker's pause to let a thought sink in. The speaker is thinking about us, his listeners.

A professional speaker said to me, "In five minutes I can tell whether or not I'm carrying my audience with me." The look on their faces reveals an eager expectancy or an I-dare-you-to-interest-me attitude, he explained. A ripple of laughter at some sally by the speaker, a bit of hand-clapping, a few smiles, or a pose of cold, passive endurance, all tell their story.

Why does the same speech by the same man "take" well with one audience and fall on deaf ears with another? In part, the answer may be in the acceptance the speaker already has with his audience. If he happens to be someone like Richard Nixon or the late Adlai Stevenson, the crowd, depending somewhat on its political complexion, is likely to be receptive. If it's by John V. Scattergood, he must start from a different point.

But there are big differences in audiences, also. A gathering of farmers is sometimes hard to warm up to any subject far removed from farm problems or humor of a broad and earthy nature. An audience of labor

union members may be thinking of just one thing: "Is he for us or against us?"

Any audience of unlettered people is, in the very nature of things, cool toward a speaker who bears any taint of the bookish or intellectual. This scorn of "highbrows" is common ground for millions. A sure route to their favor is to milk a laugh at the expense of the poets, artists, and philosophers.

Subconsciously, the person who is quite unencumbered by learning often experiences a sense of inferiority in the presence of anyone suspected of being a thinker, and it somehow generates envious resentment inside him. It must readily be confessed that the academic fraternity with its pedagogic jargon and its cap-and-gown ritual does little to mitigate this feeling. Occasionally there is an exception. I met a Harvard professor, a man of many degrees, including Ph.D., who prefers to be addressed, not as "Doctor," but as "Professor." A professor of English who does a great deal of public speaking insists that academic degrees, educational background, titles, not be mentioned when he is introduced to a general audience. It is a tactic similar to that of the clergyman who, to show that he is "just one of you," makes an effort to shed the clerical label by using slang and speaking in the vernacular.

"The trick of making fun of the educated is one of the commonest forms of crowd-humor in America, both in vaudeville and popular oratory," said Everett Dean Martin. It is well known that a crowd becomes something different from the aggregate of the people that comprise it. A speaker has to take this truth into consideration as he woos the crowd-spirit in his audience.

Every entertainer knows that a listener with a contagious laugh can greatly stimulate response.

One person in a crowd often starts a round of applause. The radio people apply this ancient fact in their dubbed-in laughter and applause for famous comedians who have only to open their mouths to convulse their synthetic audiences.

An ally that a speaker needs is what is currently designated as "togetherness." He can hold his crowd and sway them better if they are bunched close together. I experienced this bit of psychology in the Great Books discussion group I lead in a federal prison among inmates. At first we met in a conference room large enough to seat easily five times the 10 to 20 who attended. The men invariably scattered out until I had to switch my focus from left to center to right as I

talked. They would engage in personal colloquies that disrupted general discussion. We never seemed to get anywhere until my associate leader on the prison staff arranged for a meeting place where we could gather in close communion around the four sides of two large tables placed together.

Walt Randall, executive secretary of the Kansas City, Mo., Rotary Club, who also conducts a speakers bureau as his own enterprise, says he is proud of the uniformly high audience appreciation manifested by his club. That seems to be a general characteristic of Rotary Clubs, as I have observed in visiting them all the way from Berkeley, Calif. to Rome, Italy.

Most speech audiences aver that they want a speaker to tell them something important and memorable — "truth with the bark on it." Here in our land they will give a speaker a hearing for almost anything he has to say, but they are weighing him in the balances from the moment he gets on his feet and judging whether his utterances are well conceived *and* well said.

Fred De Armond of Springfield, Mo., is a free lance writer and author of a number of books. He is a frequent contributor to THE TOASTMASTER.



PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

AS WE HAVE often been told, there is much good speech material in current events. We need to be reminded that this is much more than merely "good" material. Sometimes it is urgent — alarming — demanding attention — calling for intelligent study and discussion.

The present racial difficulties in the South, and in many other regions, may be far more important than we realize. Calm, intelligent, informed discussion can help to solve a critical problem and perhaps may even be a safeguard to the life, liberty and pursuit of happiness for all men.

The intelligent way to deal with such a matter is to approach it with calmness, understanding, and a desire to do what is best for all people.

The Toastmasters club is one of the best of all places for such an approach to be made. Here we are trained to disagree without being disagreeable, to listen and try to understand the other fellow's viewpoint, and to arrive at conclusions which are reasonable and right.

I am proud of our record of tolerance and understanding. We have not drawn color lines, nor raised racial barriers. In our clubs are to be found members of many racial groups, colors and cultures. Every man, at least in theory, has a right to expound his own views and opinions, even as he is under obligation to listen to the thoughtful expression of the ideas of other men. The final purpose is to arrive at full understanding and to reach conclusions which are reasonable and fair to all.

Sometimes we are asked whether it is right to discuss "controversial" subjects in our meetings. My own judgment is that not only is it right to present such subjects, but that it is our obligation. I wish that every Toastmasters club would build programs around the race question right now, when the matter is of such great and increasing importance. We are citizens and we owe it to our nation to seek the truth.

This is not limited to America, for similar questions confront our

members in many other lands.

Understanding comes through communication, and through understanding we find the way to peace.

Speakers on Short Notice

A not uncommon experience is a telephone call to a Toastmasters club president or secretary, which comes from some excited person with a meeting on his hands and in need of help.

He says: "Can you help us out with a speaker for our service club meeting tomorrow? We had a speaker coming from out of town, and right at the last minute he lets us know that he can't come. We just have to have a speaker. Can't you take his place, or send some one of your Toastmasters to make a speech?"

If your club has a Speakers Bureau, or even if there are a few members who make it a practice to keep one or two speeches on file so as to be prepared for emergencies, you can help the service club which is in distress. Because you are a Toastmaster, you are expected to have a string of good speakers at your command, or even to have a good speech of your own all ready to be delivered.

Good service on such occasions gives good publicity to your club and helps to attract members.

The well-ordered, wide-awake Toastmasters club prepares for the unexpected by maintaining a Speakers Bureau, which lists members who are willing to be called upon at short notice and who are prepared to serve well.

This is one form of community service which is the privilege of all Toastmasters. When speakers are needed to help with campaigns and other local enter-

prises, the Toastmasters club is likely to be called upon and the Speakers Bureau is the proper response.

If your club would like to undertake such an activity, helpful information and suggestions may be had on

request from World Headquarters at Santa Ana.

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.

* * *

Failure is the line of least persistence.

* * *





JUST IN JEST

At twenty a man thinks he can save the world; at thirty he's tickled if he can save part of his salary.

An old lady rented a room to two boys whom she did not know, and she worried some at first. She stopped fretting and told a neighbor, "They must be nice boys. They have towels from the Y.M.C.A."

Nothing stimulates an interest in foreign affairs like having a son of military age.

A husband and wife were engaged in an argument and she said, "I was just as unreasonable when we were first married but you thought it cute."

The grass may look greener on the other side of the fence, but it's just as hard to cut.

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.

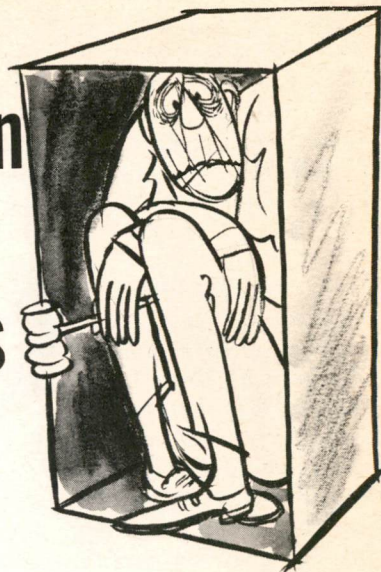
Jimmy Durante tried to play golf one day and after going around in about 200, asked his opponent what he should give his caddy. "Your clubs," his friend replied.

Bernard Baruch once reminded us that two things are bad for the heart — "running up stairs and running down people."

A San Francisco newspaper ran this ad from the classified section: "Wanted, big executive, from 22 to 80. To sit with feet on desk from 10:00 to 4:30 to watch other people work. Must be willing to play golf every other afternoon. Salary to start: \$1,000 a week. We don't have this job open, you understand. We just thought we'd like to see in print what everybody is applying for."

Is Yours A Downtrodden Or Dynamic Toastmasters Club?

By A. W. STILLWELL



I'D LIKE TO INVITE each of you to the "Downtrodden Toastmasters Club No. 0000," which, if the weather's right and nothing else interferes, generally meets each week. As we walk in the door, we are immediately overwhelmed by the spaciousness of the meeting room — or is it the eight members and one lone guest which just make the room look large? After dining, the president starts the meeting right on time, 10 minutes late. After a rather disastrous business session, parliamentary-wise, the president calls a recess to wait for the arrival of the Toastmaster of the evening, who is late.

After 15 minutes of the 10-minute recess has elapsed, the Toastmaster arrives and is sur-

prised, not only by the applause, but by the fact that he is supposed to *be* the Toastmaster. It seems that the bulletin editor, after getting the program assignments from the educational vice-president several days late, did not have time to publish the bulletin this week. Most of the other participants are also surprised, but being good Toastmasters, they fill in rather well, considering the lack of preparation, and, after all, it doesn't make much difference if they follow the Basic Training Manual.

The evaluation is especially stirring, since it provides a real boost for all those who did an "excellent job" and in whom the evaluators found little room for improvement. Later, after being

reminded, the president calls upon the guest, who, by this time, is wondering what it is all about since no one has explained about the program assignments during the meeting or has given him a copy of "All About Toastmasters." (The secretary forgot to re-order these.)

In spite of all this, our bewildered guest still is interested in finding out how he can become a member, but as soon as the meeting adjourns everyone leaves the room, after thanking him for coming.

After the meeting, the president and several of the officers and members hold an impromptu executive meeting (the first in two or three months) at a nearby pub over a glass of brew. The administrative vice-president remarks that the guest didn't seem too interested, and that they are going to have to get some more members. The treasurer volunteers that it looks like World Headquarters could do something to get them some members, considering all the money the club sends them each six months. Then the president remembers something about getting a postcard from T.M.I. asking the club if they would like a Membership Building Kit available to all clubs, especially those like this one, under 18 members.



The previous satire about a Toastmasters club in trouble is, of course, fictitious, since no real club would operate this way — would it? Any resemblance to a real club is unintentional, but each of us might do well to examine our own club to see if, just maybe, some of this sounds familiar.

To look at this from a serious, positive standpoint, if the club president had sent in the postcard requesting the Membership Building Kit from World Headquarters and had subsequently followed up for assistance from the area governor, maybe the scene would have been different. For from these aids could possibly have come some ideas or stimulation of the imagination which could transform the "Downtrodden Toastmasters Club" into the "Dynamic Toastmasters Club." No, the kit will not solve all the problems of low membership and attendance, but it will give clubs good tips and inform them of the tremendous variety of educational and membership aids available from World Headquarters.

Upon getting the kit, the president and the executive committee would have first reviewed the membership building checklist, which provides a means for a searching self-analysis of the club

operation. Along with the evaluation report prepared by the area governor and reviewed by the executive committee, this review can spark a revitalization of the club. The president would then present the findings to the club, for the final success or failure of the program is in the members' hands. Possibly it might be decided to conduct a Speechcraft course, a proven member-getter.

More than likely, membership and educational committees would be set up and function to provide a sound basis for the educational programs of the club and the enthusiastic "care and handling of guests." If the club is really interested in becoming the best possible club for its members, it will purchase and use a Club Achievement Manual. Programs would be of the type that would interest members, encouraging them to attend because of the variety and real value to each of them. The club bulletin would become an integral part of the club operation, as would participation in the local inter-club exchange pro-

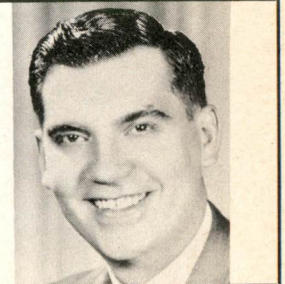
gram and Speakers Bureau. Attention would be given to emphasis on members following the Basic Training Manual, and more experienced members using the Advanced Speech Programs.

With all of the above activity would come an increasing awareness and use of the many pamphlets and aids available through the supply catalog. Membership building would be a continuing project.

The building, or re-building, of a Toastmasters club is not an easy task, especially when it means changing old habits, but the only really hard step is the first one down the road to progress. And, as the club continues to grow and prosper, the task becomes easier, since the club is something to be proud of and is of real benefit to the member. Toastmasters International provides us with the OPPORTUNITY, the clubs with the CHALLENGE, and the officers and members the means for PROGRESS.

How about your club — will it be a "Downtrodden" or a "Dynamic" Toastmasters club?

A. W. Stillwell of Nashville, Tenn., is a member of the Board of Directors of Toastmasters International. He is a member of two clubs, Brentwood 2596-63 and Springfield 1034-63 and was governor of District 63 in 1963-64. He is division controller for The Kroger Company of Nashville.



TOASTscripts



For the second consecutive year Toastmasters International's World Headquarters received a Civic Beautification Award from the City of Santa Ana.

The citation reads: "In recognition of a noteworthy contribution to a more beautiful city, this Golden City 100% Civic Award is presented to Toastmasters International."

Area 1 of District 12 in California recently held a fund raising event that is probably a "first" in Toastmasters history—a Lemon Pickin' Picnic.

Four-man teams from six area clubs started at 8 a.m. and

Members of six Area 1, District 12, clubs (left) show the fruits of their harvest—316 boxes of lemons. A Lemon Pickin' Picnic was held to raise funds and everybody profited, even World Headquarters. A box of the lemons was sent to WHQ and the staff put them to good use by making fresh lemonade. The lemonade-making crew consisted of Charlotte Amelotte, Audrey Rugh and Lavella Hester.



picked until 1 p.m. A total of 316 boxes of lemons were picked and prizes were given to the top three teams, with Conejo Valley Club 1864-12 winning with 46 boxes picked. A picnic closed the day. World Headquarters also came out a winner. Area 1 sent WHQ a box of lemons that ended up as fresh lemonade.



Does your club have problems with summer attendance? Forget them. They don't compare with those of Oslo Kjøgemester Club 2252-U in Oslo, Norway.

A letter received from Staff Sergeant Ivan W. Robison, pres-

ident of the club and attached to the Allied Forces Northern Europe Command, explained why a club report was delayed.

"First of all, I believe that we have the most international Toastmasters club there is. There are English, Scotch, Norwegian, Danish, Swedish and American members. Our secretary is English and is now in Baghdad; our treasurer is Norwegian and in Bangkok; our vice-president is English and in Denmark; the sergeant-at-arms is Danish and in the United States; and I am an American and the only officer left in Norway. I have no way of getting the secretary's records or the treasurer's books until they return in the Fall!"



Toastmasters of District 5 in San Diego and Imperial Counties in California, and Yuma County, Arizona, honored past district governors at a recent banquet with San Diego Mayor Frank Curran as the principal speaker.

Highlight of the evening was the awarding of a plaque to Clark Chamberlain, first president of Toastmasters International, for his many efforts and assistance to the district.

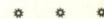


Fort Wayne (Ind.) Club 159-11 recently had an opportunity to help a Cuban refugee learn

English, and in the process the club went through a short course in basic Spanish.

Dr. Rodolfo Nieves had spent 17 years as a professor of Spanish at Havana University until he was forced to flee Cuba. He became a Spanish instructor at St. Francis College in Fort Wayne and while there was invited as a guest to the Fort Wayne club.

The club and Dr. Nieves found that they could help each other and reached a "trade agreement." The club helped Dr. Nieves to learn English and he, in turn, taught the club basic Spanish.



CONGRATULATIONS: **H. Al Richardson**, past governor of Founders District, has been appointed to the Admissions and Membership Committee of the American Institute of Aeronautics and Astronautics, a professional engineering society of specialists in the aerospace industry . . . **Dale Ross**, member of Maryville-Alcoa Club 1186-63, Maryville, Tenn., was the winner of the International Jaycees Speak-Up Contest. . . **James C. Lewis** of WIIS San Francisco Club 3548-4, San Francisco, Calif., has been named chairman of the Western Insurance Information Service San Francisco Speakers Bureau.

Fabulous 1965

By DON PAAPE

FABULOUS 1965 refers not only to the year that we are in, but it also applies to Timberline Toastmasters Club 1965-26.

Here is a club that is a club officer's and a club member's dream. Current membership is 35, plus 3 associate members waiting to get in. In the membership are 12 past presidents. Weekly attendance is 28 to 30, which means a full program every week. Outside speaking engagements by club members number at least one and usually two to three a week. There is over \$1,200 in the club account. Unbelievable? You say your club could never approach these standards? Don't despair. With some effort and imagination any of our 3600 clubs throughout the world can be as healthy as Timberline, and you can start in 1965.

Timberline Club is an evening club which meets weekly in downtown Denver, Colo. The club's membership is principally men connected with the building industry. This includes realtors, appraisers, loan officers, building material suppliers and commercial painters. The key to the

club's success, however, does not lie in their common interests but rather in the club's wholehearted demand for quality. As part of its demand for quality the club has outlawed "talking shop" during the meeting because the members believe it is not a chal-

lenge for a man to speak on something he does every day.

The club produces quality speakers by setting high standards and seeing that they're met. If a member does not fulfill his responsibilities, what-

ever they may be, he is made to realize he has let the group down. Continued non-performance leads to the man being asked to resign from the club to make room for a man who will carry his share of the load.

Timberline sets high standards, demands performance and gets it. Too many staggering, struggling clubs set low standards, beg and cajole performance and get slipshod results.

Is this, perhaps, what is fatally strangling your club? As a first step to remedy a struggling club, the executive committee should meet and review the club's ros-



ter. How many of your "members" are really "members?" Clean out your club's deadwood. Ask those fellows who want to pay dues but "don't want to attend or be scheduled regularly" to resign. True, it is tough to cut your income back 25% to 30%, but it is worse to have malingerers who don't contribute. Demand top performance from your members and you'll get it.

Quality programs impress guests visiting the club. Top flight performance brings members back week after week, year after year. They get their money's worth each meeting night.

Most of the specific standards that the Timberline Club sets for its members can and should be followed by all Toastmasters clubs. Meetings start at 6 p.m., not 6:01, or 6:04, but 6 p.m. sharp. Late arrivers must sing a song or recite a poem. Meetings end at 8 p.m. on the dot. To encourage attendance at meetings each man pays, in advance, \$30.00 per quarter dues. This includes his meals. In this way a man is penalized for nonattendance. The overflowing club treasury of \$1200 is a result, principally, of these penalties. This money is then used to pay for a Labor Day weekend party for club members in the Rocky Mountain National Park area west of Denver. This gathering helps build the "esprit de corps"

that is essential to a strong Toastmasters club.

Timberline also uses its installation dinners as a means of achieving "togetherness." These dinners include wives and a short "model" meeting with topic speakers, formal talks and evaluations. The wives are able to see how their husbands spend their weekly "night out with the boys." The club also makes an effort to include wives and girl friends in their summer outdoor meetings. These meetings are preceded by picnics or swimming parties. Part of the club membership then presents the evening's entertainment. Such features in the past have included plays, minstrel shows, chamber music and fashion shows. Many of these have been repeated for District 26 events. Such projects weld the club into a working unit.

Timberline also demands quality in its programs. It is an "unwritten law" in the club that a speaker must not utilize published material as a format unless the listeners are informed of the source of the data. This rule prevents plagiarizing of ideas. This rule also forces a man to do original thinking and speech preparation for he soon becomes embarrassed to be continually introduced with the statement, "Presenting a basic training No. 5 speech, the basic ideas of which were taken from a recent article appearing in *Newsweek*

Magazine . . . Such a rule demands original thinking and as Toastmasters clubs we should demand what our motto states — “Better Thinking.” By setting high standards Timberline gets good results. Any talk from the Basic Training Manual must receive approval from the club before the next numbered talk can be given. Also, to complete Basic Training, a Timberliner must give at least one humorous speech, thus forcing a man to make at least one effort at humor — the bane of us all.

To help the new member get started on the way toward quality in Toastmasters, Timberline has prepared check lists for new members on such subjects as, “What to do when I am Toastmaster (or Topic Master or Chief Evaluator).” These are extremely helpful for the neophyte. These check lists are presented to the new member with his Basic Training Manual when he is formally inducted. To further

guide the new man through his early speeches, Timberline utilizes the time honored “buddy” system. The result of this orientation is a membership producing top flight speakers.

The club’s program has produced quality speakers and the City of Denver knows it, for Timberline Toastmasters are in constant demand as speakers. It is a rare week when some club member does not act as the main speaker somewhere in the Denver area.

Some of the standards Timberline Club 1965 sets for its members may not fit into your own club’s operation, but one standard Timberliners have that all successful Toastmasters clubs must have is quality. Remember, your potential new member judges your club like he judges a new car before buying it. You must give him his money’s worth or he will not invest his time and dollars in your club.



D. W. Paape is a past governor of District 26 and a member of Arvada Club 2002-26, Arvada, Colo. A past president of Pioneer Club 97-55, Casper, Wyo., he was an area governor and district educational lieutenant governor in District 55 before moving to Colorado. Prior to being elected district governor, Paape served as an area governor and as District 26 club extension chairman.

Letters to the Editor

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

I should like to congratulate you for publishing the very fine series of articles on public address by Mr. Fredric Broder. I am also taking the liberty of expressing appreciation to Mr. Broder through a copy of this letter to Dr. Earl Cain, Chairman of the Department at California State College at Long Beach, under whose direction the articles were developed.

It is well within the tradition of *The Toastmaster Magazine* to publish articles on classical rhetoric and historical aspects of speech. Recently I have had the privilege of surveying the articles, especially those of Dr. Smedley, that have appeared during the past thirty years. Not only did I note that Dr. Smedley showed a scholarly bias and appreciation for the classical and historical backgrounds of public address, but also that many writers on the topics were from the academic discipline. Dr. Virgil Anderson of Stanford, Dr. Baxter Geeting of Sacramento State, Dr. Robert Oliver of Pennsylvania State University, Dr. Lionel Crocker of Denison University were among the many who have contributed. Mr. Broder joins a rather distinguished group of writers with his series.

Dr. Seth A. Fessenden, Chairman
Department of Speech
California State College
Fullerton, Calif.

* * *

We are particularly pleased to have been honored with a cover picture on your April issue of *The Toastmaster*. Being honored as Toastmaster Town of the Month gave us an additional boost.

You have a very fine bunch of people in Austin who are members of Toastmasters and who do an excellent job for the community. They, too, were pleased at this coverage in your fine magazine.

Vic Mathias, Manager
Austin Chamber of Commerce
Austin, Texas

I have enjoyed reading the fine series, “Short Guide to the History of Public Speaking” by Fredric Broder.

He has a pleasant style and has done a superb job of combining rhetorical history with general history.

David R. Sprague
Long Beach, Calif.

* * *

I would like to take this occasion to express my personal thanks and the gratitude and appreciation of the members of Boy Scout Troop 140 for the efforts of Xenia Toastmasters Club 2221-40 in counseling the Public Speaking Merit Badge.

I especially would like to thank Mr. Roy Darling who worked so hard with the Scouts and the individual members of the club who so patiently listened to the many five-minute talks required to complete the program.

I am sure you must realize that the Public Speaking Merit Badge, when given by a group such as Toastmasters, becomes not only a Merit Badge for Scout advancement but also highly educational and entertaining to the individual boy. Club 2221 can be proud of the contributions it has made to Scouting in the past two years.

Robert E. Matson
Scoutmaster, Troop 140
Xenia, Ohio

* * *

My reasons for writing to you is to comment on the article, “A Plea for Plain Talk” written by Will McCracken for the April issue of *The Toastmaster*. This truly is the best article I have ever read on the “simplicity of language.” It is concise and interesting but most of all, thought provoking. I wish copies of it were available as I would send some to many people I know who would benefit from it.

Mrs. Lee Ann Notari
Associate Editor,
Patterson’s American Education
Mount Prospect, Ill.

New Clubs

(As of July 29, 1965)

- 105-9 COULEE DAM, Washington, *Early Birds*, Mon. 6:00 a.m., Wild Life Cafe, Grand Coulee, Washington 633-0316
- 165-22 KANSAS CITY, Missouri, *Seroco Talkers*, 1st-3rd Tues. and one evening every quarter, 3:30 p.m., Sears Roebuck & Co., 3625 Truman Road, Kansas City, Missouri BE 1-7600
- 1058-50 LOS ANGELES, California, *Wilshire Blvd. Temple*, 1st-3rd Thurs. 7:00 p.m., Frascatti Gourmet, Beverly Hills, California 938-4174
- 1546-66 LITTLE CREEK, NORFOLK, Virginia, *Little Creek*, 2nd-4th Tues. 6:30 p.m., U.S. Naval Amphibious Base, Little Creek, Norfolk, Va. 464-1611 Ext. 319
- 1817-19 DES MOINES, Iowa, *Scottish Rite*, Wed. 5:30 p.m., Bishops Downtown Cafeteria, Des Moines, Iowa 282-0489
- 2140-33 SELAH, Washington, *Selah*, Mon. 7:30 p.m., Selah Coffee Shop, Selah, Washington MY 7-3931
- 2209-37 WILSON, North Carolina, *Tobacco City*, Mon. 7:30 a.m., First Citizens Bank, Wilson, N. C. 237-2151
- 3926-TCA VILLAWOOD, N.S.W., Australia, *Wunderlich Industrial*, alt. Mon. 5:15 to 7:15 p.m., Wunderlich Limited, Llewellyn Avenue, Villawood, N.S.W., Australia 72-0661

Life is not so short but that there is not always time enough for courtesy.
Abe Martin

One of most important ingredients in the recipe of good speech making is to add plenty of shortening.

— District 49 "The Forty Niner"

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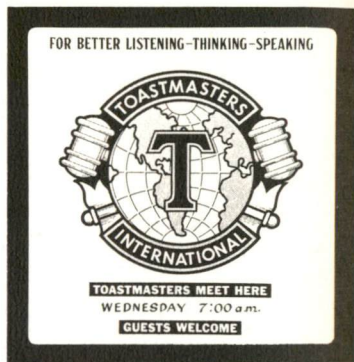
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