




JUNE 1964

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



NASHVILLE, TENN.
Toastmaster Town of the Month

SPECIAL CONVENTION ISSUE

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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 3700 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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The International President explains . . .

Proposed Bylaws Amendments

By **ALEX P. SMEKTA**

President, Toastmasters International

TO MAINTAIN THE vitality and effectiveness of Toastmasters as an organization, our guiding instruments must be reviewed from time to time in the light of acquired experience and current needs.

While suggestions are welcome from any member, one of the functions of the Board of Directors is to study and make recommendations upon proposals to be submitted to the delegates attending the Annual Business Meeting of the corporation.

At its March, 1964, meeting, by more than the necessary two-thirds vote, the Board recommended adoption of several

amendments to the International Bylaws, and one amendment to the Club Constitution.

In a real as well as in a legal sense, our clubs are our stockholders. So that our clubs may have time to study and discuss the proposals recommended by the Board and then instruct their convention delegates, I want to describe the proposals of the Board and tell you some of the reasons for the Board recommendations.

No. 1—Club Membership Eligibility.—The Board proposes amendments to the International Bylaws and to the Standard Club Constitution authorizing

clubs to admit to membership males 18 years of age or over. Because of the present 21-year age limit, many of our military clubs are now compelled to deny membership to men mature enough to serve their country and anxious to participate in our program.

The Board also recognizes that there are many civilians of 18 who are sufficiently mature and interested in their future development to receive substantial benefit from our program. Indeed, many young men of promise are unable to go on to college. These may well find in Toastmasters an invaluable opportunity to continue their intellectual development.

No. 2—Minimum Clubs Forming Districts. Many years ago, when there were few clubs and fewer districts, the International Bylaws provided that a minimum of 10 clubs was necessary to form a district. Over the years, experience has proved that neither 10 nor, in fact, 20 clubs are enough for a district. Larger districts, receiving more income based on their membership total, are economically in an advantageous position to operate more effectively, and to provide good service to their clubs, and they can draw from a larger reservoir of competent Toastmasters in selecting district leaders who will maintain high performance standards.

Over the years, the actual minimum required to form a district, as a result of changes in Board policy from time to time, has been increased from 10 to 20 to 35. The Board now recommends approval of an amendment to the International Bylaws to increase the minimum necessary to form a district from 10 to 35 clubs. The amendment proposes nothing new but it will eliminate confusion that might arise because of the inconsistency between our established policy and the minimum requirement set forth in the Bylaws. The proposed amendment further provides that a district may be formed by fewer than 35 clubs where this is in the best interests of the organization.

No. 3—Review Regional Boundaries and Elimination of Zones. In 1957, the present boundaries of the regions and zones were established. At that time there were 52,500 Toastmasters in 2,500 clubs, organized into 53 districts. The zone and regional boundaries were to be reviewed by the Board of Directors every three years beginning in 1959. No changes were made in those years, despite substantial growth in the number of our members, clubs and districts. As a result, the club strength of the regions varies greatly. Some regions are larger and have more club votes than other regions. In studying the history of this

situation the Board concluded that one reason for the present inequitable distribution of districts among the eight regions, and the reason no remedy was adopted in 1959 or 1962, rested in the fact that no criteria were established for Board action in changing the boundaries. The amendment proposed by the Board establishes reasonable standards to guide the Board and avoid any permanent imbalance among the regions. Regional boundaries will be adjusted so that in 1965 each of the eight regions will have at least 10% of the total clubs in TMI as of June 30, 1964, and not more than 15% of the total number of clubs. The situation will be reviewed every three years and the 10%-15% standards applied. At present, several regions do have fewer than 10% of all the clubs, and several have more than 15%. The Board believes that its proposal for more equitable distribution of districts is an essential step towards preserving democracy in our organization.

The proposed amendment will also eliminate zones. Zones were originally intended to facilitate the selection of candidates for the Board of Directors and to provide an elimination round in the International Speech Con-



test. The organization of 16 zone meetings each year was found to be cumbersome, unduly expensive to the organization and to those who attend. They did not provide effective strengthening of the Toastmasters training program. Last year the two zones joined in a regional meeting.

The experiment was successful and provided a practical "field test" for the present amendment in which regions supersede zones. The Board believes the elimination of zones will make it easier to re-

align the districts into regions in a more equitable manner.

No. 4 — Selection of Director Candidates from Regions. The elimination of zones requires the establishment of another method of selecting candidates for the Board of Directors. The Board was aware that several districts wanted the regions to elect directors to represent them. However, under the California laws under which TMI is incorporated, directors must be elected by the entire membership of the corporation. Therefore, despite their good intentions, some of the districts were proposing an election method that would be open to question. The purpose of the California law is a good one, applied to TMI, in the opinion of the Board. The directors are

elected by all the stockholders, and they represent and are accountable to all the stockholders, i.e., stockholders in our case being clubs.

TMI is a nonprofit corporation whose governing body is answerable to all the stockholders, as a protection to them and an assurance that the nonprofit objectives of the corporation will be maintained. TMI is not a governmental system wherein representatives are elected from an election territory and are therefore obliged to represent only that territory.

This, incidentally, is the reason the Board has proposed another amendment to substitute the words "geographic region" for the words "election region" wherever they appear in the International Bylaws. The present words fostered the inaccurate impression held by many, i.e., that a member of the Board represents or in some way is responsible to the clubs in his particular region. Since it would not be proper to have election regions, the proposed amendment would clarify the matter.

The elimination of zones posed a problem of how best to assure an election (1) that will comply with the law and (2) that will not make it possible for a coalition of a few strong districts to control the selection of director candidates at a regional meeting to the exclusion of candidates

from smaller districts. To resolve this, the Board proposal provides that each district will be asked to make a nomination. The votes cast at the regional meeting will be cast for only one nominee, with repeated voting, if necessary, until one candidate receives a majority. The low man will be dropped from the ballot on the following vote. When one candidate receives a majority, the second highest candidate will automatically be nominated, and both will be certified as candidates from the region, to be voted upon by all the delegates at the annual meeting. The Board feels that the interests of smaller districts in providing well qualified candidates will be best protected by this method.

Recognizing that the elimination of zones and the regional nomination of director candidates may have far-reaching effects on the plans and efforts of many members, the Board has recommended that these changes should become effective after the 1965 convention. Hence, their inception would coincide with the Board action changing the regional boundaries. This action will be taken by the Board in 1965 if it is approved at the 1964 convention. This will provide sufficient time for a well considered decision in adjusting the regional boundaries and would be most fair in providing ample notice to Toastmasters who may

contemplate seeking office in 1965 and 1966.

(All of the other amendments proposed will take effect at the close of the 1964 convention, if they are adopted at the annual meeting.)

While it was taking important steps to improve the method of selecting candidates for the International Board of Directors, the Board also proposed three "housekeeping" amendments of a more or less technical nature.

1. Under our present election procedure, voters at the annual meeting must vote for a director candidate from every region. If a voter inadvertently fails to vote for a candidate from one region, his entire ballot is invalid and his votes for candidates from other regions are not counted. To the Board, this seemed manifestly unfair and without any practical reason to support it. Therefore, the Board recommends the elimination of the requirement.

2. At the present time, a special meeting of the Board of Directors must be authorized by the Board at a regular meeting. The need for special meetings cannot always be anticipated or some other unanticipated emergency might necessitate a special meeting, and there should be

some clearly defined method for calling such a meeting. Therefore, as a safeguard, the Board recommends an amendment allowing seven or more directors to call a special meeting.

3. According to our present Bylaws, four affirmative votes are necessary for the Executive Committee of the Board to take

action. There are only five voting members of the committee. A vacancy on the committee would make it impossible for the Executive Committee to act unless there was unanimity, or, to put it another way, one

member of the committee could prevent the other three members from adopting any motion or resolution.

To eliminate the possibility that this situation might occur, the Board recommends an amendment providing that in the event of a vacancy among the voting members of the Executive Committee, the remaining voting members shall select one of the eight elected directors who has served a full year on the Board to fill the unexpired term on the committee of the member being replaced. The selected director serves on the Executive Committee but he does not succeed to the elective office of the committee member he replaces.



I want to call your attention to another action taken by the Board in March of direct concern to our clubs. As you know, Toastmasters International recommends that its member clubs adopt as their bylaws the Standard Club Bylaws issued and from time to time revised by the Board to reflect TMI policies concerning the management and operation of member clubs. The Board has made two important changes in the Standard Club Bylaws, and recommends that wherever possible clubs should revise their bylaws accordingly.

1. It is recommended that clubs hold annual election of club officers on a calendar year basis. Election of club officers should occur in November and they should take office in January. Several surveys support the conclusion that clubs are more successful in providing educational benefits to members and in maintaining their membership if officers have a longer time to acquire competence in performing their duties and in leading their club.

2. Clubs quickly suffer when a club officer fails to perform his duties satisfactorily. For the best interests of the club and its members, the Board has pro-

vided that by a two-thirds vote of the committee members present, and subject to the approval of the club, by a two-thirds vote of the club members present, the Executive Committee may remove any officer and declare his office vacant.

No action at the annual meeting is necessary on the two amendments to the Standard Club Bylaws. These have already been adopted by the Board and are recommended for the consideration of the clubs.

The exact text of the proposed amendments to the International Bylaws and the Club Constitution will be mailed to all clubs at least 60 days prior to the Annual Business Meeting to be held August 27, 1964. I hope you will study them and discuss them. As chairman of the Board, I believe this explanation should be given you in *The Toastmaster magazine*, our official publication, so that every Toastmaster may be informed regarding the amendments proposed by the directors.

I hope you will agree that a favorable vote on the amendments proposed by the Board will mean real progress for Toastmasters and will stimulate healthy growth. ♦

A man's real life is that accorded to him in the thoughts of other men by reason of respect or natural love.

— Joseph Conrad

LISTENING - Mankind's Most

By ROGER P. MITCHELL

MAN HAS BEEN endowed with many assets. Some are material, some are spiritual and some natural. Whatever the type, many are neglected to some extent.

But mankind's most neglected asset is the ability to listen. This is neglected to such a degree that human capabilities are seldom realized. Failure to listen properly can cost billions of dollars yearly to business and industry. And failure to listen has resulted in whole countries being delivered to oppressors.

You might say: "But I have ears — I can hear. So what in the world are you talking about?"

That's a good question. If someone has ears which function properly, he should be able to hear. However, there is a world of difference between "hearing" and "listening."

Throughout the ages it has been assumed that if someone could hear, he could also listen. Parents, teachers and instructors of all types have accepted this idea, undoubtedly because this is the way they learned. Today, however, with the world shrinking, with communications ex-

panding through faster and faster media and automation causing such keen competition, there is neither room nor tolerance for error in transmitting information from person to person or person to machine.

In Toastmasters, the motto is: "For better listening, thinking, speaking." Thinking can definitely be improved through preparation of speeches and during the table topic sessions. Better speaking is certainly acquired through practice and evaluations. But what of listening?

Evidence of poor listening is all around us. When the opportunity to be a part of a large audience next comes your way, take a few minutes to notice how many people talk to their neighbors during the speech, or look around the audience, read their program or doodle. Or, at your next Toastmasters club meeting, notice how many members look around the table when a speaker is talking, or watch the timer.

The evidence you will note has caused many public speakers to become deeply impressed with an important fact: people, in general, do not know how to lis-

Neglected Asset



ten. The burden of making people listen has been placed almost entirely on the speaker.

Not only public speakers have become aware of the listening problem. In recent years schools and industry have become concerned enough to start special classes and training sessions in listening habits and techniques.

However, if formal training is not readily available, self improvement can be obtained by concentrated efforts supplemented by trips to the local library to read what has been written on the subject. Some points of emphasis are:

1. The average person talks at the rate of about 125 words per minute, but thinks at the rate of about 600 words per minute. This leaves around 400 or more words per minute for mental excursions. *Learn to concentrate and avoid those excursions.*

2. Be careful of "listening for the facts." In gathering some factual material you may miss the entire intent of the message. It has been said, "Listen not to what a man says — listen for the reason he says it."

3. Watch your emotions and

opinions. When you hear something that arouses strong emotion or goes contrary to some firmly held opinion, check yourself and try to respect the opinion of the speaker. *Keep your personal prejudices tightly leashed.*

4. Unless you are an evaluator during a meeting of your Toastmasters club, refrain from mentally criticizing a speaker's delivery or physical appearance. *Listen to his message and absorb his ideas.*

5. Avoid as much as possible the taking of notes. When you are writing, your mind is focused on this, not upon listening. If it is essential you take notes for later reporting, *jot down key words and fill in your outline later.*

Listening is truly one of mankind's most valuable assets. As Toastmasters, it is up to us to see that it does not remain the most neglected one. ♦

Roger P. Mitchell of Springfield, Ill., is employed by the Illinois Bell Telephone Company on the general plant staff. He is past president of Uncle Joe Cannon Club 127-54, and at present a member of Lincoln-Douglas Club 51-8.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

Your Vocabulary

Your vocabulary is the stock of words which you commonly use to express your thoughts. There are plenty of words. You need not be stingy with them.

If you will watch yourself in ordinary conversation you will observe that you draw very lightly upon the vast resources of the language. Most people use a very limited range of words, and overwork these. Set yourself to the task of building up your stock of words. Start with these simple methods:

1. Stop overworking certain favorite words. Everyone has a list of pet words which he uses to excess. Thus he not only weakens his speech, but tires those who hear him. *Any word becomes a bad word when used too often.*

2. Get acquainted with new words. You encounter them daily, over the air, in newspapers and magazines, in conversation. When you hear a new word which sounds promising, make it your own. Use it.

3. See how many words you

can find to express the same thought. For example, list all the words which suggest to you the thought of a house, such as *residence, shelter, shack*, etc. Don't stop until you have listed 12 or 15 words.

4. Refer to the sports pages of a newspaper. Observe how many different ways the writer finds to say that the batter hit the ball, or that the runner made his base. Note the use of lively words, picture words, exciting words. Learn to choose vigorous, vital words, which carry their own punch.

5. As you add new words, be careful how you use them. There are three things you must know about a word before you can safely make use of it: (a) How is it pronounced? (b) What does it mean? (c) Where should it be used?

How to Take a Vote

Discussion is finished. The members are ready to express their decision by voting. The chairman must pull the trigger.

Must he wait for someone to call out "Question"? Must he ask

hesitantly, "Is there any further discussion?"

No, he need not be so cautious. If discussion has run out, and no one appears to have anything further to say, the chairman is quite at liberty and in the right to say, "If there is no further discussion, we are ready to vote. Those in favor say 'Aye.' Those opposed say 'No.'"

If the question is one requiring a two-thirds vote to carry, he asks for a show of hands, or calls upon the members to rise as a voting sign. He instructs the secretary or the sergeant at arms to make the count.

If the question needs a secret vote, the chairman has ballots distributed, calling upon either the secretary or the sergeant at arms, to hand out the ballots and then to collect them. These are counted by members designated by the chairman. They hand him the report of the results, which he then announces.

In the case of a voice vote, someone may disagree with the chairman's ruling. This dissenter has the right to appeal from the decision of the chair, provided he appeals immediately after the vote is announced. When this appeal is made, the chairman must call for another vote.

He says, "The decision of the chair has been appealed from. The question is, 'Shall the decision of the chair be sustained?'" He will call for the vote by show

of hands, so that a count may be made. A majority decides it. If the vote is in the negative, the decision of the chair on the vote on the main motion is reversed.

Whenever there is a close division of the voters, it is wise to take the vote by show of hands or rising, which relieves the chairman of responsibility in making the decision.

When the vote is to be called for, the chairman will never say, "Those in favor will make it known by the usual sign." That is, he will never use that expression unless he is presiding over a meeting of a secret society which carries on by ritual.

Forty by Forty

On October 22, 1964, the Number One Toastmasters Club, of Santa Ana, will celebrate its 40th birthday. As a preparation for the event, the members have undertaken to build the club's membership to 40 men.

During the four decades of its life, the club has held to the limit of 30 members, but now it is going to raise that figure to the constitutional limit of 40; and this club from which our entire organization has sprung invites all Toastmasters clubs to join in the effort.

Will your club join Smedley Chapter No. One of Toastmasters in this challenging project: "40 by 40"? Let us see how many of our clubs can build themselves in the next five months. ♦



Teeth In The Timer

By FRED E. EBEL

"SPEECHES CANNOT BE made long enough for the speakers nor short enough for the hearers." James Perry, English political writer and editor, said this a long time ago. It is as applicable today as it was then.

How often, in our club evaluations, do we hear this criticism of a speech — "It could have been shorter!" And how often do those thus evaluated do anything about it?

True, the timer makes a half-hearted attempt. "Tedious Thaddeus asked for five minutes and took eight." This is usually followed by a chuckle, rarely a groan. Therefore, the offending Toastmaster does not regard his long-windedness as serious.

Our club, No. 466-35 of Milwaukee, Wis., recently pronounced an emphatic "Nuts!" to this philosophy. With the inau-

guration of our new program, called "Operation Brevity," we have put teeth into our timer. It's no longer a light or amusing matter for a member to exceed the time limit.

Here's the formula for our new speed-up program:

1. No speech to exceed five minutes.
2. Maximum time for table topics is 15 minutes.
3. Ten minute educational sessions.

Does the five minute limit for club speeches mean that we advocate a mere five minutes for outside speaking engagements? Naturally not. But the self-imposed discipline of saying something to the club in five minutes and no more pays off in a better organized, more compact and meatier speech when the longer length is necessary.

How does a speaker put brevity into practice? It's very simple. He uses words as if they cost him a dollar apiece. Or, more important, he uses words as though the listeners' time were worth a dollar a minute.

From the standpoint of speech mechanics, we find that brevity is best achieved by selecting one, and only one, facet of a subject. A common mistake of many speakers is attempting to cover too much ground. For instance, suppose the speaker set out to relate the history of timepieces; what a mishmash would result if he tried to cover the workings of every time-telling instrument used since the beginning of recorded history! Brevity and singleness of purpose would be better achieved by considering only one facet of the subject; pick out, for instance, the sundial, or the microsecond time used by electronics scientists. You'll be able to cover the subject well, and have a much more worthwhile and interesting speech.

What about that 15 minutes allotted for table topics? Some-what short? Not a bit of it; not if table topics is conducted the way it is described in our Toastmasters Basic Training Manual: "Your business is to introduce subjects for discussion, guide the talking judiciously, and give all possible time to the members for their remarks."

The educational speeches of our club did not escape the surgeon's knife. Drastic surgery pared off useless wordage, resulting in lean, meaty, vital sessions.

What prompted our club to embark on this speed up, spark up program? Well, it started with a desire to schedule at least one more speaker per program. We decided to extend brevity to other time-consuming areas of the club program.

We've had teeth in our timer for a number of meetings now. Our meetings zip along with interest and enthusiasm, attendance is up, participation is at an all-time high. Now we look back and wonder why we ever waited to do something so important. Because we believe that what we are doing in paring down our speeches is important, important to our club, to the community, and to the world. In fact, we want the whole world to know that we, as a group, are doing something about the prolix, prosy, too-long speech.

We would like to be so successful that humorists, satirists and cartoonists will no longer make a speaker's long-windedness the butt of their wit.

Putting teeth in the timer can do it! ♦

Fred E. Ebel is advertising copywriter for Cutler-Hammer, Inc., Milwaukee, Wis. and president of Milwaukee Toastmasters 466-35.

LETTER FROM ALASKA

I'M SURE YOU HAVE READ about the seismic disturbances that upset Alaska and Kodiak on March 27 and I feel sure you would be interested in the impact these disturbances had upon our Toastmasters club.

We had prepared some nice plans for an installation of officers. I was to turn over the presidency to R. R. "Red" Raber, the Naval Station's Public Works officer. The newly arrived commandant, Rear Admiral Robert Emmet Riera, consented to serve as installing officer and Captain Gee, the Naval Station's commanding officer, was to be a guest. Toastmistresses, who are in the process of organizing a club, agreed to participate in the program, to be held at the Officers Mess, Kodiak Naval Station, March 31.

But the plans of mice and men went astray when, on Good Friday, the earth started jumping, up, down, right, left and cross-ways and the seas came for a visit to places they had never been before. Large vessels were perched on hillsides; automobiles, taverns, grocery stores and sidewalk slabs were piled in a mass of debris. And our troubles at the Naval Station had just begun.

By the day of our meeting, neither our quarters nor our Officers Mess had electricity or heat. We were keeping warm by burning logs in the fireplace and we ate by candlelight. Our only alternative was to postpone our ceremony to April 14.

By then, the Club had light and heat and was able to cook a fine chicken dinner. Admiral Riera installed our new officers and Captain and Mrs. Gee came to watch the show. In addition, Capt. J. J. Cassidy, director of the Northwest Division of the Bureau of Yards and Docks attended. The Toastmistresses took on the table topics assignment and provided two principal speakers. It was a grand show that provided a few hours of respite for many of us who are still working 12 hours a day, seven days a week. Unfortunately, those who live in the city of Kodiak were unable to attend because of conditions created by the disaster.

At our meeting we were also able to point with pride to the half-hour television broadcast by our members about a month previously. We presented a condensed version of a TM meeting from our local TV studio — got a lot of praise from our TV audience and are vain enough to believe it was sincere. . . .

We have gone through earthquakes, floods and williwaws, but we hope to carry on with the TM program of leadership training.

Herbert Krakow, Cdr. CEC, USNR
Past President, Williwaws Club 1861-67
Kodiak N.S., Alaska

The following report of the Nominating Committee is presented in accordance with Article VIII, Section I, of the Bylaws of Toastmasters International.

Report of the Nominating Committee

THE NOMINATING COMMITTEE presents the following candidates for election as officers of Toastmasters International at the annual business meeting to be held during the 33rd Annual Convention of Toastmasters at Denver, Colorado, August 27, 1964. (When two candidates are listed for an office, they are presented in alphabetical order.)

For President:..... Paris S. Jackson
For Senior Vice President..... Charles C. Mohr
For Vice President for Education..... John B. Miller
L. Kenneth Wright
For Vice President for Organization..... Lothar Salin
Charles S. Swan

(By) George J. Mucey, Chairman

Harry Mattison	Joe Selby	John Lamparter
George W. Benson	W. Bruce Norman	Maurice L. Etzell
Walton H. Lloid	Jack Pelinka	Lionel Addamus
	John Turck	

It is the duty of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

TMI officers and directors (nominated at the eight Regional Conferences) will be elected at the annual business meeting, August 27, 1964, at the Denver Hilton Hotel, Denver, Colorado.



PARIS S. JACKSON

currently senior vice president of Toastmasters International, is a public accountant who manages his own firm with offices at Temple City, California. A member of Temple City Toastmasters 554-F, he served as vice president for education in 1962-63, and was a member of the Board of Directors of Toastmasters International from 1960 to 1962. He served as governor of Founder's District in 1957-58. A past president of Temple City Rotary Club and chairman of Rotary District Committee, he is a member of the board of directors of the Community Chest and of the Presbyterian Church.



CHARLES C. MOHR

of Lambertville, Michigan, is the present vice president for education of Toastmasters International, and previously served as vice president for organization. He was a member of TMI Board of Directors from 1960-1962. Mohr is senior chemist and manager of customer service for Sun Oil Company, Toledo, Ohio. A member of Anthony Wayne Toastmasters 1380-28, he served as governor of District 28 in 1958-59. He is a member of the Public Relations Committee of the American Petroleum Institute and has received the Institute's Gold Award for public service. He has also conducted speech classes for the YMCA and the University of Toledo.

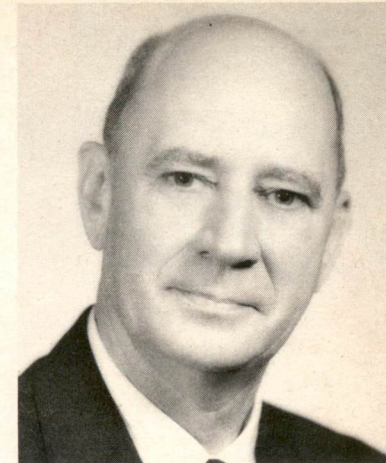


JOHN B. MILLER

the present vice president for organization of Toastmasters International, is an attorney at Nevada, Iowa. He is a member of East Story Toastmasters 504-19, a club which he organized. He served as governor of District 19 in 1958-59, and was elected to the Board of Directors of Toastmasters International in 1961, serving till 1963. Miller is vice president of the Nevada Chamber of Commerce, past president of Nevada Lions Club and of the Story County Bar Association, past commander of V.F.W. Post, a Mason and a Shriner. He is a member of the committee on American Citizenship of the Iowa State Bar Association and an elder in the Presbyterian Church.

L. KENNETH WRIGHT

who completes his term as member of the TMI Board of Directors this year, is a division director in the U.S. Department of Agriculture, Marketing Service, Washington, D.C., and has received the Department's Superior Service Award for Outstanding Leadership and Managerial Ability. A member of the U. S. Dept. of Agriculture Graduate School faculty, he conducts training courses in conference methods and oral communication. He is an active layman in the Francis Asbury Methodist Church of Washington, and Associate Lay Leader in the Baltimore Methodist Conference. A member of Potomac Toastmasters 827-36 for 11 years, he was governor of District 36 in 1957-58.



LOTHAR SALIN

is owner-manager of Salin Printing and Advertising Company, San Rafael, Calif., and a member of Tamalpais Toastmasters 1755-57. After six years as a club and district officer in District 5, he became founding governor of District 57 in 1957-58, and served on the TMI Board of Directors from 1961-1963. He has attended 10 and been a featured speaker at five International conventions and has visited TM clubs in several foreign countries. A frequent contributor of scholarly articles to *The Toastmaster* magazine, he has taken an active part in the development of "The Advanced Speaker" and "Leadership through Speech" and in the establishment of Regional conferences.



CHARLES S. SWAN

of Sarasota, Fla., was formerly president of Swan Construction and Engineering, Inc., now owns and operates a successful investment business. A member of Club 1958 and District 47 governor in 1960-61, he served on the TMI Board of Directors from 1961-1963. As district extension chairman he has helped District 47 grow from 27 clubs to 73, has chartered 25 clubs and reactivated eight, has attended TM meetings in over 30 states (including Alaska and Hawaii) and in many provinces of Canada, traveling over 28,000 miles in Toastmasters work. In 1964 he was awarded the first Toastmasters International presidential citation for meritorious service. He is treasurer





NASHVILLE, TENN.

Toastmaster Town of the Month

IN THE SPRING OF 1779, a hardy band of pioneers left North Carolina seeking a new home. They found a site on the bluffs overlooking the Cumberland River and on Christmas Day started construction of a stockade which they named Fort Nashborough in honor of Revolutionary War hero General Francis Nash. Four years later Nashville was born, becoming the capital of Tennessee in 1843.

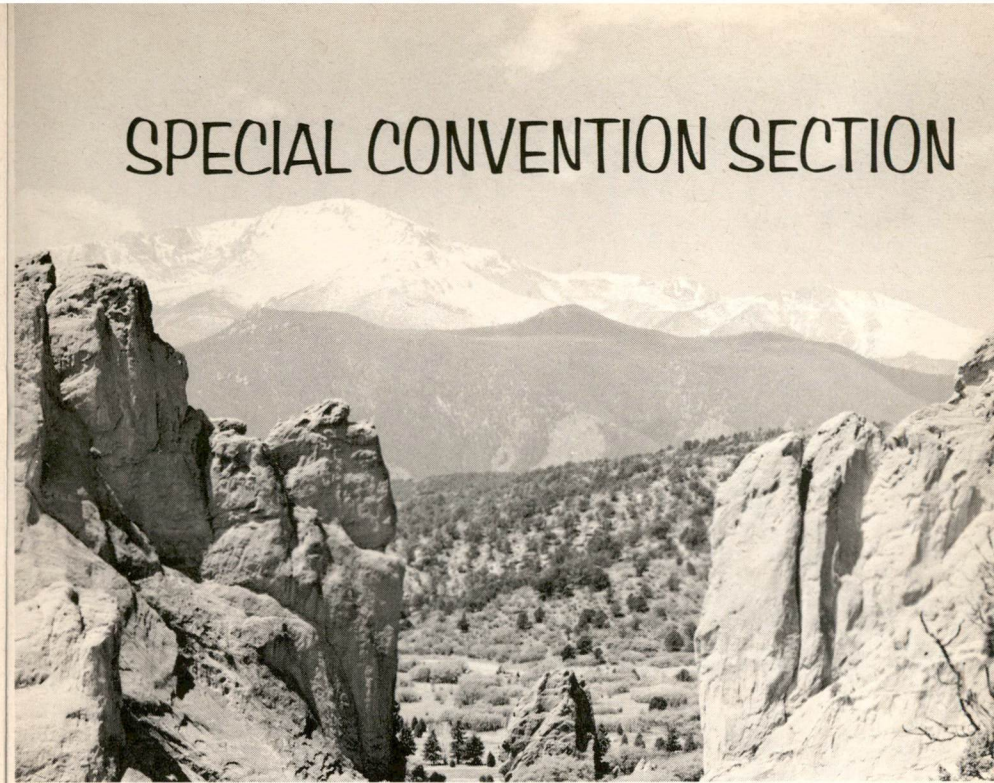
Rich in history, Nashville is the site of Hermitage, home of President Andrew Jackson (1767-1845). During the War between the States, Tennessee was second only to Virginia in the number of battles fought within her borders.

After the war, Nashville began reconstruction and in 1897 was chosen as the site of the Tennessee Centennial Exposition. Crowning Centennial Park is the only exact replica in the world of the ancient Greek Parthenon, standing almost as did the original in Athens some 2000 years ago. This and the State Capitol building, of Greek Ionic architecture, have given to Nashville its title of "Athens of the South."

In 1962, the separate governments of the city of Nashville and Davidson County merged into one unit of metropolitan government. Nashville expanded from 73 square miles to a metropolitan city of 541 square miles with a population increase from 260,000 to 425,000, opening the way to unlimited progress.

A city of diversified interests, Nashville is a leader in banking, insurance, manufacturing, education—it is the home of scholastically famous Vanderbilt University—and tourism. Its country music features world famous "Grand Ole Opry" and its recording studios provide almost two-thirds of the nation's musical recordings.

As the center of District 63, one of the newer districts, Nashville boasts six Toastmasters clubs: Nashville 1565, Tuesday 1611, Parthenon 1738, Dynamo 2166, Brentwood 2596 and Knights of Columbus 3123, as well as two of the five governors of the young district. Active in community and inter-club activities as well as in district participation, Nashville Toastmasters will provide their famous "southern hospitality" as hosts to the 1964 District 63 Spring Conference this month. ♦



SPECIAL CONVENTION SECTION

Denver, Colorado • Aug. 27-Aug. 29

"THERE'S NO BETTER PLACE for a vacation and no better place for a convention than cool, colorful Colorado," according to J. Don Wagner, general chairman of the Host Committee for the 1964 convention of Toastmasters International.

Wagner said the Mile High City of Denver will have the welcome mat out for Toastmasters and their families who attend the three-day convention at the Denver Hilton Hotel, Aug. 27-29. "And we can promise comfortable summer weather," Wagner added.

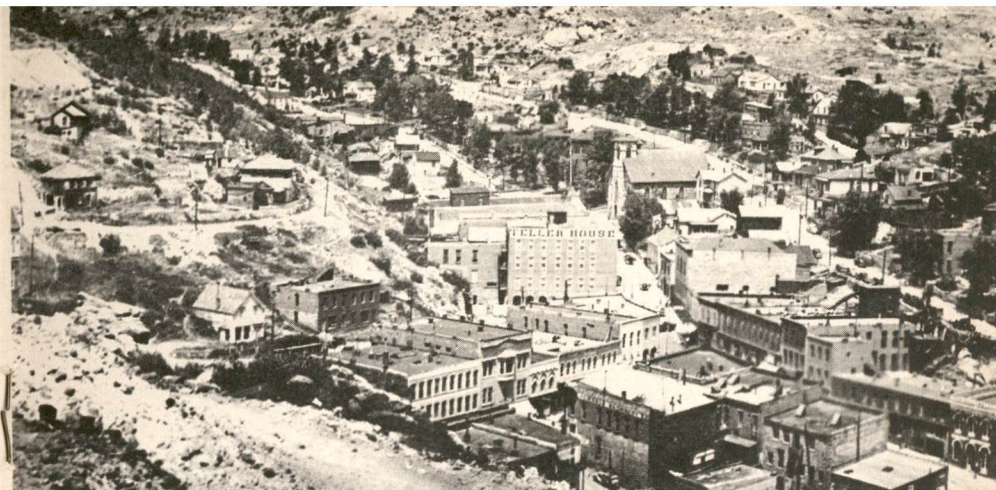
"We hope Toastmasters will plan to spend a few extra days in Colorado," Wagner said. "Within a few miles of Denver we have some of the most spectacular scenery in America. The United States Air Academy, Pike's Peak and the Garden of the Gods are all in the Colorado Springs area, only an hour's drive from Denver. Old mining towns, fishing lakes and streams and mountain recreational areas are even closer."

(Continued on page 25)

DENVER INVITES YOU



... to the modern, comfortable air conditioned Denver Hilton Hotel, headquarters for the 33rd Annual Convention of Toastmasters International ...



... to step back almost 100 years to rip-roarin' Central City, where the hills yielded a fabulous treasure of gold and silver and the streets were once paved with silver bricks. Visit the old Teller House, where the beautiful face of Madelaine is still found on the bar room floor ...



... to the Colorado State Capitol with its glittering dome of real gold ...

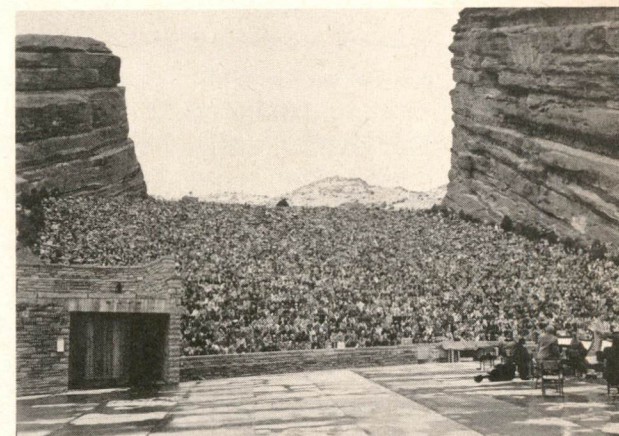


... to the impressive Mary Reed library, University of Denver ...

... to Denver University's new, modern law center ...

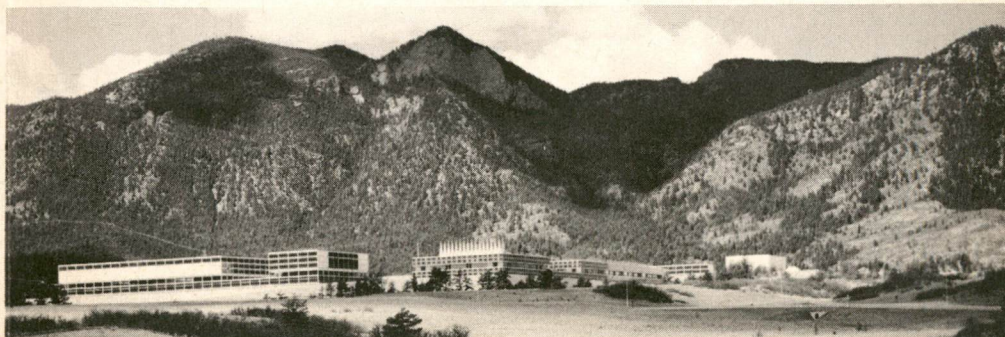


... to Lookout Mountain and the grave of frontier hero Buffalo Bill Cody ...



... to the world-famed Theater of the Red Rocks, in the foothills of the Rockies, less than a dozen miles from Denver. The Beatles will be there too ...

... to the U.S. Air Force Academy at Cathedral Rock. At left is Fairchild Hall, the academic building; center is the quarter of a mile long cadet dormitory, Vandenberg Hall. In the background are the peaks of the Rampart Range of the Rocky Mountain System.



CONVENTION

PRE-REGISTRATION FORM

(Not to be used by International officers, directors, incoming district governors and past International presidents.)

This PRE-REGISTRATION form must be mailed to World Headquarters no later than July 1, 1964. The \$10,000 travel insurance policy will be offered only to pre-registrants. Tickets for meal events will be sold at the convention, but no tickets will be sold at the door for the various meal events. Many convention meal events are sold out in advance. **AVOID DISAPPOINTMENT — PRE-REGISTER NOW!**

To: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIF.

Please have my Convention registration ready when I arrive and also my tickets for the following events as indicated:

_____ Membership Registration @ \$6.....	\$ _____
_____ Ladies Registration @ \$2.....	\$ _____
_____ Ticket(s) Pre-Convention Party Wednesday evening, Aug. 26 @ \$4.25.....	\$ _____
_____ Ticket(s) President's Banquet Friday evening, Aug. 27 @ \$6.50.....	\$ _____
_____ Ticket(s) Breakfast with the Founder Saturday morning, Aug. 29 @ \$2.50.....	\$ _____
_____ Ticket(s) Awards Luncheon Saturday, Aug. 29 @ \$3.25.....	\$ _____
_____ Ticket(s) Central City Tour Saturday, Aug. 29, 2:30-6 p.m., @ \$3.00.....	\$ _____
_____ Children under 12 @ \$1.50.....	\$ _____

Total Remittance.....\$ _____

I enclose my check for \$ _____ (make checks payable to Toastmasters International). It is understood that my badge and tickets will be waiting for me at the PRE-REGISTRATION DESK at the Denver Hilton Hotel, Denver.

(Signed) _____

PLEASE PRINT

Name _____ Club No. _____ District _____

Wife's First Name _____

Mailing Address _____

City _____ Zone _____ State _____

If you are an incoming district officer, please indicate office _____

MAKE YOUR HOTEL RESERVATIONS NOW

Room reservations for the 1964 International Convention at Denver should be made directly with the hotel or motel of your choice. Room rates are listed below. Use the Reservation Blank on the reverse side of this page.

All requests for reservations should give: (1) anticipated date and hour of arrival; (2) date and approximate hour of departure; (3) names of all persons who will occupy the accommodations, and (4) deposit of \$10.

All reservations will be confirmed.

HOTEL-MOTEL	Single 1 person	Dble. Bed 2 persons	Twin Beds 2 persons
DENVER HILTON HOTEL (Convention Headquarters) 1550 Court Place	\$10.50-\$14.50	\$15.00-\$19.00	\$16.50-\$20.00
BROWN PALACE HOTEL 17th at Tremont	\$ 8.50-\$18.00	\$15.00-\$17.00	\$16.00-\$22.00
COSMOPOLITAN HOTEL 18th at Broadway	\$ 9.00-\$18.50	\$13.50-\$22.50	\$14.50-\$22.50
SHIRLEY SAVOY HOTEL 17th at Broadway	\$ 7.50-\$ 8.50	\$10.00-\$11.00	\$10.00-\$11.50
BROADWAY PLAZA MOTEL 11th at Broadway	\$ 8.00-\$10.00		\$10.00-\$14.00
DeVILLE MOTEL 650 W. Colfax	\$ 9.00-\$12.00	\$12.00-\$15.00	\$13.00-\$15.00
DIPLOMAT MOTEL 1840 Sherman St.	\$12.00-\$16.00	\$14.00	\$16.00-\$19.00
MAYFLOWER HOTEL-MOTEL 1700 Grant St.	\$ 7.50-\$12.50	\$10.00-\$16.50	\$12.50-\$18.50

FILL IN CLIP MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

33rd Annual Convention Toastmasters International Denver, Colorado Aug. 27-29, 1964

TO: Reservation Clerk

Hotel

Address Denver, Colorado

Please make the following reservations:

() Single: \$ () Double: \$ () Twin Beds: \$

I will arrive at approximately a.m. p.m., on (date)

I plan to leave at approximately a.m. p.m., on (date)

Room will be occupied by:

Name Address

Name Address

I am enclosing my check for \$10 as a deposit on these reservations. It is understood that in the event of cancellation, this deposit will be refunded to me within 10 days.

Signed:

Address:

IMPORTANT: This application must be sent directly to the hotel (Reservation Clerk) of your choice at Denver. Fill in the hotel name on the indicated line, clip, and mail. Don't forget to include check for deposit. Reservations should reach the hotel at least 10 days before the convention.

Enclosed is a stamped, self-addressed envelope for confirmation of reservation.



Maurice Forley



Dr. Ralph C. Smedley



Alex P. Smekta

(Continued from page 19)

Because of the difficulty of selecting from the many attractions in the Denver area, Wagner said the Host Committee has planned only one tour for delegates and their families. It will be a trip to Central City, Saturday afternoon following the close of the convention. (See box.)

District Officers Session

Prior to the opening of the convention on Thursday, Aug. 27, Maurice Forley, executive director of Toastmasters International, will conduct a District Officers Orientation Session on Wednesday, Aug. 26. The session will run from 10 a.m. to 4:30 p.m. District governors who have been successful in various phases of district operations will participate in formal presentations and in panel discussions. Time will be allowed for audience participation and members of the World Headquarters staff will be in attendance to assist in answering questions.

Pre-Convention Party

Chet Lauck, "Lum" of the famous "Lum 'n' Abner" radio

team, will serve as toastmaster at the Pre-Convention Party Wednesday evening. Mr. Lauck is now a vice president of Continental Oil Company. Special tables will be reserved for officer and director candidates who will be introduced during the evening. A western buffet will be served and the program will include incidental entertainment.

Annual Business Meeting

The convention will be opened officially at 9:45 a.m. Thursday in the Grand Ballroom. The morning session will include presentation of colors, welcoming speeches and reports from International President Alex P. Smekta, Executive Director Maurice Forley and Founder Dr. Ralph C. Smedley.

The annual business meeting will be held Thursday afternoon with delegates voting on amendments to the International By-laws and for officers and directors of Toastmasters International.

International Speech Contest

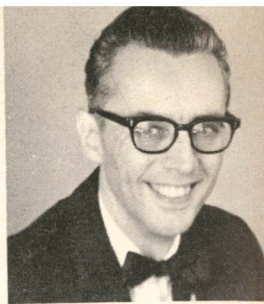
Eight Regional Speech Contest winners will compete Thurs-



Dr. Francis A. Cartier



Jack Schwartz



Charles C. Mohr

day evening in the International Speech Contest. The contest will be conducted by International Director L. Kenneth Wright, chairman of the Conference, Convention and Meetings Committee of the Board.

An innovation at this year's convention will be the judging of taped speeches of the winners of speech contests held by overseas clubs. These will be judged the day before the International

Speech Contest and the winning overseas speech will be played at the international contest. The overseas winner will not be in competition with the Regional contestants .

Educational Sessions

Charles C. Mohr, vice president for education for Toastmasters International, will be general chairman for the educational sessions.

Dr. Francis A. Cartier, direc-



Dr. Milton C. Adams



Norval A. Anderson

tor, Programmed Instruction Project, Language School, United States Air Force, San Antonio, Texas, will be the keynote speaker at the first general educational session Friday morning. Dr. Cartier, who is secretary of the National Society for Programmed Instruction, will

speak on "Breaking Down World-Wide Communications Barriers."

Two workshops will be held simultaneously following the general educational session. One on "Toastmasters in Business, Industry and the Professions," will be conducted by Interna-

CENTRAL CITY TOUR ON CONVENTION AGENDA

A tour the whole family will enjoy has been scheduled to Colorado's famed Central City, following the Saturday Awards Luncheon.

In the 1860's, Central City was known as "the richest square mile on earth" because of its tremendous gold and silver deposits. To welcome President Grant, the street in front of the Teller House was once paved with silver bricks. Toastmasters and their families will be able to inspect the Teller House with its famous "Face on the Bar Room Floor" painting, tour the mines and visit the Central City Opera House and other historic attractions in the old mining town.

The Central City Tour will leave the Denver Hilton Hotel at 2:30 p.m., Saturday. The tour will return at 6 p.m. Price of the round trip tour for adults will be \$3, including tax. Price for children under 12 will be \$1.50.

\$10,000 INSURANCE FOR PRE-REGISTRANTS

Toastmasters International is providing special convention insurance coverage for members and their wives who register before July 1 for the 1964 International convention. The policy does not cover children.

The policy, written by a nationally known insurance company, offers \$10,000 accidental death and dismemberment with \$1,000 medical expense for accidents. (The first \$25 is deductible.) Pre-registrants will be covered while traveling to and from the convention and during the convention. Coverage starts three days (72 hours) before the Annual Business Meeting or whenever members leave home to travel to the convention, whichever period is shorter. It extends to three days (72 hours) after the close of the convention or until the member reaches home, whichever period is shorter.

Toastmasters International will pay the premium for **advance registrants only.**

Those who receive complimentary registration and register in advance will not receive the free insurance. They may purchase the coverage for \$1 per person.



Ralph E. Howland



Earl M. Potter

tional Director Ralph E. Howland while International Director Dr. Milton C. Adams will conduct the other, on "How to Get the Most Out of Toastmasters."

Workshops will continue Friday afternoon with International Director Norval Anderson in charge of a "Speech Clinic" session and International Director Earl M. Potter presenting a session on "How to Manage a Successful Club." The two sessions will run simultaneously.

Jack Schwartz, considered to be the nation's leading authority on the use of the telephone in

selling, will be featured at the final general educational session Friday afternoon. Schwartz, the author of "How to Get More Business By Telephone" and the owner of the Jack Schwartz Telephone Sales Clinic in Los Angeles, will speak on "Selling Sight Unseen." He will use an amplified telephone in his demonstration.

President's Banquet

One of the most colorful and impressive events of every Toastmasters convention is the President's Banquet. The Denver convention will be no exception. Scheduled for the Grand Ball-

THE BEATLES ARE COMING TO DENVER, YEAH, YEAH !

England's famous "musical" quartet, "The Beatles" will appear for one night, August 26, at Denver's Red Rocks Theater. Placing themselves in great personal danger, members of the 1964 Convention Host Committee infiltrated long lines of teen-agers to claim a limited number of tickets for the teenage offspring of Toastmasters. Price of the tickets is \$6.60. They may be ordered in advance by sending a check or money order to **Al Mielke, Chairman, Entertainment Committee, Toastmasters International Convention, 2349 Macon St., Aurora, Colo.**

room of the Denver Hilton on Friday night, the program will open with a procession of officers and directors and their ladies, led by the founder, Dr. Ralph C. Smedley. Immediate

Past President Frank I. Spangler will induct the new officers. The featured speaker will be outgoing President Alex P. Smekta. A reception will follow the banquet program.

AWARDS TO BE PRESENTED AT SATURDAY LUNCHEON

A new feature at the 1964 Convention will be the first annual Awards Luncheon, Saturday, Aug. 29. Presiding over the luncheon, which will honor individual Toastmasters, Toastmasters clubs and districts, will be the newly elected president. The awards program will climax the 33rd annual International Convention.

A "Toastmaster Magazine Award" will be given to the Toastmaster who has contributed during the past year "the article of greatest benefit to the individual Toastmaster." The club which has "consistently contributed the best club news" since July 1, 1963, will also receive an award. The winners will be selected by the executive director and the editors of The Toastmaster magazine.

Awards will also be presented for the "Best Club Bulletin" and the "Best District Bulletin." Winners will be determined by the Public Relations Committee of the International Board of Directors.

"Club Achievement Awards" will be presented to the top 10 clubs in Toastmasters International, based on the Club Achievement Manuals submitted to World Headquarters. The Achievement Manuals will be judged by the District-Operations Committee of the International Board.

For the first time, districts will be recognized for their performance. Districts will be given a point score based on information on record at World Headquarters. A "Distinguished District Award" will be presented to the top scoring district with 40 or more clubs and to the highest score among districts with less than 40 clubs. "Banner District Awards" will be presented to all districts showing a performance point score higher than their record for the previous year.

Breakfast with the Founder

The traditional Breakfast with the Founder will be held Saturday morning with Dr. Ralph C. Smedley presiding. The program will include the presentation of certificates to men who have completed Beyond Basic Training during the past year. Also appearing as speakers on the program will be several experienced Toastmasters who will discuss various educational aspects of Toastmasters training.

Special Film Showing

"Conformity," a film of particular interest to Toastmasters will be shown at 10:30 Saturday morning. Produced by WCAU-TV, Philadelphia, the film has been widely acclaimed for the emphasis it places on individual thinking. In an entertaining and instructive manner, the picture suggests that individuals evaluate the situations they face and draw their own conclusions through constructive thinking.

Awards Luncheon

The three-day convention will close with the Awards Luncheon Saturday noon, with the new president presiding. Awards to be presented will be: Distinguished District and Banner District Awards, Club Achievement Awards, Club and District Bulletin awards, and The Toast-

master Magazine awards. (See box.)

Additional Convention Activities

Delegates should arrange their schedule to allow sufficient time for visiting the educational and public relations exhibits which will be on display daily. The exhibit area will include all of the materials available from Toastmasters International, plus the best educational and public relations materials developed by clubs and districts.

Members and their wives will find the Hospitality Center a convenient meeting place while teenagers and younger children will find games, records and other activities available in the Youth Center. "Bozo the Clown" will pay a special visit to the younger children and tours have been arranged for the teenagers. Special activities are also being arranged for the ladies.

Information on sight-seeing tours and other attractions in the Denver area will be available at the Information Booth in the convention registration area.

Toastmasters in District 26 have been preparing for the 1964 convention for more than a year. They'll be waiting to welcome you in true western fashion this August when you come to "Cool, Colorful Colorado." ♦

CLUBS IN THE NEWS

Overseas Clubs Meet

The Hakata Toastmasters Club 3480-U, located on the Island of Kyushu, Southern Japan, recently entertained the Fukuoka Toastmasters Club 3405-U at the Officers Club at the Hakata Administration Annex. Hakata Toastmasters is a club made up of men and officers from all U.S. services in Japan. The Fukuoka Club is totally Japanese in membership.

Mr. Nobushige Tadokoro, Fukuoka Club president, presented the Hakata Club with a ceramic figure of a Samurai warrior. In his presentation speech, President Tadokoro said that the gift was a symbol of the excellence displayed by the U.S. Forces in Japan. He added that he hoped the relations between these two overseas branches of Toastmasters International would be inseparable and enduring.

Winner of "best table topic" trophy was Mr. Tsuneo Miyake, a professor of English at Fukuoka University.

Hakata Club 3480-U
Fukuoka City, Japan

Proclaims Toastmaster Month

Coincident with the appearance of Charlotte, N.C., as "Toastmaster Town of the Month," Charlotte Mayor Stanford R. Brookshire proclaimed February as "Toastmasters Month" in that city.

The proclamation was accepted by Peter Gerns, educational chairman, District 37, at a meeting of the city



Fukuoka Club President Nobushige Tadokoro (left) presents Samurai warrior Hakata doll to Hakata Club President Lt. Roy Krebs at joint meeting.

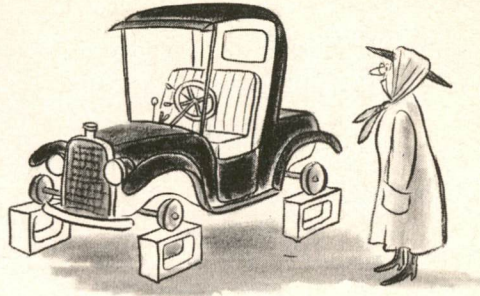
council. Mayor Brookshire also complimented the clubs of Charlotte for their cooperation in community enterprises in the city and for their participation in civic affairs.

District 37
Charlotte, N.C.

Tri-Area Speech Contests

Three area governors combined efforts to present a fine tri-area speech contest and banquet in District 40. Area governors Laurence Hoyser (5), Paul Ovrebo (9), and Donald Buchman (14) with the assistance of Division "C" Governor James Little, planned a banquet and three speech contests, attended by over 120 Toastmasters and wives. The three contests were held simultaneously, in separate rooms, after the dinner.

District 40
Dayton, Ohio



Your Toastmasters training is not . . .

Aunt Minnie's Car

By WILLIS WELLS

YEARS AGO MY AUNT Minnie decided it was time she owned an automobile. Very few families—and even fewer maiden ladies—owned a car in those days, but one friend after another joined the ranks of motorists until it was more than Aunt Minnie could stand.

When she went to the weekly meeting of her sewing circle, she was left completely out of the conversation. Now the talk was about engine horsepower and motor trips where once it had been about flower gardens, pies, and that hussy down at the end of the street. The Ladies' Aid Society was not quite so bad; there was still some mention of the Bible, foreign missions and the conduct of the preacher's wife. But there was also more and more

talk about miles per gallon and how to repair a puncture.

Being left out of the conversation was bad enough, but Aunt Minnie also had a very sharp eye. She was conscious of the look of amazement that came over people's faces when, at the question "What kind of a car do you have?" she was forced to reply that she didn't have any.

So Aunt Minnie bought an automobile. She didn't waste any time either. She went straight to the dealer, pointed out the car she liked and said, "I'll take that one." She wrote out a check for the full amount and told the dealer to send it out the following week. Her next stop was at the office of a contractor where she ordered a garage to be built to house her new possession.

The garage was built on schedule and the new automobile was delivered. The salesman who brought it around told Aunt Minnie that he was prepared to give her some lessons in driving, and if she would make out a list of dates convenient for her, he would be most happy to teach her how to drive. Well, that day just didn't happen to be convenient, so Aunt Minnie asked the salesman to drive the car into the garage and promised she would let him know when it would be a good time for her to start her driving lessons.

Day after day passed without Aunt Minnie calling the salesman. It seemed that something would always come up on each occasion and prevent her from starting. Weeks rolled by and so did the months, but Aunt Minnie's automobile remained in the garage where the salesman had placed it.

At the end of the year Aunt Minnie bought a new license for the automobile, but never got around to starting her lessons. She had something else she had to do, she didn't feel like it, or the weather was bad. She'd call tomorrow, or next week, or as soon as the rain stopped. But she never did. Years passed, and at the beginning of each year Aunt Minnie would buy a new license for her car, but she never moved it from the garage. This went on till the day Aunt Minnie died.

Poor old Aunt Minnie never realized the pleasures and travel convenience she missed for no other reason than that she just never made up her mind to get started. The car was hers and paid for. The streets and roads were there. The lessons were easily available. But the automobile remained in the garage.

The only pleasure Aunt Minnie got from her car was the ability to tell all her friends that she did, indeed, own an automobile.

I know you agree that my Aunt Minnie was a screwball. But don't judge her too harshly until you take a good look at yourself in the mirror. Did you write out a check for your initiation fees in Toastmasters the way Aunt Minnie wrote one out for her car? Do you participate just as Aunt Minnie had her garage built?

Do you pay your Toastmasters club dues just as Aunt Minnie bought her yearly license? Do you take an active part and attend club meetings so you can really enjoy and benefit from your membership? Or do you let your membership sit in the garage and rust like my Aunt Minnie's automobile?

If you do—well, hi, Aunt Minnie!

How about it? ♦

Willis Wells is a member of Tri-Concho Club 3164-44, San Angelo, Texas, and governor of Area 4, District 44.

The Speaker's Page

SPEECH SUGGESTIONS FOR JULY

JULY IS A MONTH of national celebrations. July 1 is *Dominion Day* in Canada, celebrating the confederation of Upper and Lower Canada and some of the Maritime Provinces into the Dominion of Canada in 1867. July 4th is *Independence Day* for the *United States* (1776) and for the *Philippines* (1964). The French celebrate *Bastille Day* (1789) on July 14, following an eve of the Bastille's fall known as *La Retraite aux Flambeaux* (Night Watch). Guam celebrates *Liberation Day* (1898) on July 21, and on the same day the Belgians mark their *Dag Der Nationale Onafhankelyheid* (National Independence Day, 1831). Colombia celebrates *Liberation Day* (1819) July 20. The 25th is *Constitution Day* in Puerto Rico (1952) and the 26th is *Independence Day* for Liberia (1847). Peru celebrates its *National Independence Days* July 28-30.

Another international celebration — not exactly political — is the *International Brick and Rolling Pin Contests* (17-18) "Contests of strength and skill among the four Strouds": Stroud, Okla., Stroud, Ont., Stroud, England, and Stroud, Australia. July is also *National Hot Dog Month*, *Rye Bread Sales Month*, and *National Iced Tea Time*. The famous *Newport Jazz Festival* is held July 2-5 and the Pawnee Indians have their *Annual Homecoming and Pow-Wow* at Pawnee, Okla., July 3-5. *Hillbillies* have their *Homecoming* at Maryville, Tenn., July 9. And for Americans the question of "Who's it going to be?" will be settled on or after July 13, when the *Republicans* hold their *National Convention* at San Francisco.

POINT OF EMPHASIS

The Point of Emphasis for July is "Patriotic and Civic Speech Themes." Outdoor meetings are definitely in order, with practice in the use of public address systems and microphone if possible. Try discussion, formal and informal, of matters of public interest, emphasize reading of speeches and use of notes. Evaluate all speeches for originality, appropriateness and value of material, and effectiveness of delivery.

SPEECH STARTERS

Knowledge, in truth, is the great sun in the firmament. Life and power are scattered with all its beams.

— Daniel Webster

The human species, according to the best theory I can form of it, is composed of two distinct races, the men who borrow, and the men who lend.

— Charles Lamb

For every man the world is as fresh as it was at the first day, and as full of untold novelties for him who has the eyes to see them.

— Thomas Henry Huxley

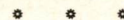
FROM THE GRAMMARIAN

FANTASY: PHANTASY — In modern use, these two words, in spite of their identity of sound and in ultimate etymology, tend to be regarded as separate words. The first is used in the sense of *caprice, whim, or fanciful invention*, while the second carries the meaning of *imagination, visionary notion*.

TOASTscripts



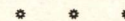
It's 6,000 miles between meetings for members of **Top Secret Club 3705-F**. While on B-52 alert duty, members of the club are stationed on Guam where meetings are held at Anderson Air Force Base. But half of the time, the members are in California and meetings are held at their normal meeting place at March Air Force Base. This is the only club in Toastmasters International which travels 6,000 miles to its weekly meetings!



The **Top Secret Club** may travel the greatest distance to meetings, but **El Soroche Club 3340-U** claims to be the highest Toastmasters club in the world. **El Soroche Toastmasters** meet weekly at La Oroya, Peru. The altitude at La Oroya is 12,235 feet!

If you're wondering what **El Soroche** means, our office Spanish dictionary gives two meanings. The first defines it as "a disease in men and beasts caused by rarefaction of the air at great altitudes." The second, which we believe is more applicable to the **La Oroya Toastmasters Club** is "friable, shining silver ore."

On March 30, **George B. Hauserman** completed his term as first president of **Golden Rain Toastmasters Club 3710-F** of Seal Beach, Calif. The club is made up of senior citizens and Hauserman believes that at the age of 80 he was the oldest club president in Toastmasters. Toastmaster Hauserman writes that if there is any other active Toastmaster president 80 years of age or older "I would like to meet him, congratulate him and give him a good five cent cigar."



We're happy to report that **City Council meetings** are running smoothly at Long Branch, New Jersey, thanks to Mayor Milton F. Untermeyer, president of **Wall Street Club 3237-46, New York City**. To permit citizens to express themselves at council meetings and still keep meetings under control, Mayor Untermeyer allows each speaker five minutes. He times them with a Toastmasters timer. The flashing green, yellow and red lights have proved to be a huge success and the mayor has received considerable publicity in the local press for his novel idea.

Humor in the Serious Speech

By CLARK E. CROUCH

SUPPOSE YOU HAD a serious, ringing message that you wanted to deliver to the whole world. Suppose you cast this message in a deadly serious manner. How many invitations to deliver your message would you receive?

There was once such a speech, one about the benefits of Toastmasters. It was a good speech, well organized, well delivered. But the speaker was not exactly flooded with invitations to repeat it. Yet when that same talk was re-cast and wrapped in humor, the doors to outside audiences—service clubs and other groups—opened wide. Invitations came in rapidly, and inquiries about membership in Toastmasters increased to a marked extent.

Why is a serious presentation often ignored and a humorous talk on the same subject in demand?

Perhaps it is because audiences want to be entertained as well as to be informed. Perhaps there is truth in the old saying: "Laugh, and the world laughs with you; weep, and you weep alone."

Whatever the reason, it is clear

that humor can be a real asset to a speaker. There are, after all, only a few occasions when a touch of humor is not appropriate. Even in an extremely serious talk, a pointed bit of humor can be the crowning touch, the clincher which drives home a point to a wavering listener.

Humor does not necessarily mean a joke or a funny story. Rather, it is, as Webster says, "an action, a situation, or an expression of ideas which appeals to a sense of the ludicrous or absurdly incongruous." It is the revelation of a common thing in an uncommon place or an uncommon thing in a common place. It is, for a speaker, a natural outgrowth of the subject at hand and not something dragged in just to get a laugh.

One of the most important techniques in using humor is, I believe, to personalize it. Turn the humor inward toward yourself rather than outward toward others. Let the audiences laugh with you—perhaps at you—but never at someone else. If the situation concerns a wife, make it "my wife," not "Joe's wife." You see, the audience

doesn't know Joe but at this moment they do know you—and this increases the humorous potential.

The successful humorist avoids the phrase "... and that reminds me of a story." As generally used, the phrase is merely an introduction to an unrelated joke which serves only to break the listener's chain of thought and does not carry the speech forward. The laugh—if indeed a laugh is received—is not worth it.

The selection of material is just as important in the use of humor as it is with serious subjects. Material must be suitable for a mixed audience, without off-color or overly sophisticated remarks or stories. It should never hold others up to ridicule because of nationality, race, creed or color. Of course, even these can provide acceptable humor if personalized and directed toward yourself so that others can laugh at you rather than at others.

Showmanship is another sound technique. Study the wide-eyed and helpless gestures of Jack Benny, the facial expressions of Red Skelton. These are techniques of showmanship, important to any speaker but vital to the speaker using humor.

The hands, the face, the voice, the whole body, become important in the communication of humor. Sometimes even without words they can convey the com-

plete humor of a situation.

Anyone who uses humor can expect occasional criticism because he is holding up the foibles of man to public view. Humor can be as controversial as any issue because, regardless of the care used in selecting, wording and delivering the material, it cannot possibly be enjoyed or appreciated by everyone. Not everyone has the same sense of humor. Our willingness to be evaluated, learned from our Toastmasters training, can be helpful when faced with an adverse reaction.

These, then, are some of the techniques I have found to be useful in presenting humorous material: personalized situations, selection of material related to the subject, use of showmanship, avoidance of off-color and derogatory material, and willingness to accept criticism. Your own knowledge and experience will reveal other techniques equally valuable.

Whether these techniques are used for a single bit of humor in an otherwise serious speech or for a humorous speech on a serious subject, they can be useful. They can mean the difference between success or failure in the communication of humor. ♦

Clark E. Crouch of Richland, Wash., is past senior lieutenant governor of District 33.



JUST IN JEST

A golfer hit a new ball into the lake, another new ball out of bounds onto a highway and another new ball into the woods. "Why don't you use an old ball?" said the caddy.

"I've never had one," replied the golfer sadly.

• • •
TM 1980

*Our club held a meeting in flight
In a capsule much faster than light.*

*They opened one day
In a relative way
And adjourned on the previous night.*

Prospective Employer: "You say you are a fast typist and a good speller, but do you understand the importance of punctuation?"

Applicant: "I certainly do. I always get to work on time!"

— Business Briefs

A snob is a person who wants to know only the people who don't want to know him.

Doctor to ailing executive: "In fact, Mr. Jones, you've got to quit burning the candle at even one end!"

A woman with a baby got on a bus. "My goodness," said the conductor, "what an ugly baby! I don't think I've ever seen an uglier child."

The mother was very upset and told the conductor she would report him. A short time later an inspector boarded the bus. "I wish to report the conductor," said the woman. "He was very rude to me."

"Very well, madam, write down his number and the complaint you wish to make."

"I haven't any pencil or paper," she replied.

"Here you are," said the inspector, handing her notebook and pencil. "You write it down while I hold your monkey."

— Rotarian

Cigar store Indians are so rare these days we presume that smoking finally got them.

Exotic, romantic names of modern perfumes indicate that virtue doesn't always make scents.

Tact is the ability to close your mouth before someone else wants to.

IMPORTANT: To keep your Toastmaster magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. Include a mailing sticker torn from a previous magazine.

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

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 suggest that we build up a program that places a great deal of emphasis on the value of speaking to groups outside the Toastmasters organization. For example, we receive a certificate of merit for reading and reporting on five books . . . I feel the Toastmaster who speaks to community groups or organizations other than Toastmasters, would also appreciate some recognition.

I suggest that a certificate for meritorious public service be given to the Toastmaster who gives five outside talks, other than to Toastmasters clubs, in any 12 month period. He should report these to his EVP, with type of organization, subject, size of audience, and that in his introduction he was mentioned as a member of Toastmasters. If he gives ten outside talks in any 12 month period, he deserves a plaque of recognition from Headquarters.

A. Douglas Clyde
Governor, Area F, District 2
Seattle 2, Wash.

Thank you for a wonderful job on Toastmaster Town of the Month for December. Christmas City Toastmasters will solve their only problem, membership, as a result. We have had a difficult time getting publicity but the December issue of *The Toastmaster* together with constant use of sample news releases has turned the tide . . . I am past president of Christmas City Toastmasters and also president-elect of an investment club. . . My experience in both these clubs has proved to me they need each other! When I attend a Toastmasters meeting, I am sometimes disappointed because of the speaker's lack of

knowledge about our economic system; when I attend Investment Club meetings, I am disappointed in the way a meeting is conducted or in the presentations by some of the members. I am convinced that members in one club should become members in the other. . . Perhaps some club secretaries or membership chairmen would write to the National Association of Investment Clubs, Washington Boulevard Bldg., Detroit, Mich. 48231, for names and addresses of investment clubs in their area.

Ellis H. Valkenburg
Club 3236-38
Bethlehem, Pa.

It was kind of you to send me the copies of *The Toastmaster* magazine. . . We recognize the benefits derived by the individual members of the clubs, as well as the Service as a whole, and are happy to lend support to such a worthy effort.

Bertrand M. Harding
Deputy Commissioner,
U.S. Treasury Dept.,
Internal Revenue Service,
Washington, D.C.

Jewel City No. 29-52 of Glendale, Calif., is very proud of the 11 past presidents, past district governor and past International president who still excite our meetings. . . I extend the welcome of Jewel City No. 29 and all its members to all Toastmasters to visit us on Thursday evenings at 6:45 at the King's Table, 617 So. Brand Blvd., Glendale, Calif.

L. D. O'Keefe
Admin. V.P. Club 29-52
Glendale, Calif.

New Clubs

(As of May 15, 1964)

- 181-13 GREENSBURG, Pennsylvania, *Greensburg*, 2nd & 4th Thurs. 6:30 p.m., Penn Albert Hotel, Greensburg, Pennsylvania TE 4-4580
- 336-39 SACRAMENTO, California, *Mallers*, Mon. 7:30 a.m., U.S. Courthouse & Federal Building, 650 Capitol Mall, Sacramento, California 449-2111
- 1842-34 WATERVLIET, New York, *Post*, 2nd & 4th Thurs. 4:45 p.m., Watervliet Arsenal Banquet Room, Watervliet, New York 273-4610 Ext. 5946
- 2009-13 PENN HILLS, Pennsylvania, *Penn Hills*, biweekly Wed. 8:30 p.m., Duff Junior High School, Penn Hills, Pennsylvania 793-4265
- 2168-4 MILLBRAE, California, *Mill-Bra'ers*, Mon. 7 p.m., Uncle John's Pancake House, Millbrae, California OX 7-8818
- 2328-21 VANCOUVER, B. C., Canada, *Telespeakers*, Fri. 8 a.m., 2nd floor Conference Room, 768 Seymour St., Vancouver, B. C. 662-8164
- 2692-38 DANVILLE, Pennsylvania, *Susquehanna Valley*, 2nd & 4th Thurs. 7:30 p.m.
- 2700-65 ROCHESTER, New York, *Electernics*, Mon. 5:14 p.m., General Dynamics Electronics Executive Dining Room, Rochester, New York Sec. LU 6-6153
- 2772-23 GALLUP, New Mexico, *New Gallup*, 2nd & 4th Mon. 7 p.m., The First State Bank, Gallup, New Mexico 863-3811
- 2998-38 OLMSTED AFB, Pennsylvania, *D/MM #1*, biweekly Tues. 5 p.m. Olmsted AFB, Officers' Mess Pres. 737-4350 Bus. 944-5521 Ext. 4205
- 3106-63 KNOXVILLE, Tennessee, *Scottish Rite*, Wed. 6 p.m., Scottish Rite Temple (By-erleys Cafeteria) Knoxville, Tennessee 524-3459
- 3233-U HAHN AIR FORCE BASE, Germany, *Hunsruck*, Tues. 11:30 a.m., NCO Club and Officers Club (Alternately), Hahn AFB, Germany 7106/7659
- 3442-26 DENVER, Colorado, *Tomahawk*, Fri. 11:30 a.m., SPA Motor Hotel, Denver, Colorado 255-1431
- 3652-35 MILWAUKEE, Wisconsin, *ESM*, 1st & 3rd Tues. 6:15 p.m., Engineers & Scientists of Milwaukee WE 3-1030
- 3715-38 SEAFORD, Delaware, *Sussex*, 1st & 3rd Tues. 6:30 p.m., Seaford Inn, Seaford, Delaware 875-3610
- 3755-61 ROBERVAL, Que., Canada, *Ouananiche*, Mon. 6 p.m., Chateau Roberval, Roberval, Que., Canada 275-2876
- 3757-52 VAN NUYS, California, *DSD*, 1st & 3rd Tues., 6:30 p.m., Buena Ventura Restaurant, Tarzana, California 346-3512
- 3773-TCA SYDNEY, N.S.W., Australia, *Legal and General*, Wed. 6:16 p.m. (semi-monthly), The High Club, 81 York Street, Sydney, N.S.W. 28-2031
- 3776-36 HYATTSVILLE, Maryland, *Plaza*, 1st & 3rd Thurs. noon, Royal Arms Restaurant, Federal Center Bldg., Hyattsville, Maryland DU 8-8438
- 3777-F ANAHEIM, California, *Autonetics*, Mon. 6 p.m., Golden Room, Anaheim Road Pres. 633-1783
- 3778-40 COLUMBUS, Ohio, *NAIRE-ATORS*, Mon. 11:30 a.m., Seneca Hotel, Columbus, Ohio Pres. BR 9-8965 Bus. CA 1-6411 Ext. 422
- 3779-TCA CAIRNS, Queensland, Australia, *Cairns*, Mon. 6 p.m., Great Northern Hotel, Cairns, Queensland, Australia 2409
- 3780-TCA DAPTO, N.S.W., Australia, *Dapto*, Tues. 7:30 p.m., Hotel Dapto, Prince's Highway, Dapto, N.S.W. Pres. Dapto 516
- 3782-TCA REDFERN, N.S.W., Australia, *Wunderlich Limited*, every second Monday, 5 p.m., Wunderlich Limited, 393 Cleveland St., Redfern 59-0366
- 3783-52 LOS ANGELES, California, *Harbor Light*, Mon. 7 p.m., 125 East Fourth St., Los Angeles CL6-5994
- 3784-36 LORTON, Virginia, *D. C. Department of Corrections*, 1st & 3rd Wed. 4:15 p.m., D. C. Department of Corrections Training Center, Lorton, Virginia SO 8-9200
- 3785-5 NATIONAL CITY, California, *National City*, Tues. 7:30 p.m., Friendship Homes, 2328 East Sixth St., National City, California 477-2545
- 3786-20 FARGO, North Dakota, *Top O' The Morning*, Mon. 7 a.m., Oak Manor Motor Lodge, Fargo, North Dakota 235-1722
- 3788-38 OLMSTED AFB, Pennsylvania, *D/MM #2*, 2nd & 4th Tues. 5 p.m., Olmsted AFB, Officers' Mess Pres. 234-9623
- 3790-66 RICHMOND, Virginia, *Capital*, 1st & 3rd Thurs. 5:30 p.m., Satellite Restaurant, Richmond, Virginia 275-8754

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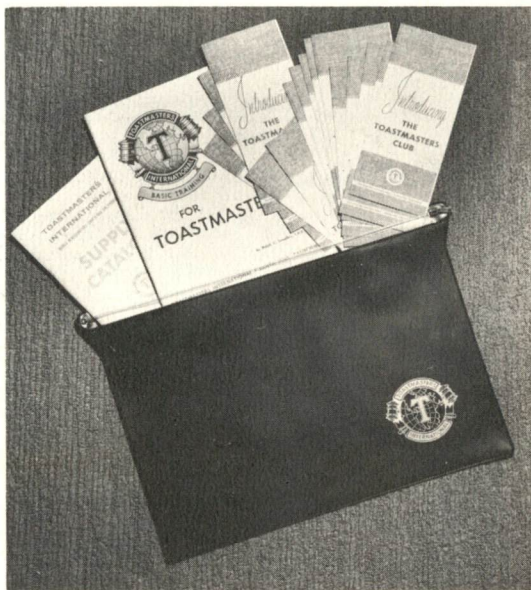
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