



SEPTEMBER, 1962

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



KWAJALEIN—
TOASTMASTER TOWN OF THE MONTH

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A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual practice, mutual constructive criticism and the assumption of responsibilities within the organization.

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“As a man speaks, so is he.”—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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INDEX

WHAT PRICE VERBAL INCOMPETENCE?— By Edwin A. Locke, Jr.	2
TRY A TELEPHONE CONFERENCE—By Roger P. Mitchell . . .	8
KERN COUNTY GAVEL CLUB—By John Bozoky	10
HOW TO BE A WINNER—By Milton Charlton	13
HORIZONTAL EVALUATION—By Victor Peck	16
1-4-1 2xX—By W. G. Bleakley	24
HOW'S YOUR PUBLIC RELATIONS?—By Stanley Prague	30
KEEP IT NON-POLITICAL—By R. W. Treimer	34
BOOK REVIEW	36
TOWN OF THE MONTH, 18—CLUBS IN THE NEWS, 19—PERSONALLY SPEAKING, 28— TOASTSCRIPTS, 32—JUST IN JEST, 37—LETTERS TO THE EDITOR, 38—NEW CLUBS, 40	

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*A warning to Toastmasters from
a leading industrialist who asks . . .*

What Price Verbal Incompetence?

By EDWIN A. LOCKE, JR.

President, Union Tank Car Company

IT SEEMS TO ME that I have never heard so much misuse and abuse of the English language by people occupying responsible positions as in recent years. And my question is: What ought we do about verbal incompetence—about the carelessness in speaking and writing which is so prevalent among us?

It is not exaggerating to say that America's international position depends in some degree on our

ability as a people to use words effectively and grasp their actual meanings.

We have entered a period of greatly increased competition from other countries. Our qualifications as leader of the free world are being tested as never before. Our diplomats are constantly in the spotlight. Every word they utter or write is exposed to hard critical judgment. Our government must compete in propaganda with other

nations to influence the world's peoples, and our success or failure in this department can profoundly affect our destiny. If we are to maintain leadership, we will have to show great skill in the arts of communication. Those who do not understand us may well turn against us.

I shall never forget one incident of the days when I was working for our government in a diplomatic capacity. There was a meeting in London where a very high official of our government had to explain our position on a touchy matter to the ministers of several other countries. I think all of the Americans present, including myself, were embarrassed for him and for the United States. He rambled, he stumbled, he used words that distorted his meaning.

He not only failed to make his point, but he confused the issue. It literally took weeks of patient effort to correct the false impressions that he created at that meeting, and we never did win the agreement that we sought.

I have heard a Congressman shock a group of Asiatic visitors by saying proudly that Americans are an "aggressive" people. I suppose he meant to say that we are a courageous, vigorous people. But his audience understood him to mean we are a warlike people, and their worst fears were confirmed. I hate to think of how many times in our recent history similar episodes must have occurred—meetings where our spokesmen used the

wrong words, or failed to use the right ones that would have made their meaning clear. These are days when, as I read the newspapers, I find myself repeating the closing lines of Kipling's *Recessional*:

"For frantic boast and foolish word

Thy mercy on thy people, Lord!"

We are told, and I think we can all agree, that verbal incompetence is often a symptom of deeper problems of the mind and spirit. But there are surely many instances when it results from loose and undisciplined mental habits, from a lack of respect for words. Unless we take action to correct the trend, verbal incompetence may become a national calamity.

Lately I have come to think that the sector of our society that suffers most seriously from verbal incompetence is business. There, too, the national interest is involved. The misleading use of words is a major source of inefficiency and waste motion in business. It is all the more serious because it is hard to measure. I venture to say that all the thefts and embezzlements that corporations suffer every year do not cost our economy as much as verbal incompetence.

The waste created by misunderstanding is one that America can ill afford. Our industry is now compelled to meet concentrated competition, not only from Communist countries, but even more important, from nations friendly to us. High prices—and waste means high prices—can keep us out



of markets all over the world. And if our foreign trade falls away—or even if it fails to grow—our political influence and strategic alliances could be jeopardized.

All of us, in whatever walks of life, have a big stake in the efficiency of American business. And for that reason, we must take a serious view of the continuous economic losses due to verbal incompetence.

I have seen more than one business shaken by a single letter or memorandum in which words were used loosely or wildly. Let me give you a specific example. This story was recently told to me by the head of an important company. Call him Mr. Brown. He was at the time trying to establish friendly relations with an executive of another company, a Mr. Slade, who was an important potential customer for Brown, and Brown had given a good deal of thought to the best way of cultivating him.

One day, a letter from Slade arrived at Brown's office. Slade said he was reviewing his requirements for the year ahead, and if Brown would like to talk with him, he would make himself available.

Now it happened that Brown just then was away on a trip. In his absence, Slade's letter went to one of his young assistants for reply—call him Harvey. This is what Harvey wrote to Slade. "Dear Mr. Slade: In Mr. Brown's absence, I am writing to say that your request for an appointment will be brought to his attention immediately on his return."

When Brown got back a few days later, he telephoned Slade at

once. Slade shocked him by saying that he was no longer interested in pursuing the matter. He said he judged companies by the tone of their correspondence, and after receiving Harvey's note he had got in touch with another company, a competitor of Brown's, and had concluded a deal with them. He added that he had been surprised to find that his letter to Brown was regarded as a request for an appointment.

When Brown hung up the phone, he sent for Harvey. Now the point that interested me most is that Harvey could not see there was anything wrong with the letter he had written. He said, "But Mr. Brown, that letter from Mr. Slade *did* ask for an appointment."

Brown said, "You don't seem to understand. Slade wrote that if I wanted to see him, he would make himself available. He wasn't requesting an appointment. He was giving *me* a chance to request one."

And then young Harvey said, "But after all, it's practically the same thing, isn't it?"

Business is full of Harveys— young men whose minds have never been trained to pinpoint the meaning of the words they use, and whose careers suffer accordingly. I have presumed to tell you this little anecdote only because it is characteristic of what goes on all the time. A man can have many virtues and abilities, but if he does not use language accurately and carefully, he can be a positive menace to a business enterprise.

This is a country where each year hundreds of thousands of young men go into business with

their hearts set on executive careers. Yet it is relatively rare to find a young businessman who recognizes how much his chances for an executive post depend on his ability to use words effectively. Many companies, including the one with which I am connected, today give increasing weight to the ability to communicate effectively as a test of executive potential.

Of course, there are plenty of young people who have a bright surface and glib tongues—who look at first glance as if they might be of executive caliber. But when they begin to talk seriously, or to express themselves in writing, they too often reveal serious verbal limitations. Sometimes, listening to a hopeful young man, or reading something he has written, I have been reminded of the way a child uses finger paint—a dab here and a smear there. The child hopes that father will recognize his painting and say, "Oh yes, that's a cat." Many otherwise intelligent people, when they talk or write, similarly seem to feel that they have done all that can be expected of them if the other fellow just gets the general idea. They may not know it, but they are intellectually crippled.

If verbal incompetence were confined to the use of the wrong word, it would be bad enough. But equally dangerous is the frequent inability of businessmen to sense the effect of their words on the persons who will hear them or read them.

I have known a single word, used insensitively, to touch off a costly

labor dispute. This was the situation: A large company was negotiating a new contract with a labor union. Both sides had presented their views in writing. The negotiation was progressing in a somewhat tense but reasonable atmosphere. At this point, the union leadership presented a letter raising a new condition. The letter hinted that if the new condition was not accepted by the company a strike might result. This was, of course, a familiar bargaining tactic.

The union's letter was given for reply to a young man in the company. By current standards, he is well educated—a graduate of a great university—with a good academic record and a lively mind. The letter he composed was for the most part sensible. But at one point he said, "It would be criminal to call a strike for such a reason." None of his superiors who read the letter saw anything wrong with it, and it went out.

Now it was true that a strike under those circumstances would have been illegal. The young man knew the difference between "illegal" and "criminal." To do him justice, he used the word "criminal" only in its figurative sense, to show indignation. Unfortunately, the union leaders took it literally. The word "criminal" was like a slap in the face to them. One of them, in fact, had a jail record. They reacted violently to what they felt was a gratuitous insult. "Who is he calling criminals?" was their



reaction. From that point on, they became hostile, the situation deteriorated, and a useless strike followed at great cost both to the union members and to the company.

Another costly aspect of verbal incompetence in business is what might be called the careless cliché. Please understand I am not objecting too much to clichés as a whole. They may be despised by poets, but as we all know a cliché accurately used can be a time saver and a boon to the weary mind. The trouble arises when a cliché is wrongly used.

I know about a letter written by the sales manager of a well-known company to a customer. The letter explained why a certain salesman had left the company. The sales manager was angry at the salesman for quitting and in his letter he said, "It's just a case of a rat leaving the ship."

He failed to remember that it is the *sinking* ship that rats desert. But this thought came to his customer, and he mentioned it to others. Soon people were gossiping that the company was in trouble. It took an investigation to unearth the source of the rumor, and a good deal of effort to undo the damage that had been done. The head of that company told me he figured the cost of that one little misused cliché at about \$10,000.

Then there was a memorandum issued by an officer in another company, with this apparently innocent sentence in it: "Let's apply this new credit policy with discretion right across the board."

The writer of that memo meant that the new policy should be

applied in all appropriate cases, but that there would be some cases in which it was not applicable, and care should be taken to handle such cases discreetly. That was not the impression created in the minds of the men who received the memo. As they understood the order, the new credit policy was to be applied to all of the company's customers, "right across the board," and the words "with discretion" merely meant that they were to be polite about it.

It took just two days for the earthquake to develop. Then complaints began to come in from outraged customers, demanding to know what the company meant by refusing to extend the usual credit terms. Tempers were lost. Orders were cancelled. The company's top management became alarmed. Before the tangle was straightened out, I was told, the company had lost \$50,000 worth of business.

To me, one of the most irritating forms of verbal incompetence is wordiness. It is of course hard to be concise. I have a good deal of sympathy with the man who said, "If I'd had more time, I would have written you a shorter letter." We all know what he meant. But a great deal of the unnecessary verbiage in business, I am convinced, results not so much from lack of time as from mental laziness or confusion.

More than once I have seen executives spend valuable hours and brain energy trying to grasp the meaning of a ten-page report, when a single page of accurate writing would have served the purpose. I have seen the employees of

a plant bewildered and disturbed by a long, incomprehensible instruction from the home office, until it was reduced to a few brief sentences that told them clearly what to do.

Business does not want wordy men, but it urgently needs men who respect words. I cannot help wondering if this is not essentially a problem of education.

People who cannot use words accurately are likely to be people who cannot grasp meanings successfully. And much may depend on the ability of the American people to understand the actual meanings of the propagandistic words that are being hurled at them today. Why are so many people everywhere carried away by demagogues and fanatics? In part, I

think it is because they have never been exposed to the least semantic discipline. They do not really understand the words they hear or read. It is only the emotional overtones that reach them. And this unthinking emotionalism can in the long run make them dangerous to their countrymen, to themselves, and to the world.

I would go so far as to say that verbal incompetence is threatening to become a chronic disease of the American intellect. It needs to be dealt with in an all-out effort by qualified men, dealt with as we deal with polio or muscular dystrophy. The literate people of this country, as I see it, have a responsibility to restore respect for the word, to reduce the proportion of verbal incompetence in the population. ♦

Edwin A. Locke, Jr., president of the Union Tank Car Company, has had a wide career in business, financial and government affairs. A former banker, he was a White House assistant under President Truman and has served as special representative of the Secretary of State to the Near East with the personal rank of ambassador. He joined Union Tank Car Company, Chicago, in 1953 and is a director as well as president.

This article was originally delivered as a speech before leading Illinois school administrators.



As soon as public service ceases to be the chief business of the citizens, and they would rather serve with their money than with their persons, the State is not far from its fall.

—Jean Jacques Rousseau

Save time . . . save money . . .
accomplish more . . .



Try a Telephone Conference

By ROGER P. MITCHELL

IF YOUR DISTRICT has: (1) no distance or transportation problems; (2) plenty of money; (3) first-class functioning of all executive committees; (4) free flowing and more than adequate communications—then, my friends, read no further.

If, on the other hand, your district is plagued with any or all of these ills, then please read on. You're the one I'm talking to. We in District 54 believe we have an idea which can help you. We'd like to share it with you.

The time was last February, during one of the worst winters in many years. We had made two attempts to hold a district executive committee meeting. Both times we were foiled by bad weather and winter snows.

District Governor Roy Wolf, District Secretary Robert Kerchaert and I got together for a brief meeting after the second disappointment. Time was getting shorter and shorter, and we had to find some way to accomplish the scheduled work. What to do?

Normally—and I'm sure our district is no different in this from your own district—for us to have a

district executive committee meeting, the participants must travel distances ranging from 10 to 150 miles. This, you will concede, is somewhat time-consuming. It is also tiring. There is the additional factor of highway hazard, rendered even worse by icy roads and freezing temperatures.

Our solution to the problem was really a very simple one. But it is also one which holds unlimited possibilities for effective service. What did we do? We turned to the telephone.

We discovered that by the simple expedient of placing a "telephone conference call" we were able to conduct all the necessary business. We placed this call to all lieutenant governors of the district. Five homes in five cities were hooked up by the telephone company; the physical distance between the cities ranged from 30 to 230 miles.

The results? I think you could call them amazing or phenomenal. In fact, the conference was so successful that we are planning many more phone-meetings. It is our hope to have one monthly.

There are various ways to make this type of communication more

effective. For instance, it is advisable to send a post card or brief note to all committee members involved, alerting them as to the time the call will be placed and thus insuring their prompt participation. The message should also inform them what topics are to be discussed. With the agenda in hand, each officer or committee member has time to consider his ideas and can be thoroughly prepared to present them when the time arrives. In the case of the district officers, each lieutenant governor has an opportunity to consult with his area governors and get their ideas.

Time to prepare is a wonderful thing, for a conference as for many other things in life. How many times have you been informed that there will be a meeting or a conference, yet be completely in the dark as to the subject or subjects to be discussed? How much time is wasted gathering your thoughts, formulating your ideas, catching up, as it were?

Yes, time can be saved by the telephone conference. "But what about the cost? We operate on a limited budget and try to hold expenses down. That's what any good businessman does," I hear you say.

But now I'm going to surprise you. This may be hard to believe, but by our telephone conference we actually saved almost \$60! Our meeting expenses, even being as economical as we could, usually averaged around \$75. Our phone meeting cost about \$13 for 20 minutes time.

Wait a minute—I know just what your next question is going to be. "Can you get as much done

in a 20-minute phone conference as you can in a two hour meeting?"

Oddly enough, you can. In fact, I'm sure you'll find, as we did, that you can get even *more* business accomplished. For one thing, you've had a chance to think about every item on the agenda. Superfluous words and inconsequential questions are avoided. In addition, there's something about being on the telephone—you are aware that time costs money. You all stick strictly to business.

We found that many other advantages came to us from this experiment. We found that decisions were made on the spot, clearly, concisely. We discovered that we were getting better coordination of people and activities; with details like meal planning eliminated, we could concentrate on essentials. And we found that more interest was stimulated, too.

To discover for yourself if you can realize this substantial savings of time and money, as well as the joy of getting more things done promptly and efficiently, just call the business office of your local telephone company. They will be happy to quote you the charges for a telephone conference of your own. Try it and judge for yourself! ♦

Roger P. Mitchell of Danville, Illinois, joined the Illinois Bell Telephone Company in 1945, and is now plant supervisor. He is a member of Uncle Joe Cannon Toastmasters 127-54, club past president, and lieutenant governor of District 54.



Good communicators are growing rapidly in the . . .

Kern County Gavel Club

By JOHN BOZOKY

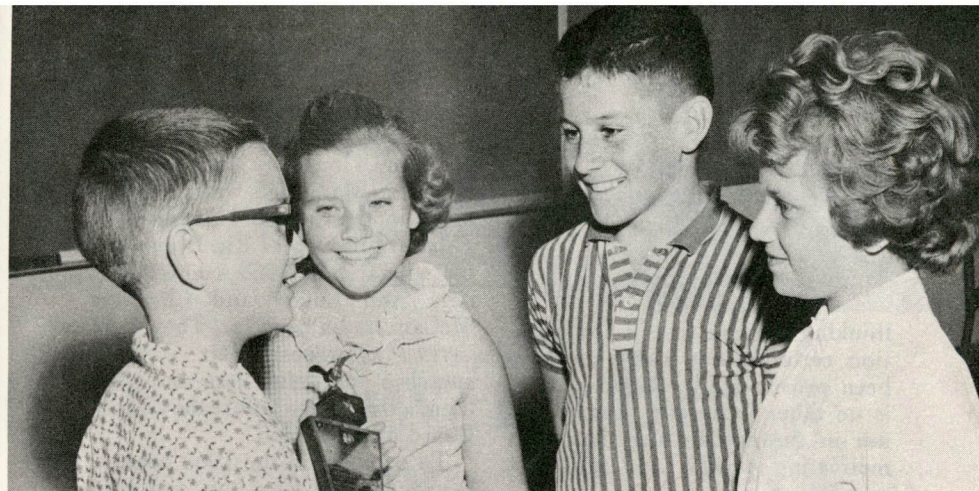
THE MEMBERS of Bakersfield Toastmasters 270-12 didn't realize it, but a chain of events that would lead to a new concept and type of speech education was being triggered that club meeting night in 1954. Bob Benoit, veteran Toastmaster and speech therapist in the Rio Bravo Union Elementary School of Kern County, California, had brought his friend and fellow teacher Graham Lovelace as a guest.

Lovelace joined the club. As he noted his own progress and that of the other club members, he thought, "Why wouldn't these techniques work in my seventh grade class?" He decided to try, and soon, with Benoit's assistance, a speech club called the RB Sevensers was successfully operating, using a workable version of the Toastmasters format.

Naturally the Bakersfield Toastmasters felt somewhat like godfathers to this infant offspring, and the school club's most triumphant

night came when, at the end of the school year, they were guests of honor at a meeting of Club 270. They took part in the program, demonstrating what they had learned.

Once the Toastmasters idea takes root, it quickly spreads and multiplies. The success of the RB Sevensers stimulated Margaret McCarson, a teacher in the seventh grade at nearby Fruitvale School, to start a similar club in her own class. Other schools became aware of the plan. Kern County Superintendent of Schools Jesse D. Stockton became interested and appointed a committee consisting of Henry Greve of the Bakersfield Toastmasters, his wife Dorothy, speech therapist for Kern County schools, Lovelace, Bess Pecarish of the Fruitvale School, Robert McConnell, speech therapist of the Wasco elementary schools and Marcia Fandrem of the County Schools office. The committee was instructed to work with Toastmasters International in de-



Gavel clubber Milton Charlton (left) displays his winning trophy in 1962 Speech

Contest to admiring schoolmates at Wasco, Kern County, California.

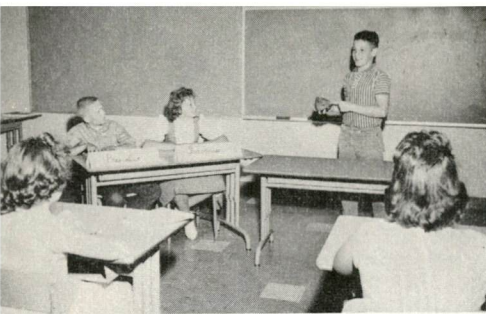
veloping a procedure and a manual using Toastmasters material and techniques, suitable and adapted for the youthful speech clubbers. The final result of this cooperation was the formation of the Kern County Gavel Club, which now has branches in more than 18 elementary schools in Kern County. The Board of Education adopted the speech club manual into the county curriculum, giving full credit to Toastmasters International.

The various branches of the Gavel club hold weekly or bi-weekly meetings and follow Toastmasters procedures. Each meeting has four parts: *business*, in which officers and members transact club business in proper parliamentary style; *table topics*, where each member addresses the topic master and gives a short response to a given topic; *speeches*, where five or six speakers with prepared speeches are introduced by the toastmaster of the meeting. Best speaker and most improved speaker are awarded

trophies to be held till the next meeting; in this way, everyone has an equal chance to achieve recognition. And finally, *evaluation*, wherein club critics evaluate the speakers, and the entire meeting is evaluated by the master evaluator—usually the teacher. The teacher, however, is always careful to maintain his status as a member of the club, allowing the whole project to remain by and for the student members.

"Never in my years of teaching," says Frank H. O'Neill, Jr., district superintendent and principal of Rio Bravo School, "have I seen such astonishing results in the field of speech. Students whose past records in prior grades indicated a reluctance or refusal to speak before groups were motivated to such a degree that many went on to participate in contests and win awards. Even the non-winners are now confident and at ease in any speaking situation.

"This approach to speaking and



Youthful speaker presents visual evidence to support his talk on geology.

thinking on your feet in any situation certainly has merit and has been proven most effective. There is no other technique presently in use in the schools that has such motivating power and positive results."

The story of Tom is only one of these results. To his fellow students, Tom was a big "cry-baby," lazy, a coward and a sissy. His teachers knew he was suffering from a terrific emotional shock, caused by witnessing the violent death of his father and mother.

Tom didn't want to participate in school or class activities. But in the speech club he gradually began to express himself. The turning point came when he gave a humorous speech. The children liked it. After that, Tom gave several amusing speeches, and soon had a reputation for being an entertaining speaker. This carried over into other classrooms and on the playground. By the end of the year, Tom was a popular fellow among the students and well on his way to adjustment.

TMI World Headquarters and the Toastmasters of Kern County, including the original founding group of Club 270, have fostered and encouraged the young Gavel club since its inception. The high point of the club's year is always the annual speech contest, held

under the auspices of the Toastmasters clubs of the area. The club has come a long way since that first contest in May, 1955, with Fruitvale and Rio Bravo schools competing. (Mae Addington of Rio Bravo was the winner.) In 1958, contest winners Ann Lundy and Charlotte McCain had a big year. They were invited to repeat their winning speeches over television, and gave them a third time before the County Board of Education.

To compete in the 1962 contest, winner Milton Charlton and runners-up Natalie Black and Rickey Kellach first had to win their club, school, sub-area and area contests. The final contest was held at the Caravan Inn in Bakersfield to accommodate the large number of Toastmasters and guests. President Bill Word of Bakersfield Club 270 presided and Bill Edmondson of the same club was toastmaster of the evening. Table topics were presented by Cathy Johnston of Wasco, who was runner-up girl winner of the 1961 contest. Awards were presented by Schools Superintendent Jesse D. Stockton.

"From its very beginning," says Graham Lovelace, "the Kern County Gavel Club program has been a cooperative effort between teachers and Toastmasters, and therein lies its strength. When you consider that for more than 38 years men have been improving and polishing this oral language program called Toastmasters, you will begin to realize why it has been an immediate and outstanding success in the classroom." ♦

John Bozoky of Bakersfield, Calif., is immediate past governor of District 12.

We feel the prize-winning speech of Milton Charlton in the recent Kern County Gavel Club speech contest should be shared with Toastmasters everywhere. It is reproduced here exactly as delivered. When he presented the speech, Milton was a fifth grader in the Palm Avenue School at Wasco, Kern County, California. He is 11 years old.

How To Be A Winner

By MILTON CHARLTON

WHEN I WAS HANDED my list of five possible topics for this speech, my eyes and my interest were immediately focused on the first one: "How to Be a Winner"! There, I thought, is something I had better try to learn a *lot* about if I can even hope to go any further in a contest like this one. But I didn't want to be too hasty in my choice, so I took two or three minutes to consider the other four before I made up my mind.

Next was "Lessons from the Past." *My* past hasn't lasted long enough to get really interesting!

Another suggested topic was "How a Teenager Can Finance a Car." *I* won't be driving for another five years.

"My Future" and "Life Can Be Wonderful" were the last two on the list. I dismissed these with the quick calculation that I can't have

much of a future—and life can be a pretty shabby affair, if I don't get busy and learn how to win!

There are so many areas in life where winning is much more important than just playing games or winning speech contests. Early in life, we begin winning confidence in our ability—winning friends—winning approval of parents and teachers. Later, we will face the really important tasks of winning the girl we will want to marry—of winning a good job—and then winning promotions.

If we decide to make a career of politics, we need to know how to win elections. If we become diplomats, we may have to win whole countries to a sympathetic relationship with ours.

When I went to the library to find what had been written on the subject of my choice, I was over-

Milton Charlton (2nd from left) receives trophy for winning speech from Kern County Schools Superintendent Jesse D. Stockton. Richey Kellach (left), eighth grader from Maricopa, was boys runner-up; Natalie Black (right), sixth grader of Pondham School, was runner-up for girls, in the same contest.



whelmed with the number of books available. I brought home only a few of these: "How to Win Friends and Influence People," "Success Through a Positive Mental Attitude," and others. I skimmed through several, reading story after story of famous people and their achievements. I soon realized that, no matter how distinct and varied were their fields, they all had a few things in common:

They had a burning drive to succeed; they refused to accept failure as the final answer; they often turned physical handicaps into assets; they had concern for other people; and they worked hard and constantly.

There is very little difference in people—but that little difference makes a *big* difference. The little difference is *attitude*. From the time we were in kindergarten, we have heard the story about the little engine that conquered the hill, by saying "I think I can—I think I can."

Roger Bannister broke the four-minute-mile barrier because he convinced himself it could be done. Within four years, it was done—46 times! Bannister's trainer, Dr.

Thomas Cureton, taught two principles: train the whole body, and push yourself to the limit of your endurance—extending that limit with each workout. He said: "The art of record-breaking is the ability to take more out of yourself than you've got."

You know the story of Helen Keller, who overcame big adversities and won lasting acclaim. But have you heard about Clem Labine—known throughout the baseball world as a pitcher who can throw one of the best curves in the game?

When Clem was a young boy, he broke his index finger on his right hand. Set incorrectly, it healed with a permanent crook. Clem thought at first this would end his dream of a baseball career, but he kept practicing throwing—and his crooked finger helped him develop the weird spin on the ball that won countless ballgames.

Henry Ford instructed his engineers to build an engine with eight cylinders cast in one block. They all agreed it was impossible. Ford merely said: "Produce it anyway. Stay on the job until you do!"

They had no choice but to keep on trying. It took almost two years

of failure after failure before the Ford V-8 became the most spectacularly successful car on the road and put Ford far out ahead of all competition. Ford used a positive mental attitude and would accept no less from his engineers.

The most important thing you can wear is the expression on your face. It is a mirror of personality. It makes the first, and often the last impression another person has of you. And the impression you make on another person can lead to a better job—a happy marriage—or even to the Presidency! If a person comes up to you without a smile—give him one of yours. Remember, courtesy is as important to life as oil is to a motor.

Learn to be a good listener. A Greek philosopher said: "Nature has given us one tongue, but two ears, that we may hear from others twice as much as we speak."

One of the greatest challenges facing us young people of today is tearing ourselves away from the TV and spending our time in a profitable manner. A typical attitude is revealed by the student who was asked: "Where is the English

Channel?" and said: "I'm not sure, but we can't get it on our TV."

After reading what many successful people have had to say about winning, I have realized that no matter how I may have arrived at my choice of topic, I made an excellent selection. Even if I fail to win this contest—which was the goal I had in mind when I started—I have learned far more than I could begin to tell you that I feel will help me immeasurably in achieving other goals. What I have learned is each time *to do a little better than my best*—and keep trying!

When Queen Victoria said to Paderewski: "Mr. Paderewski, you are a genius!" he replied: "Perhaps—but before I was a genius, I was a drudge."

Dr. Cureton taught Bannister that the more the body endures, the more it will endure—but I'm afraid this is not true of audiences. So I'll leave you with this thought:

*"It's not what you'd do with a million,
If riches should e'er be your lot;
But what are you doing at present
With the dollar and a quarter
you've got?"* ♦

In practical matters the end is not mere speculative knowledge of what is to be done, but rather the doing of it. It is not enough to know about Virtue, then, but we must endeavor to possess it, and to use it, or to take any other steps that may make us good.

—Aristotle

GOOD EVALUATING isn't easy. It takes a thorough understanding of the principles of good public speaking to be able to tell a person what is good or bad about his speech, and how his public speaking can be improved. We've all read books on public speaking, studied our Basic Training Manual and "Speech Evaluation" and we have a good general idea of what constitutes a good speech. But too often this general idea isn't sufficient when we're trying to tell a speaker *specifically* how to improve.

I feel, and I'm sure you'll agree with me, that after a man puts in a good number of hours preparing a speech, he deserves a detailed appraisal of it. Under Article II of

our Club Bylaws we find the statement that two of the purposes of our Toastmasters club are *to improve its members in oral expression of thought and to secure fair and constructive evaluation.*

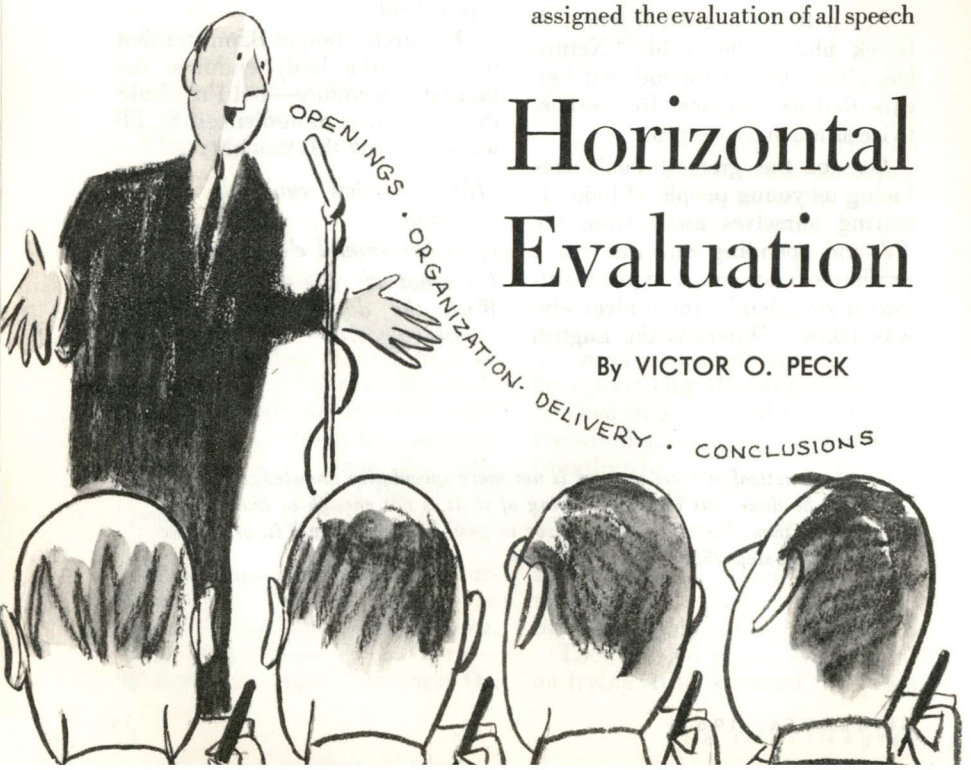
How many times, in your club as well as mine, is the evaluator notified on the night of the meeting that he is to evaluate a speech? With this short notice, he really isn't prepared to present an effective evaluation. Consequently, he does the best he can, but often ends up with a few vague generalities that really don't help the speaker very much.

I propose that, at least for the purposes of experimenting towards better and more helpful evaluation, we try *horizontal evaluation.* In horizontal evaluation one man is assigned the evaluation of all speech

Horizontal Evaluation

By VICTOR O. PECK

OPENINGS • ORGANIZATION • DELIVERY • CONCLUSIONS



openings; another the conclusions; to still another such matters as delivery, posture, voice, gestures; to a fourth the organization of material and general effectiveness of the speech.

Before the close of each meeting the evaluators for the next meeting should be announced, in the same manner as the posts of toastmaster, topic master, grammarian and the others. With this difference—each evaluator should be told just which category he will be evaluating. This gives him the opportunity to study up, to read a chapter or two on his particular area, and be prepared to give a thorough, constructive evaluation. Perhaps a chart could be made, listing the four categories, and containing each member's name. The chart would keep a record of the evaluations, and could be a guide for spreading the job around, so to speak. Each man should be assigned a different category to evaluate every time his turn rolls around.

This type of horizontal evaluation has a two-fold benefit. In the first place, the speaker receives better and more constructive evaluation. In the second place, the evaluator gains by reading, studying and concentrating on one particular area of speech making.

I have another idea I would like to present. I think it would be very helpful if, in addition to the evaluators concentrating on the horizontal evaluation I have described every member of the club, every listener, graded one of our regular Toastmasters International evaluation forms for each speaker. After his speech, these forms would be

collected and handed to the speaker. With this information in hand, the speaker can then sit down at home and study them, getting a really good picture of the audience reaction to his talk. He has something definite. He can pinpoint his weaknesses. He can see his progress. Even if many of the reports seem to be contradictory, he can still see a pattern. And, for the listeners, the necessity of checking the 14 points listed on the evaluation form is an inducement to more attentive and critical listening, another important point in Toastmasters.

The strength of a Toastmasters club lies in our evaluation program. We are in our clubs to learn by doing, certainly. But we could practice the "doing" from now to eternity without making any progress if no one pointed out the things we were doing that do not help us achieve our ends. It does no good to repeat mistakes.

If the evaluation program is so important, then, it is worth working on. It is my opinion that too often our evaluation program is too generalized, ineffectual, and in need of revision. Just as we need improvement in our speaking abilities, so does our evaluation system need improvement. This is a goal that should be constantly before the eyes of every club officer and every member of the educational committee—yes, of every member of a Toastmasters club. ❖

Victor O. Peck is employed at Delco-Remy Division of General Motors Corporation at Anderson, Indiana. He is a member of YMCA Toastmasters 715-11.



KWAJALEIN—

Toastmaster Town of the Month

KWAJALEIN IS THE LARGEST of several small islands that make up the Kwajalein Atoll, a part of the west central Marshall Islands of the Central Pacific Ocean, approximately 2100 miles southwest of Honolulu. It was the first island to be captured by the Americans from the Japanese during World War II. Prior to the Japanese occupancy it was controlled by Germany; consequently many of the natives speak German, Japanese, Marshallese and English. Today the Marshalls are under the Trust Territory of the Pacific Islands, a part of the United Nations administered by the United States Department of the Interior under a trusteeship agreement with the U.N.

The land itself is owned by the natives and is inherited through the female line. The most important crop is the coconut, from which the islanders receive food, drink, shelter, and bartering material.

When World War II ended, Kwajalein was barren of all tropical growth. Today it has been replanted, through the efforts of the U. S. Navy. It is the testing site for the Army's Nike Zeus Anti-Missile Missile, a small high-speed missile designed to shoot down long-range missiles. The island is a part of the Pacific Missile Range Facility. The Transport Company of Texas is the logistic support contractor under the administration of the Navy and is responsible for all public services. The Army Rocket and Guided Missile Agency has its Pacific Field Office here to supervise the construction of buildings and facilities required for the testing.

Approximately 2800 people live and work on Kwajalein. They are, for the most part, civilian workers from all over the United States, representatives of all walks of life, from janitors to engineers. Here is truly interesting and diversified material for an active Toastmasters club.

Kwajalein Toastmasters 2632-U was formed in September of 1960, and received its charter a month later. The club meets on the second and fourth Thursday of each month at the Yokwe Yuk Club.

Toastmasters who long for a tropic isle where they can "get away from it all" will not find the languid island of their dreams in Kwajalein. Instead, visitors will find an island with an active, interesting and very much alive club, ready to welcome all guests and initiate them into the busy life of this South Pacific atoll.



Bosses Night

Members of the Mile-High Club 741-26 of Denver, Colorado, recently entertained their bosses at a club meeting designated as "Bosses Night." Thirteen guests were present.

Bosses and Toastmasters participated in the table topics session, discussing "How I entertain my summer Colorado visitors," an annual summertime obligation of Colorado vacationland residents.

The bosses heard four formal speeches ranging from an icebreaker to a Beyond Basic talk. The guest book registered many favorable and enthusiastic comments by the visitors.

**Mile High Club 741-26
Denver, Colo.**

* * *

Honorary Memberships Given

Honorary Toastmasters memberships were recently bestowed upon Rear Adm. Raymond N. Sharp, ComFair West-Pac, ComFairJapan, and ComNABJapan, and Capt. William C. Bryan, Commanding Officer, NAS Atsugi, Japan. The presentations were made by the Atsugi Officers-CPO Toastmasters Club 1952-U president, Rod Williams, during a dinner meeting of the club.

In accepting his honorary membership, Admiral Sharp stated he was delighted to see the fine job the club is doing in training its members in the art of public speaking. In addition, the ad-

miral impressed upon the membership that effective Naval leadership depends largely on effective communications.

Capt. Bryan, in accepting his honorary membership, stated that he was extremely pleased to see such an aggressive Toastmasters club at Atsugi. Capt. Bryan is a Toastmaster of long standing, having served as president of the club at North Island Naval Station, California.

**Atsugi Officers-CPO Club 1952-U
Atsugi NAS, Japan**

* * *

Celebrate 20th Anniversary

Over 100 past and present members turned out to celebrate the 20th anniversary of SoDak 224-41, Sioux Falls, South Dakota. The club's first president, Dan D. Detrick, now retired, called the meeting to order and presented the gavel to club President Lloyd M. Taplett. Featured speaker of the evening was former member Dr. Alphus R. Christenson, now head of the Department of Speech at South Dakota State College.

Of the club's original 24 charter members, P.O. Schiager, George W. Lawrence and Lynn P. Zenner have been actively and continuously on the membership rolls. Lawrence has had a perfect attendance record for the past 10 years.

**SoDak Club 224-41
Sioux Falls, So. Dak.**



"The Mad Arab captured by the Romans" was the title of costumed program of Sunrise Club 74-3, Phoenix, Ariz. Extemporaneous and unrehearsed, the program combined humor and dignity, with over-all theme of tolerance. Past President John Rozboril (3rd from left) plays "Arab."



Three members of Nor-easter Club 2494 (Philadelphia NASD, Pa.) are interviewed on WIFI-FM about club, area and district operations. Left to right: Frank Hughes, founder and charter president; Buzz Allen, WIFI announcer; P.A. McKeown, past president and lieutenant governor, Dist. 38; Jack Redden, Area 9 governor.

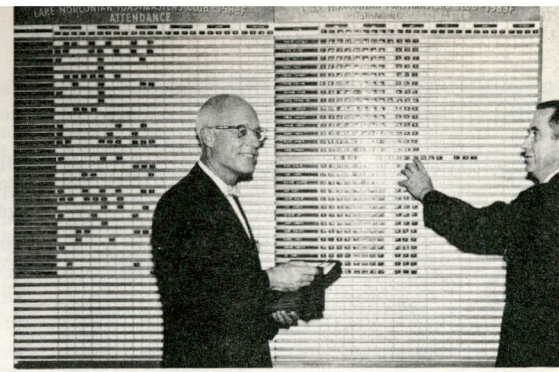


S. L. Briggs, assistant to the president at General Precision's Librascope Division, Glendale, Calif. (right), congratulates joint winners of Librascope Club 1978-52 in first Toastmaster of the Year award. Winners are Tex O'Neill (left) and Vince Nahrstedt (center). Contest based on attendance, new members attained, speech awards won and quality of speeches ended in tie.



Ladies take over for hat display at Ladies Night meeting of U. S. Army Transportation Terminal Command, Gulf, 3242-29, New Orleans, La. Members gallantly elected ladies to take over as officers for the evening. Left to right: Norma Thompson, secretary; Laurentia Cullom, educational v-p; Frances Prendergast, president; Rose Koppel, administrative v-p; Edna Klotz, treasurer; Hilda Moody, sergeant-at-arms.

Clayborn Graves (right), president of Lake Norcanian Club 1583-F, U. S. Naval Ordnance Laboratory, Corona, Calif., gets assistance from Amos W. Randall, past governor of Founder's District, in posting up "Outstanding Toastmaster" board. Board records points scored by members for "Outstanding Toastmaster" award presented annually.



Officers of Limestone City Club 3045-61 (Kingston, Ont.) check seating arrangements for second anniversary dinner of club. Left to right: Ray Dignum, president; Fred Holmes, past president and lieutenant governor, Area 1, Dist. 61; John Gayton, educational vice president; John Korcz, governor, Dist. 61.



High school winners of Teen-Speech Scholarship Contest instituted and conducted by Gulf Breeze (Fla.) Club 2925-29 receive their awards from Gulf Breeze Mayor C. J. Heinber. David Woods (left) won \$300 for speech on "Freedom," Marcia Reynolds \$300 for "The High Cost of Indifference," and Dianne Spicher tied with Barbara Schilf (not pictured) for third place, \$75. Club hopes to repeat contest annually.



Relaxing after strenuous District 37 (North Carolina) conference, TM's planned a fishing trip. Shown with their catch of king mackerel are, left to right, Jim Jockum (Winston-Salem), John Gillispie (Greensboro), Dr. F. L. Smith (Burlington), Ed Wagoner and Leonard Butler (Greensboro).



District Airs Weekly Program

"Toastmasters Time," a weekly 15-minute radio program over KGMS, Sacramento, has been attracting much attention and favorable comment in Northern California.

Plans for the program were developed by District 39 officers with James P. Hensley, vice president and general manager of KGMS. Al Burlingame, lieutenant governor, and Jim Dodd, Gavel Club coordinator, assumed responsibility for directing and coordinating the programs.

The first program consisted of a panel of district officers who discussed the nature of Toastmasters and the benefits its members derive from participation. Subsequent programs have covered topics of interest, timely but non-controversial.

Each of the 20 clubs in the Sacramento (Calif.) area has an opportunity to present one of the programs. Each club decides how it will use the available time. Almost without exception the programs have been taped unrehearsed but in accordance with a predetermined plan, thus achieving spontaneity.

District 39 Northern California

* * *

Communications Techniques

Librascope Club 1978-52 of Glendale, California, is using some communications techniques that may be of interest to other clubs. These methods include a distribution roster, Toastmaster letter, meeting minutes and program schedule.

Since 1978 is formed entirely within the Librascope Division of General Precision, Inc., the club finds it convenient and practical to use a copy of the complete club roster as a distribution cover for all club information sent through the company mail system. This provides each club member and guest with an up-to-

date listing of members, their phone numbers, and plant locations.

The "Librascope Toastmaster" is a club newsletter providing club members with information on club activities and educational ideas from World Headquarters. Program assignments for the coming two meetings are distributed in advance, providing enough time to make program adjustments without disrupting meetings.

The club secretary has recently begun the practice of sending copies of the meeting minutes to all members. This has resulted in a number of advantages: it keeps members who have missed meetings informed of club activities, it facilitates handling of business, and focuses attention on items which require follow-through.

All these items are sent as a package to each member and guest twice a month. The club feels that the increased interest in club activities has been well worth the time and effort expended.

Librascope Club 1978-52 Glendale, Calif.

* * *

Speech Contest Broadcast

Radio Station WJNX at Florence, South Carolina, recently carried the entire hour of the speech contest of District 58 Toastmasters. This is the first time such coverage has been extended in South Carolina.

First place in the contest was won by Attorney Robert Carpenter with a gripping speech entitled "The Vacant Chair." Lieutenant Louis Pelini captured second place with "Father and Son," a monologue of a father to his new-born son.

Next year—television!

District 58 South Carolina

Triple Threat Meeting

Civil Service Club 2463-47 of Miami, Florida, recently combined Ladies Night, officer installation and Past Presidents Night in one interest-packed meeting. Incoming President Pete Steward and his officers were installed by incoming Area 2 Governor Ralph Maxwell and past District 47 Governor Norman Pallot.

All past presidents participated in table topics and were subsequently presented with individual plaques with name plate and golden gavels as personal souvenirs in appreciation of the hours of labor and love devoted to the club. Past presidents of the club are: Frank Brown, Dennis Daly, Jensen C. Davis, Ervin Gayle, Preston Jones, Percy Manley, Ralph Maxwell, Frank McMullen and Bernard Standley.

Civil Service Club 2463-47 Miami, Fla.

* * *

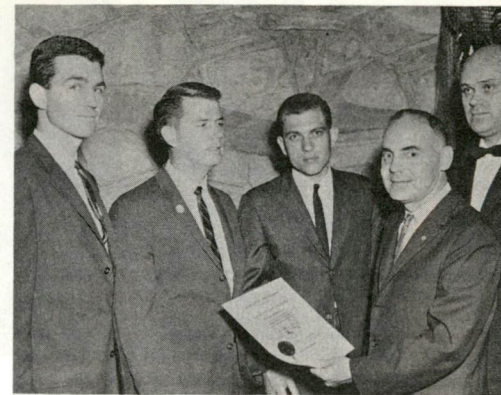
Demonstration Program

A special demonstration meeting was recently presented by the members of Titusville (Florida) Club 3018-47 before the Brevard County Democratic Club.

Orel D. Orvis III, administrative vice president, discussed how to start speech training. Educational Vice President Hans Walker explained the methods of speech building, while President Jay T. Campbell demonstrated how to increase vocal variety and develop gestures. Toastmaster of the evening Lyle Shaffer explained the purpose of each phase of the program as it was demonstrated.

The only problem of the evening arose with the toastmaster of the evening. Toastmaster Shaffer is now president of the County's Republican Club.

Titusville Club 3018-47 Titusville, Fla.



Delano club charters: Left to right, Al Moe, secretary-treasurer; Jack Koonce, administrative vice president; Jim Lake, president; John Bozoky, District 12 governor; Pat Wright, Area 3 governor.

—Photo courtesy Delano Record

Club Makes Rapid Growth

When the Delano (Calif.) Toastmasters held their first organization meeting and discussed setting a 30-member limit for the club, observers said, "You won't have to worry about that for quite a while." There were 14 members.

Two months later, when the club received charter 3470-12, membership had already reached the 30 mark and members were considering the possibility of a second club in the community.

Approximately 65 people attended the charter night ceremonies to watch Club President Jim Lake accept the charter from John Bozoky, District 12 governor, and Pat Wright, Area 3 governor. Wright was instrumental in organizing the Delano club. Jesse Scott was topicmaster, Delano City Manager Robert C. Stephens was toastmaster of the evening, and speeches were presented by Dr. Ed Yoon, Jodie Thomason and Ray Hamilton.

Delano Club 3470-12 Delano, Calif.



By W. G. BLEAKLEY

JUST AS CYCLES occur in business, there are periods in the life of a Toastmasters club when membership drops to a level which brings concern to club officers, reduces group morale and performance, and thereby deprives members of the greatest benefits from the club.

What should be done during these periods? We all recognize that Toastmasters serves a purpose of personal development. Personal development is one of the most universally recognized needs of an ambitious person. Toastmasters membership fills this need. Realistically, this is why each of us is a Toastmaster.

In developing an increased membership, we actually have a very simple function to perform. We have the advantage of being able to fill a personal need. We are providing:

A. *Public speaking techniques.*

B. *Training in parliamentary procedure.*

C. *Effective group discussion techniques.*

D. *Organization and management.*

In short, we are selling effective communications. This is easy if we first convince ourselves that we have to shift into low gear and start to sell. Too often we can become so enthusiastic over Toastmasters that we forget everyone is not as well acquainted with it as we are. To rush into any sale is fruitless. We need first to sell the idea that Toastmasters will provide the prospective member with value received for his time and efforts.

We all recognize that men join Toastmasters only after someone has invited them. Inviting prospective members should be the result of a well planned membership development program. This program must follow a definite pattern and be guided by the club's executive committee and enthusiastically endorsed by every member.

How do we plan a membership development program? An executive committee or a general membership meeting should first study and discuss the club's status and potential and determine the reasons for low membership or absenteeism. This may reveal a less than fully effective educational program. This area must be recognized and corrective action taken. Before plans are laid to organize a membership drive, it should be understood that membership and attendance are reflected through the quality of club programs. New members cannot be gained or retained with poor programs. We must have our internal house in order prior to inviting prospective members. Once this is done we are ready to invite them and when they come, they will see and participate in a program which warrants their investment of time for return visits and subsequent membership.

Membership development is a function under the direction of the administrative vice president. Many clubs have a membership committee. It might be well also to have a guest committee whose specific function would be to plan a periodic guest night, when men known to be good prospects should be invited. No more should be invited than can be adequately entertained—a guest who gets lost in the maze will not return. Three to five guests per meeting can be worked into the program, be made to feel at home and get an honest evaluation of a typical Toastmasters meeting. Use the regular Toastmasters speaking program, but plan some significant part for your guests. Schedule

one or two speakers for talks on the value of Toastmasters training—*sell your prospects*. Invite the visitors to take part in the table topics session but keep their part simple—never permit a guest to feel that he is a rank amateur among experienced speakers. Have some humor in your program.

Conduct the meeting in a streamlined fashion, and above all, keep within your established time limits. Make your guests feel at home, but don't fawn over them. Demonstrate that education and personality development do not necessarily mean a cold classroom atmosphere; people can enjoy congenial fellowship while they learn. When the program has ended, announce the following week's plans; be specific (*"Next week, in addition to our regular speaking program, we will conduct a symposium on better business letters."*) After the meeting, talk to your guests about Toastmasters membership. Answer their questions. Be sure they receive a copy of "Introducing the Toastmasters Club" or "All About Toastmasters" to take away with them. Invite them to return. And most important—*follow up*. Before the next meeting drop a card to each guest. Remind him of the next meeting date and its program. Also have his original sponsor phone him and invite him to that meeting.

The actual mechanics of a guest night are simple. They can follow the basic format reviewed above, with any local supplementation you may want to make. The guest night program should be the best you can offer in education and fellowship. If the program is right,

and provides a solid base for self improvement, your guests will want to become members.

One of the greatest problems you may face is the actual selection and encouragement of attendance of guests for these meetings. There are a number of ways that this can be achieved. Each of us has probably met a prospective Toastmaster in the last 24 hours. How many of us recognized this meeting? Stop and think for just a moment of the potential areas of finding prospective members. For instance:

Business Associates—The people that you meet daily in your line of work; the fellow who works next to you eight hours a day, or a customer you call on periodically. These people undoubtedly know that you are a Toastmaster. They might deeply appreciate your interest in them if you invited them to visit a typical Toastmasters meeting.

Church—This is undoubtedly the nicest group of people that you associate with regularly. It is probably the least tapped potential of Toastmasters.

Neighbors—When the wife puts you to work in the yard, you will inevitably find an excuse to drift away from those duties and chat with a neighbor. Ask yourself, "Would this fellow be interested in Toastmasters?"

Friends and Relatives—You are probably closer to this group than any of the others. By this very closeness you may have neglected considering them as Toastmasters.

Civic Groups—Statistics indicate that Toastmasters usually belong to at least one service club. Here is a group of from 20 to 100 fellows that you meet with weekly or monthly. Did you ever consider them?

Industry—People in industry appreciate the aspects of management development programs and what they mean to a company and to an individual. Management development actually starts with the individual and his interest in his own development. Industry leaders would be more than happy to receive Toastmasters officers or members of the membership committee to review

the possibilities of their people participating in Toastmasters. All that is really needed to start this ball rolling is your initiative in approaching the top men in your community's various industries, and asking their consideration of people who may be interested in Toastmasters. They will appreciate your interest, and the people who work for them will be both flattered by the bosses' interest in them, and the opportunities that you provide.

Some clubs consider an industry night honoring a given company. On that evening several men from the company are invited. The presence of a few familiar faces makes each feel a little more at home. It provides an opportunity to build a portion of the evening's program around that company and insures the interest of your guests.

These are suggested areas to



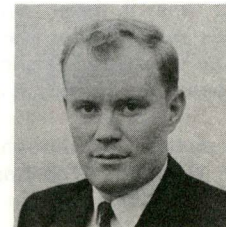
consider for increased membership. The method by which you contact individuals in these areas is of prime importance. Should you care to use a formal approach, you may want to use a guest card, available from World Headquarters. Or you may want to consider a letter which outlines the functions of Toastmasters. I believe a better approach is a personal visit or a phone call where the Toastmaster explains to the potential guest just what Toastmasters do, and what can be accomplished by membership. This approach should be followed by an invitation and personally picking the person up and accompanying him to his first meeting.

There is no universal formula that will increase your club's membership. Your program should be developed around those features which your members can best accomplish. The simplest membership formula and the one that will get your club a sizable number of active members can be reduced to a simple mathematical formula.

To survive, a Toastmasters group must have new blood. New blood comes from the efforts of current Toastmasters. The simplest way to achieve an increased membership is to ask each member to get one

new member. Obviously one new member for every existing member results in doubling your club's roster. So our formula becomes a simple matter of one (1) new member for (4) each one (1) existing member equals (=) double (2) the size (X) of your club. This formula spreads the work. No member can seriously object to soliciting one additional member. There isn't a man in your club who cannot achieve this goal if he is properly motivated to do it. The officers and membership committee of the club must provide the motivation. They must make membership development an interesting and preferably a fun-filled activity. In a number of different ways you can move your members to become interested in bringing at least one new member into your club. You may want to use the idea expressed by this formula. Reproduce it on small cards, prior to the next meeting, and place these cards by the dinner plate of each member. Let him wonder what it means. During the business session of your meeting, explain it to the club. Sell the idea that club officers are interested in membership. Enthusiasm is contagious. If you feel it, your members will feel it. They in turn will accomplish *one for one*. ♦

W. G. Bleakley is a member of Metropolitan Toastmasters 2210-40 of Lima, Ohio, and past area governor of District 40. He is manager of union relations for Westinghouse Electric Corporation at Lima.



PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Beginning Again

September is properly a "month of beginning again" for Toastmasters.

Many of our clubs have suffered from the relaxation which comes with the summer vacation. They may have run down in attendance and in number of members, while their programs may have suffered from the general lassitude. It is time to snap out of vacation lethargy, and snap into action.

This is true for the Educational V-P and his committee, who should have been busy in August, planning for strong programs in September. If the Educational V-P is really on the job, he has noted that September's "Point of Emphasis" is *evaluation*, and he has worked on programs which lend themselves to better evaluation and which encourage it.

How long has it been since your club has had a really good, well-prepared speech on this vital subject of "Constructive Criticism"? How long has it been since a speaker has reviewed for the club some of the condensed wisdom in our little book on "Speech Evaluation"?

Here is material for thought and discussion for every Toastmaster. Please do not overlook it in your September plans.

Evaluation, or constructive criticism, enters into every phase, every activity of your life. Every time you exercise your right to choose what you will do or say, or where you will go, or what you will eat or read, you use the critical process of selection. You cannot afford to neglect criticism, whether of speeches or of conduct. Learn by honest evaluation to choose wisely and well.

Another Beginning

In another sense, your club is making a new beginning, for this is the month in which new officers are elected, new committees are appointed, and all those responsible for operation of the club are educated and trained. With October, the new officers will take their places, and the new committees will begin to function. To be ready for these responsibilities, they must be trained. This training, technically speaking, is the duty of the area governor, but in fact it is the obligation of every member of your club. It is your duty to see to it that the newly elected officers get to work learning about their work. It is your club, and these men are your leaders. Demand that they get ready to lead. Take an interest in preparations for the installation of these officers, and do what you can to help.

Make it a point, a week after the election, to ask the club secretary if a report has been sent to our World Headquarters at Santa Ana, giving names and addresses of the new officers. It is the business of the old secretary to send in this information promptly.

And Still Another

Do not fail to start yourself on the course of better training, which you will carry all through the winter. You are the one who needs the training which is there for you, but you will not get it unless you take it.

Buckle down to work on your Basic Training or your Beyond Basic, as the case may be. Resolve to take advantage of every opportunity for service and training, and plan definitely to make the coming winter the most productive and progressive months of your life.

It may be just the right time for you to tackle the Reading Plan, and to start in on a well-considered program of reading for your own development, as well as for securing good material for use in your speeches. Your educational vice president should have information at hand concerning this opportunity.

Let September be truly a month of beginnings, leading to progress in October, November, and all the other months.

He knows not when to be silent who knows not when to speak.

—Publius Syrus

A Program Suggestion

For a program which can be of really thrilling interest, try a series of talks on "Firsts in Communication." This will involve a great deal of work and study for the speakers, but if they will do it, they will learn much for themselves, and their hearers will be introduced to facts which they have never known.

The past century has been a time of vast scientific advancement in human knowledge. It has been a period of invention which has added much to the comfort and convenience and satisfaction of human life. Most of us do not realize the progress which has been made in recent times until we begin to study the romance of modern invention.

For a series of intriguing studies on the developments in communication, consider these subjects:

1. *The first telephone conversation.*
2. *The first message by telegraph.*
3. *The first communication by wireless.*
4. *The beginning of the phonograph, forerunner of modern recording. (The patent on the phonograph was secured by Thomas Edison on July 12, 1877.)*
5. *The first message by the Atlantic Cable.*
6. *The first radio message sent from an airplane (August 27, 1910).*
7. *The first television station.*

Such a program, based on selected items from this list, might do much to enlighten our members, and to enliven our proceedings. It might even lead to studies of other "firsts" which have occurred during the past century. ♦

HOW'S YOUR PUBLIC RELATIONS?

By STANLEY PRAGUE

SO YOUR CLUB has a fine bulletin and your local newspaper gives your meetings good coverage. That's great. That makes for good public relations. But is it a good *public relations program*?

As far as it goes, yes. But if we take the definition formulated by one industry which studied the problem, we find this is only the start of a public relations program. Good public relations is defined as *the sum total of all our actions*.

If we bring a prospective member to Toastmasters, it's safe to say that he comes because his interest has been aroused in some manner—either by you or by some interesting article he has read. If he is made to feel unwanted, or if the program is dull, he fails to return. The whole point is lost. The public relations program has not been a success.

Our club attitude is a part of the public relations picture. We must



be enthusiastic ourselves, and thereby generate enthusiasm in guests and potential members. We must make our visitors feel at home and want to come back.

The club program is a part of our public relations picture. If the club program is not designed to give each member the benefits he has a right to expect, what happens? Right. The member quits. Once again we have failed in our public relations. We have fallen down on our job.

The picture we present in our community is a part of our public relations. In fact, it's one of the most important parts. Are we going to be a self-contained club, satisfied with our meetings and enjoying our special events, or are we going to be a working part of our community, interested and active in worthwhile projects? Of course as a Toastmasters club we do not endorse any project or cause, but as individual Toastmasters, we have the opportunity to take part in many things, and here again our public relations program comes into full view. How well do we play our part? How well do we accept our responsibilities and our commitments? How do we acquit ourselves? What kind of impression do we make, not only in the actual presentation of our talks, but in all the other things? How about such things as punctuality, interest, agreeableness, ability to rise above petty frustrations and annoyances? If we fail in these, our image in the community is tarnished and our over-all Toastmasters public relations program has failed, too.

In Toastmasters we learn many things: to be good speakers, good listeners, good thinkers; to organize our thoughts and to communicate clearly. If we fail to use these things in our everyday social intercourse, then we have a poor public relations program. I remember well one little incident which brought this home to me very forcibly. I was teaching group games in a

grade school and was on the playground at recess time. I heard one little boy using atrocious grammar, and knowing that he was a good language student, I asked him about it. "Don't you know that you're using very bad English?" I said. He replied, "Sure, but this is recess time—I'm relaxing!"

In the same manner, if we "relax" when we talk with groups and fail to use our Toastmasters training, the total effect is bad for Toastmasters. It makes for poor public relations.

So how do we establish a good public relations program? Well, of course we must put out a good club bulletin and get that news coverage we mentioned before. Those things are essential. But let's be sure we do not overlook the rest of the program, the part which concerns every individual member.

If we talk enthusiastically about our Toastmasters club meetings, if we continually invite visitors and make them feel welcome and wanted, if our programs give our members what we promised them when they joined, and if we use the things we have learned in our Toastmasters training in every part of our daily lives—then we have a good public relations program. ♦

Stanley Prague is general secretary of the Young Men's Christian Association of Miami County at Peru, Indiana. He is a member of club 3015-11.

He who receives a benefit with gratitude, repays the first installment on his debt.

—Seneca

TOASTscripts



Sixteen "Award for Informed Speaking" certificates have been issued by World Headquarters to participants in Toastmasters Reading Plan. The awards are presented to members who have read five books in a selected category and have given five speeches based on their reading.

Glen V. Hoople of Central Lutheran Club 2075-6 (Minneapolis, Minn.) was the first man to complete the plan. He was also the fourth. R. J. Kay of Torii Club 2520-U (Kadena Air Base, Okinawa) and Sea Club 3217-U (Sukiran, Okinawa) has also received two awards for reading a total of 10 books. (Toastmaster Kay attends one club meeting on Tuesday and the other on Wednesday.) International Director Lothar Salin was the third Toastmaster to qualify for a Reading Plan Award. He is also the only board member who has completed Basic Training, Beyond Basic Training and the Reading Plan.

Other members who have received the "Award for Informed Speaking" are James Sonsteli, governor, District 9 (Spokane, Wash.); N. E. Noyes, Marquette Club 509-41 (Sioux Falls, S. Dak.); Aubrey Powell, The Seven A.M. Club 3391-

58 (Columbia, S. Car.); Charles L. McLafferty, Selig Orators Club 3052-48 (Selma, Ala.); Bliss O. Bignall, Jr., immediate past governor, District 9, (Coeur d'Alene, Idaho); Gail E. Miller, Idaho Falls (Idaho) Club 548-15; E. William Parker, Evergreen Club 486-9 (Spokane, Wash.); R. J. Wheeler, Top-O-The-Morning Club 103-3 (Phoenix, Ariz.); George J. Brazeal, Pacific Missile Club 2930-12 (Point Mugu, Calif.); George B. Kenney, Hamilton (Ont., Canada) No. 1 Club; and Douglas Tilton, Airport Club 1213-4 (South San Francisco, Calif.)

The Toastmasters Reading Plan has created considerable interest among librarians. Requests for information on the plan have been received from the Sussex County Library, Newton, N.J.; Elko County Library, Nev.; Elmendorf Air Force Base Library, Alaska; Fisk Public Library, Natchez, Miss.; Jefferson City and Cole County Libraries, Jefferson City, Mo.; Cedar Rapids Public Library, Iowa; Carl Elliott Regional Library, Jasper, Ala.; Stanly County Library, Albemarle, N. Car.; Abilene Public Library, Texas, and the Lima Public Library, Ohio.

It wasn't easy and it took considerable planning, but Col. Van Holmgren Tanner, immediate past governor, District 36, attended meetings at six Toastmasters clubs in one day! Can anyone top this?

* * *

Michigan Toastmasters didn't have to do any selling when they asked Governor John B. Swainson to proclaim Toastmasters Week in Michigan. A former member of a Detroit Toastmasters club, Governor Swainson told the Toastmasters who called on him that his experience as a Toastmaster had helped him immeasurably in his political career. The Governor commended the Michigan Toastmasters for the community service they are rendering throughout the state.

* * *

CONGRATULATIONS: To Nechako Club 2046-21 (Kitimat, B.C.) for inducting five new members and signing up two guests at a single meeting.

To Past International Director Thomas R. McDonald on his promotion to division manager of the Retail Credit Company's Canadian Division.

To Glasgow (Scotland) Club 86-TCBI on its Silver Jubilee.

To Thomas E. Strotman of Breakfast Club 2387-F (Covina, Calif.) who was the subject of a feature article in the magazine section of the San Gabriel Sunday Tribune. The article described his Toastmasters activities and his service to the community.

To S/Sgt. Norman E. Parker, founder and first president of Oxfordshire Club 3194-U (Upper



Michigan Governor John B. Swainson (seated) presents Toastmasters Week proclamation to visiting Toastmasters of District 62. Left to right: Will Gover, Frank J. Fitzgerald, A. J. Dunn, Arthur Smith, William Rials and Harold Weaver.

Heyford, England), for winning the finals in the Great Britain Toastmasters Speech Contest. This year was the first time in the 19-year history of the competition that Americans in Britain were eligible to enter. Two hundred Toastmasters from 103 clubs in Britain witnessed the contest at County Hall, Ayr, Scotland. Sergeant Parker was the only American competing with the English, Scots, and Northern Irish Toastmasters.

To James Reed, past president of Douglas Club 1510-51 (Long Beach, Calif.), for being elected president of the 2800-member Teachers Association of Long Beach.

* * *

REMEMBER: Always be sure to notify TMI World Headquarters of any change of address in order to receive your Toastmaster magazine regularly.



Keep It Non-Political!

By R. W. TREIMER

THE UNITED STATES NAVY enforces an inflexible order regarding mealtime conversation at any Officers' Mess. The rule is: *Discussion of women, politics, and religion is banned.*

They have good reasons for such taboos. These three subjects directly stimulate discord, hatred, and disharmony among those present.

It may be that the discussion of "women" is banned on grounds of gallantry. But certainly politics and religion are charged with emotional dynamite. A person's religious and political views are seen through emotional responses developed, it is true, by a lifetime and by heredity and environmental background. If religious and political beliefs were based on rational grounds then certainly all persons of high IQs, or of similar intelligence levels, would agree—and belong to the same church or political party. They do not. Each believes strongly that he is right and he tends to dispute or resent opposing convictions.

Think back to some of the political speeches you have heard at your club. We recognize that the speaker whose ideas agree with our own is a smart, clear-thinking, well-in-

formed, praiseworthy individual. But how about the man whose opinions disagree violently with yours? Do you subconsciously resent him? Does his standing decline? Do you say to yourself, "How stupid can a person get?"

I recall one politically-vocal member who resigned from Toastmasters because of illness—the other members were sick of him.

At a Toastmasters meeting a member has an opportunity to present his convictions by two means; through a table topic response or in a longer formal speech. If a member *must* speak out on a political topic, he has ample opportunity to do so when he makes a five to seven minute formal speech. He has selected his own subject and can sound off at his pleasure.

But a forced, required, and unwilling discussion of a political subject chosen by a table topics chairman is another matter. The responding member then must either decline to speak or else present his views and listen to the contrary opinions. Many such speeches do not reflect the true opinions of a speaker who does not wish to antagonize certain other members.

It is somewhat like deciding

whether to go out to a political rally or to a cocktail party. Like the formal speaker, the visitor to a political rally goes of his own free choice, knowing and wishing it to be political. But at the cocktail party with persons of varying political viewpoints, isn't it better to discuss the multitude of other subjects which would not embarrass the host or foster bitter arguments?

The story is told that President Kennedy attended such a cocktail party during the campaign. When asked about the tariff question he replied, "I know some of you here are for a low tariff and some are for a high tariff . . . so am I."

There is another good reason for avoiding a political table topic. It is a lazy man's selection.

Have you noticed how the new member, presiding as topicmaster for the first time, usually picks a political subject out of that morning's newspaper and offers it for his topic? Or have you noticed how frequently the lazy table topic chairman will do the same?

It is easy to glance at a headline and offer it for discussion. It takes

more time and thought and ingenuity to provide a non-political topic which will arouse interest and stimulate discussion among members. We should strive to be ingenious. The preparation of a stimulating topic is a true challenge to a Toastmaster. A topic may be stimulating and conducive of eager responses without risking offense or antagonisms.

The Table Topic Bulletin prepared by Toastmasters International lists 21 suggested topics. Not one is political! *The Toastmaster* magazine frequently publicizes unique methods of table topics presentations as used by various clubs.

Next time you are table topics chairman, try to come up with a novel and challenging subject for discussion or for special treatment of responses. Try keeping it non-political. ♦

R. W. Treimer of Hollywood, Calif., is past president and member of Executive Toastmasters 412-50, Los Angeles, Calif.

To let friendship die away by negligence and silence is certainly not wise. It is voluntarily to throw away one of the greatest comforts of this weary pilgrimage.

—Samuel Johnson

BOOK REVIEW

WHAT TO TALK ABOUT, by Earl L. Heasley. Available from Toastmasters International. Price: 85c, plus 10% shipping and packing.

Earl L. Heasley, instructor of Speech and Drama in the Mansfield (Ohio) Senior High School for 25 years, has compiled a handbook which will be of interest to every Toastmaster seeking speech ideas.

The 71-page handbook, titled "What to Talk About," contains 1001 interesting suggestions for speeches. Under each title in the book is listed a brief phrase elaborating on the speech theme.

Chapter 3 of "What to Talk About" contains a number of speech suggestions taken from popular American magazines. One example is "How to Overcome an Inferiority Complex" by Norman Vincent Peale (*Town Journal*, February, 1955). Another is "How to Tell a Story" by TV's Jackie Gleason (*Good Housekeeping*, March 1956). Many of these past magazine issues may be found in the reference department of your local public library.

In his acknowledgements, Instructor Heasley extends his appreciation, among others, to Mansfield Toastmasters Clubs Nos. 647 and 840 for submitting many of the titles.

Chapter 6 of the handbook is dedicated to Toastmasters and Toastmistresses. The author says: "Mend thy speech a little; lest you mar your fortune." This is a memorable quotation from one of Shakespeare's classics, "King Lear." The Toastmasters and Toastmistress clubs are profiting from this sound advice. The members of these two organizations are loyally devoted to helping each other mend their speech. They are enhancing their social and professional status by becoming effective speakers."

Chapter 4 lists 275 titles which the author states may be used in Toastmasters clubs as suggestions for table topics. He has included in the chapter a complete speech outline, which many speakers will find useful.

The World Headquarters of Toastmasters International has these booklets. They are available to Toastmasters for 85 cents, plus 10% for shipping charges. (California clubs add 4% sales tax.) For your copy write to: Order Department, Toastmasters International, Santa Ana, California.

—H. H. H.

It is not the hand, but the understanding of a man, that may be said to write.

—Cervantes



JUST IN JEST

Mr. Newlywed was leaving for work one morning shortly after returning from the honeymoon. "Darling," said his bride, "do you remember what day this is?"

He put down his briefcase, rushed over to his wife and gave her an ardent kiss. As he went out the door, making a mental note to buy a dozen roses, she collapsed in a chair.

"Goodness! I wonder if every garbage day is going to be like this?"

Maybe grandma worked a lot harder than today's housewife, but it's a safe guess that her spring cleaning didn't include sweeping out the swimming pool.

We doubt that swimming is good for the figure. Did you ever take a good look at a whale?

An elephant is an animal occurring in one of three colors, depending on whether you are on safari, a church committee or a week-end party.

A preacher notorious for his exaggerations in the pulpit was being taken to task by his wife. "The next time you exaggerate," she said, "I'm going to shake my head at you."

The following Sunday found the preacher describing the violence of a tornado he had witnessed.

"As the roaring tornado increased in size," he thundered, "I saw it clear a path of destruction a thousand miles long!" He broke off suddenly as he saw his wife shaking her head. Then with a gulp he regained his cadence and added, "and an inch wide."

"What we need nowadays," said Bill, "is good men in politics."

"We certainly do," agreed Jim, "and we need them bad, too."

Texas nursery rhyme: "The butcher, the baker, the Cadillac maker."

A really modern kitchen is one where the pot calls the kettle chartreuse.

"I can't figure this one out," said the small boy doing his homework. "If a carpenter was paid \$3 a day, how much would he earn in four days?"

"No wonder you can't figure it out," replied his father. "That's not arithmetic, that's ancient history!"

—*United Mine Workers Journal*

A recent moon shot revealed a busy signal. This proves that there are women on the moon!

The most difficult instrument to play well is second fiddle.

A Texan and an Alaskan were on a journey by steamer along the Alaskan coast and were discussing (naturally) the size and importance of their states. As they debated, an iceberg loomed up ahead. The Texan studied it for a moment.

"Well," he conceded, "I've got to admit you've got bigger ice cubes!"

Anyone who thinks our country is out of the woods should visit a golf course on the weekend.

When a boy goes to college, it's usually his father who gets an education.

Letters to the Editor

(Because of obvious space limitations we often print only pertinent portions of letters received. While only signed letters will be considered for publication, names of writers will be withheld on request.—Editor)

Since Fall of 1961 when information was received that future evaluation sheets in BBT were not to be forwarded to the World Headquarters for evaluation, it was not clear to me just what was to be done with the BBT reports.

Dr. Smedley's clarification of the procedures to be used was most welcome. (*The Toastmaster*, June, 1962.) I was also happy to read that the BBT evaluation sheets may still be forwarded to the World Headquarters for an evaluation at our discretion. In the past I have found Dr. Smedley's comments on my BBT speeches to be most encouraging and helpful.

I wonder, however, if it would be more helpful if each club president would appoint some member to be responsible for the BBT work in each club. Although the club educational vice president could perform this extra work, most of them have their hands full with new members starting BT. I feel there should be someone to take over this responsibility to encourage the older members to take part in the BBT course.

Don Gilbert
Club 2838-40
Dayton, Ohio

Let me congratulate you on the splendid article by Paul Mills and Bernie Roberts, "Speak Low—Speak Slow" (*The Toastmaster*, April, 1962). This article can be of tremendous value to every TM club, if they build a program around it.

Paul and Bernie, now nationally recognized, appeared first in Knickerbocker Club 137-46 in 1958; they have in the meantime appeared at countless TM meetings, lending these meetings their skillful presentation, and making many members realize that Toastmasters offers valuable help in self-improvement.

Through their film, their record, and

their book every club, regardless of location, can have the same advantage we have had for years here in New York.

I was glad to notice that "The Reader's Digest" has given these two brilliant men national recognition. I consider them two very valuable friends of Toastmasters.

H. Bernard Becker
Past Lt. Governor, Dist. 46
Past Pres., Knickerbocker 137-46
New York, N. Y.

Toastmasters in several clubs in District 7 have been making Boy Scout Charter presentations as a community service project and as part of their advanced speech training programs. We were asked to report on our activities to the District 7 Spring Conference held in The Dalles, Oregon, in May, 1962. Also, as a result of these activities, the Portland Area Council of the Boy Scouts of America has asked me to attend a workshop session of the National Council of the Boy Scouts, which meets in Portland, Oregon. The session is on "Expanding the Scouting Movement."

Two articles which appeared in *The Toastmaster* may be credited with inspiring the project on which we are working, one titled "Community Service Pays Double Dividends" by James A. Hess published in the July, 1957 issue and the other titled "Speak for Community Service" published in the April, 1959 issue. We are hopeful that more attention can be directed to these articles by both our Spring Conference delegates and the Boy Scouts National Council delegates. Therefore, permission to republish these articles for inclusion with a report to the Spring Conference and for making copies available to National Council delegates is requested.

John A. Mathews
Sr. Lt. Governor, Dist. 7
Portland, Ore.

(Permission gladly granted.—Ed.)

Club President Henson Barnes, mostly to engineer a membership drive, but partly to satisfy an urge to "journalize," has published a weekly news bulletin entitled "Speak Easy." Copies are sent each week to every member, all guests at the previous meeting, and to prospective members.

Although the body of the letter is an apt synopsis of the preceding week's program, special articles are included regularly to inspire outside interest and to encourage greater member participation. Examples of these features are "Profile"—an interesting introduction, sweeping biography and career resume of an active member, and "Horizon"—a skillful presentation of information about next week's meeting and previews of approaching events.

This enticing personal communication has been the spark plug of a successful membership campaign as well as the pulse of a united organization.

Frederick D. Brown, Jr.
Ed. V-P, Club 1496-37
Goldsboro, N. C.

My husband belongs to the Belleville, Illinois, Toastmasters and I am invited quite often as a guest. It is very interesting and fun to hear all the different speeches and topics, but the word "club" bores me—to death.

To keep myself interested I have been counting the number of times that word is used during the meeting. Not counting the speeches for the evening, 82 to 150 times.

To satisfy my own curiosity I took two articles from the June *Toastmaster* magazine, "How to Nurse New Members" (22 clubs) and "Miracle at Warren" (24 clubs).

After going to a meeting I feel I have been clubbed to death. Would you suggest some words to use in place of that one?

Mrs. C. I. Lotshaw
East St. Louis, Ill.

(Any suggestions for an anti-club-woman?—Ed.)

I'd like to throw a small bouquet to member Joe Nelson of the Wilson Ave. Toastmasters 169 of District 30, Area 5, for a most imaginative evaluation session at the club's meeting of June 7.

As chief evaluator, Joe presented each member present with a chrysanthemum. This was done before the meeting started. With everyone's curiosity whetted, the

stage was set for the subsequent parallel he drew between the flower and the three types of evaluation: (a) picking the speaker apart (negative); (b) throwing bouquets over the shoulder, akin to inconsequential praise (negative); and (c) pinning a boutonniere on the lapel—the equivalent of offering constructive criticism which one can proudly and gracefully accept.

I believe this bit of TM criticism deserves mention and being brought to the attention of TM's everywhere as an example of how the sometimes dull job of evaluation can be given a bright sparkle through creative imagination.

Roger G. Olin
Gov., Area 5, Dist. 30
Chicago, Ill.

Our club has a number of unusual features which I am sure would interest other clubs, and now that we are entering our second year, interesting articles could be written for *The Toastmaster* magazine in connection with the altitude in which we work, our extraordinary cosmopolitan membership of Americans, Welsh, Indians, Australians, English, Chinese, Swedes, Swiss, Peruvians, Argentines, Irish, German, Scots, etc., and consequently, the variety and "spice" which creep into our speeches. This mixture of nationalities makes our meetings especially enjoyable, while visitors—the foundation for a future sound membership—can never feel isolated.

In conclusion, I just wish to state that although you may have had little correspondence with the El Soroche Club, our members have been very conscious of enthusiastic support from the World Headquarters ever since our club was initiated, and many thanks.

J. B. Young
El Soroche Club 3340-U
La Oroya, Peru

Thanks for the extra copies of *The Toastmaster* containing "Losers and Lovers." The art is most appropriate. Interlandi has quite a touch . . . the issue as a whole looks very good.

Walter Holland
Club 1275-36
Richmond, Va.

New Clubs

As of July 15, 1962

- 259-2 SEATTLE, Washington, *Hilltopper*, Thurs., 12:30 p.m., St. Francis Xavier Cabrini Hospital, 1012 Madison Street.
- 800-54 ROCHELLE, Illinois, *Rochelle*, 1st & 3rd Thurs., 6:15 p.m., Kountry Kitchen.
- 1414-14 AMERICUS, Georgia, *Americus*, Tues., 6:30 a.m., Lighthouse Restaurant.
- 1514-66p WAYNESBORO, Virginia, *Waynesboro*, 1st & 3rd Mon., 7:30 p.m., Dawbarn Bros. Co., Conference Room.
- 1855-56 SAN ANTONIO, Texas, *Retail Men's*, 2nd & 4th Tues., 5:30 p.m., Turnbull's Cafeteria, Milam Building.
- 1866-U OSAN AB, Korea, *Mar-Ham-Ni-Da*, Wed., 12:01, Airmen Open Mess.
- 1872-25 DALLAS, Texas, *Federal*, alt. Fri., 1 p.m., Conference Room, 1114 Commerce Street.
- 1937-26 DENVER, Colorado, *5280*, 1st & 3rd Tues., 6:30 p.m., Kearney Hotel.
- 1998-29 METAIRIE, Louisiana, *Jefferson Y. M. B. C.*, 6:26 a.m. Munholland Community Bldg., 1201 Metairie Road.
- 2089-26 DENVER, Colorado, *Democratic*, Mon., 7 a.m., Mayflower Motel.
- 2394-25 FORT WORTH, Texas, *Federal Supply*, Mon., 10:15 a.m., 200 W. Vickery.
- 2440-45 NASHUA-HUDSON, New Hampshire, *Nashua-Hudson Area*, 2nd & 4th Mon., 6:30 p.m., Nashua Country Club.
- 2630-22 KANSAS CITY, Missouri, *Vendo*, Every other Wed., 4:40 p.m., The Vendo Company, 7400 East 12th Street.
- 2923-8 CHARLESTON, Illinois, *Friendly City*, Tues., 6:30 p.m., Charleston Public Library.
- 2927-43 GREENVILLE, Mississippi, *Greenlee*, 1st & 3rd Thurs., 7:30 p.m., Brown's Delish Shop.
- 3186-30 WOODSTOCK, Illinois, *Woodstock*, 2nd & 4th Thurs., 8 p.m., Farm Bureau Auditorium.
- 3252-52 NORTH HOLLYWOOD, California, *Bendix-Pacific*, Thurs., 7 a.m., Bendix-Pacific Division, 11600 Sherman Way.
- 3486-46 HARRISON, New Jersey, *Torca*, 1st & 3rd Wed., 5 p.m., RCA Electron Tube Division.
- 3502-10 CLEVELAND, Ohio, *Navy Finance Center*, 1st & 3rd Thurs., noon, Stouffers Restaurant.
- 3504-10 CLEVELAND, Ohio, *Icebreakers*, 1st & 3rd Mon., 4:45 p.m., Office of CDR. 9th CGD.
- 3505-29 NEW ORLEANS, Louisiana, *Shriners*, 1st & 3rd Wed., Jerusalem Temple, 1137 St. Charles Avenue.
- 3506-65p BUFFALO, New York, *Liberty*, Biwkly, Mon., 6 p.m., various places.
- 3509-20 GRAND FORKS AFB, North Dakota, *N.C.O.*, Mon., 7 p.m., NCO Open Mess.
- 3511-57 VALLEJO, California, *Top O' the Morning*, Mon., 7 a.m., Casa De Vallejo Hotel.
- 3512-30 SKOKIE, Illinois, *Allstate*, Tues., 4:30 p.m., 7770 Frontage Road.
- 3514-15 AMERICAN FALLS, Idaho, *American Falls*, 2nd & 4th Wed., 8 p.m., Rogers Cafe.
- 3515-37 LUMBERTON, North Carolina, *Lumberton*, Tues., 6:30 p.m., Blanchard's Restaurant.
- 3516-39 TRAVIS AFB, California, *Travis Officers*, Tues., 11:45 a.m., Officers Club.
- 3517-TCBI BLACKBURN, Lancashire, England, *Castle*, Mon., fortnightly, 7:30 p.m.
- 3518-37 GREENSBORO, North Carolina, *1040*, alt. Fri. 11:30 a.m., Holiday Inn, Highway 220 South.
- 3519-10 BARBERTON, Ohio, *Barberton*, Wed., noon, Terrace Gardens, 288 Hillsdale Avenue.
- 3520-TCBI SHEFFIELD, Lancashire, England, *Sheffield*, Thurs., 8 p.m., Robin Hood Hotel, Mill Houses Lane.
- 3526-48 ALBERTVILLE, Alabama, *Albertville*, Mon., 7 p.m., Brown Hotel.

DISTRICT GOVERNORS

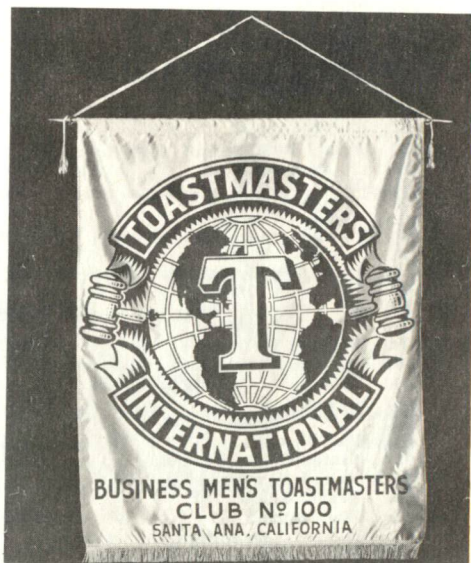
1962-1963

- F. John Leo Martin
2. Paul Barlow
3. E. C. (Sid) Friar
4. Mark Rodman
5. Cy C. Campbell
6. Bjarne Buan
7. John A. Mathews
8. Jerome R. Marrin
9. James Sonstelle
10. Paul W. Glass
11. Loring D. Dalton
12. Paul Rush
13. LeGrand W. Perce
14. H. G. Chandler
15. Allen J. Manning
16. W. Don Buckner
17. Clifton O. Monson
19. Melvin Thompson
20. Gib Bromschenkel
21. A. R. D. Robertson
22. H. J. Ellenberger
23. Russell Bert
24. Richard F. Martin
25. Truman Thomas
26. J. Donald Wagner
27. O. R. Rooker
28. William Langdon
29. A. C. Tricou
30. James E. Knowles
31. Forrest O. Rathbun
32. Everett R. Wolford
33. Walton H. Lloid
34. Robert L. Jones, Jr.
35. Gene Haluschak
36. Quentin R. Verdier
37. Dr. Max Samfield
38. Louis Rubenstein
39. Albert Burlingame
40. D. Jack Lang
41. James E. Kirk
42. P. Podmaroff
43. Edward Lott
44. Wendell Heiny
45. Albert M. Garrett
46. Cleve L. Campbell
47. Larry A. Webb
48. Sidney R. Donaldson
49. George W. Pali
50. Dr. Robert Seaman
51. Lynn E. Frazier
52. Richard E. Lucas
53. Richard A. Smith
54. Tommy A. Campbell, Sr.
55. Cyrus Hall
56. T. N. (Tommy) Belew
57. Phil Horton
58. James Hollingsworth
59. Joseph Cowperwathie
60. Frank Hurst
61. W. Huggins
62. Harvey Van Kampen
63. Mark E. Underwood
64. Dan S. McNeill
65. Guy S. Beach
66. V. T. Strickler
67-P Walter E. Jerde
- 18430 E. Foothill Blvd., Azusa, California
15614 19th Ave., S. W., Seattle 66, Washington
4408 N. Longview, Phoenix, Arizona
615 West 39th Ave., San Mateo, California
10800 Trent Way, La Mesa, California
3225 Celia Street, Duluth 11, Minnesota
4307 S. E. 102nd, Portland 66, Oregon
R. R. #6, Bradfordton Road, Springfield, Illinois
West 311 Barnes Road, Spokane, Washington
3602 Ridge Road, S. E., Warren, Ohio
315 N. Kenmore Road, Indianapolis, Indiana
242 South C Street, Oxnard, California
232 South Richard St., Bedford, Pennsylvania
320 Clairmont, Warner Robins, Georgia
513 No. 12th, Pocatello, Idaho
1902 Johnstone Place, Bartlesville, Oklahoma
3104 9th Ave., No., Great Falls, Montana
2524 57th Street, Des Moines, Iowa
1801 4th Street, No., Fargo, North Dakota
3161 Service Street, Victoria, B. C., Canada
610 Neosho Street, Emporia, Kansas
902 Gordon, Silver City, New Mexico
1804 N. 75th Ave., Omaha, Nebraska
P. O. Box 4266, Shreveport, Louisiana
935 W. Berry Ave., Littleton, Colorado
5200 Crest Drive, Atwater, California
208 White Street, Blissfield, Michigan
1100 Maritime Building, New Orleans 12, Louisiana
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