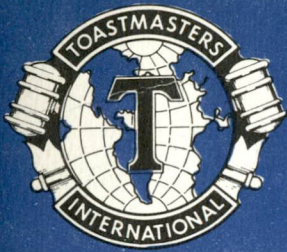


MARCH, 1961



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

TAIPEI, TAIWAN
TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

In the Beginning Was the Word • The Art of Learning

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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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MARCH, 1961

In the *Beginning* Was the Word:

The Responsibility for Good Communication

By W. HOMER TURNER

Executive Director, United States Steel Foundation, Inc.

BEFORE INQUIRING into our responsibility for good communication, how good communication is achieved, maintained, and made to serve society, let us take a quick look at the many forms of communication.

Communication can, of course, be both verbal and nonverbal. Laughter, dancing, singing, kissing, crying, a gesture, the change of a traffic light—almost any emotion of peace, anger, pleasure, anguish, or a thousand other signals and symbols—remind us of the enormous orbit of the world of communication.

When two people talk, a good part of what is said is never heard. All of us forget we compete with the inner voice of the person we are addressing. To be understood, we have to make provision for dealing with the emotional element in communication. We talk to one another, write and wire one another, telephone one another, clasp hands at meeting and at parting. We do this across the walls that divide each of us from all others, without, however, invading the innermost individuality of the person.

Walls are of many kinds and thicknesses. A particularly heavy

one tends always to rise between one generation and the next, as parent, child and teacher can affirm. Effective communication happens only when the sender understands the receiver's frame of reference and communicates in terms of that. If educated men and women are to communicate purposefully with one another, and helpfully with the uneducated or the less educated, then they must reckon with the barriers between them.

The barriers of executive communication that separate lawyer, teacher, doctor, scientist, engineer, businessman, financier, clergyman, and other professional people are indeed formidable. Certainly the English language as it is used today in many diverse official jargons, and as it is drawn from many different and ultraspecialized professional lexicons, is disconcerting when applied in intergroup situations.

We have the vernacular of the promotional world, the gobbledygook of government, the learned Cherokee of certain professions, the ponderous prose of pedagogy, and the style of certain novelists who alternately adopt pedal-pusher, pleatless-slacks, and Bermuda-short rhetoric. We have the muddy slang of certain fire-breathing pamphleteers; the cant and circumlocutions of some engaged in civic and benevolent affairs. There is an abundance, too, of technical, esoteric, and arcane vocabularies; and cryptic phrases and distortions of sentence construction by sciences, arts, trades, sects, and other special groups.

Moreover, the same words are assigned, to an increasing degree, multiple meanings and connotations that render their historic primary use bland and often vapid. We can all work for a return to the common bond in a common language as a welcome alternative to further growth of a confederation of hybrid tongues.

I do not suggest that we set out to create deliberately the contemporary Tower of Babel, or that the Tower readily can be converted into a semantically sound structure. I do suggest that *we can slow down the linguistic decay—and, perhaps, eventually bring it to a halt.* Would it not be a satisfying purpose of life to work for the Great Restoration—for the restoration of directness, simplicity, and clarity, which appear to be going down some semantic drainpipe carrying away charm and subtlety and strength and color!

Make no mistake. Your inner life, career, family affairs, religion—your every freedom—are bound up in good communication. You have but to read the morning paper or listen to the next broadcast to be reminded that your physical existence also is contingent—from moment to moment—upon the success or failure of international communication.

In the world at large, communication has numerous ominous aspects. We of the free world possess ideas and ideals of far greater potential attractiveness, yet we have somehow still failed in large areas of the world to win a preference for



freedom and human dignity over the nefarious claims of communism. Professor David N. Rowe of Yale University recently asserted that tomorrow's society must be one in which the positive communication of ideas and knowledge is vastly accentuated over its current level, and that we are at least 25 years behind the Soviet in the knowledge and use of languages.

Here at home, modern communication creates everywhere new cultural and individual problems. One has to decide among contending group interests on a nationally important economic issue, to cite one example. One has to decide between the public's right to know what is being done at the various levels of government and with their tax money, and the personal right of privacy or the right to withhold or not, information affecting public policy but also touching upon national security.

Whether you enter public service, the church, business, the leadership of a labor union or some other group, or become a member of a profession—although a few of the professions seem still to retain a speck of reticence and self-abnegation—you will find this to be true:

Communication has now become a matter that embraces every form of conduct and—as with the public relations function within each of these institutions—an objective is to secure maximum internal group cooperation and the best possible external climate in which to conduct the institution's activities.

To meet such problems we have yet to evolve an acceptable *philosophy of communication*. Four concepts are advanced for adoption: authoritarian, totalitarian, libertarian, and social responsibility.

We can rule out the the first two as alien to our ideals and institutions. The libertarian concept asserts that it is dedicated to the free market—in ideas as well as in goods and services. Apostles of the libertarian concept assert that it rests on the superior power of truth to drive out error, and on the manifest inability of government to be omniscient in defining truth and error.

The social responsibility concept asserts that the libertarian is unduly optimistic. And although—like libertarianism—it is distrustful of government intervention, the social responsibility concept connotes responsibility as an imperative corollary of the free market in ideas. Whatever the needful degree of restraint or intervention by government, this responsibility devolves upon the proprietors and users of communication media and upon all others concerned with the interchange of information and ideas.

The proponents of the social responsibility concept admit that the best insurance policy for its workability could come through the ceaseless vigilance of educated leadership and informed, articulate elements throughout the society.

Professor Wilbur Schramm of Stanford University's Institute of Communication Research, in his major study financed by the Na-

tional Council of Churches—*Responsibility in Mass Communications*—summarizes the problem of securing the preferred way of doing things in these terms:

“ . . . the inexorable trend of economics and applied science which has brought bigness, feyness, centralization, and popular art to mass communication, has brought with it striking new problems. The self-righting process of Milton and Mill does not operate as easily as hoped for. The result is—if we want to hold as fast as we can to the libertarian view of things, while enhancing the social responsibility required to maintain the freedom of libertarianism idealized (or at least maximize it)—all of us must seek to perfect the most difficult—and, upon failure, dangerous—kind of balancing act.”

This balancing act, in our democratic process, finds “truth” by encouraging differences, agreement by welcoming dissent. The classic American method has been decision-making based upon past international, national and local experiences and upon compromises slowly evolved. Our newer major problems reveal few suitable parallels from the past for this *ad hoc* approach, and contemporary time equations greatly cut down the periods of deliberation and discovery of viable solutions. Such solutions—as we tragically know—are not to be found in the geometry of summitry, in the one-for-one destruction of communities, or in unimplemented eloquent syllogisms.

Coupled with sound education, communication must, then, be *both*

a power source and a practical medium for determination of truth, for establishment of values, for maintenance of the individual's lawful freedom, for safeguarding the well-being of the community and other groups, and for the securing of justice.

Men of one mind can build a religious, educational, economic, social or political institution—or even a whole community; but to be of one mind is not to be of one opinion. Men of one mind—men voluntarily united in common purpose—exist when there is opportunity to judge what is truth and what is valuable, to seek order and equity under freedom, and to maintain that regard for the common good immortalized in the funeral oration by Pericles.

If we cannot achieve this, we are forced to a communication pattern based on fear, guided by guess, conforming to mediocre expectations and, above all, one which exerts coercion on those who have the courage to entertain materially different opinions, a cardinal requisite of a viable society.

In the 50-year span just before and immediately after the first voyage Columbus undertook, modern communication began. Movable type made its European debut (by way of China) and was introduced into the new world (via Mexico). With this step, man launched interpersonal communication; with the addition of mechanical power, mass communication had begun. This development was the supreme catalyst for mass education for all succeeding time. The later developments in transportation, in bettered modes



of living, in diminished physical drudgery, and in numerous other aspects of society all played significant parts, but the printed word was a prime mover of social advance.

Chiefly in the latter part of the 19th and the early years of the 20th centuries came the telegraph, telephone, phonograph, motion pictures, the radio vacuum tube of de Forest, and major new developments in all of the graphic arts. These brought tremendous changes in all directions, but the principal ones were the shift in initiative from receiver to sender and the creation of machines able to see and to listen. Later came those developments making feasible communication between man and machine.

Now a further new stage is upon us! Machines do for men's minds what mechanical power earlier did for their muscles. Whether we witness machines placed in charge of other machines or consider machines as actually "creating," we realize that, both conceptually and practically, "feed-back" will henceforth occupy an ascendingly significant position in our affairs.

In my own lifetime, I have seen the whole shift from quite limited to massive availability of motion pictures, radio, television, and servomechanisms; the growth in book publishing; the vast expansion of magazine and newspaper circulation, recordings, exhibitions and exhibits, posters and displays, museums, general advertising, and of many other communication methods. We bounce radio beams off the moon and the planet Venus, and

propel satellites millions of miles into space to gather scientific data. From attention to communication media that was limited to a few minutes daily only a few years ago, we and our contemporaries are now devoting several hours each day.

The quantitative figures of daily communication interchange in our nation alone are of astronomical magnitude. Today, we listen about half the time; we read, write, and speak the remaining waking hours. But under the inexorable force of what I would call "communication pressure," do we take the time to think, read, write and speak logically and forthrightly?

Assuming that we accept our clear responsibilities to achieve good communication and that we have a full understanding of the true nature of our contemporary struggles, then look for the silver linings in the clouds hanging low over man's destiny. Perceivable in those clouds are various portents of a better state of things to come.

Advances in the knowledge of human personality, for one thing, work against the prevalent destructive notion that man's nature is mechanistic, materialistic, and physicalistic—a notion that is scientifically unsound, aesthetically sterile, and ethically demoralizing. You can work for acceptance of the view that man is both a rational thinker and doer, a supersensory and super-rational being—a participant in the creative process of the cosmos.

And there is another hopeful portent. Many 19th-Century and other theorists viewed the competitive struggle for existence as the main

factor of evolution and progress. Sound individual incentives, personal and national thrift, improved individual and group productivity, and other inner-directed or outer-directed aspects of economic man, continue to be vital to our society. But the picture of man as being relentlessly motivated by economic objectives is paralleled today by the better view that man is also soundly and creatively motivated by sympathy, benevolence, and unselfish love; and that energies expended in such directions are essential to the growth of a culture.

In some areas, as perhaps in India, a few societies are passing from a dominantly coercive order to a form of contractualism. Also, I believe much can be found of encouragement in certain United Nations efforts, even though to perceive progress one must look back to discover the distance traveled from the start, since the distance ahead to the goal of world peace

and greater human dignity is still beyond the horizon.

I enjoin you to recall the sublime words that open the Gospel According to Saint John:

"In the Beginning was the Word . . ."

I shall not tax you with the various interpretations that theologians and philosophers down through the ages have placed upon The Word, which they called *logos*. I ask only that you remember that the use of words distinguishes man from all other of God's creatures; this is an attribute that I truly believe to be part of the dignity of man. Man alone, of all living things, has been endowed by his Creator with the privilege of words. Please remember that well, and remember that to every privilege man enjoys there is inseparably bound a responsibility. To that communication responsibility we are inseparably bound. ♦

* * * * *



Dr. W. Homer Turner, a descendant of Thos. Heyward, Jr., signer of the Declaration of Independence for South Carolina, joined the United States Steel Corporation in 1938 after a successful career as writer and industry executive. Upon the creation in 1953 of the United States Steel Foundation, Inc., a general philanthropic organization, he became its executive director.

A practicing member of the New York Bar in the international field and a registered professional engineer, Dr. Turner's public service activities have included the chairmanship of the Council of Corporate Executives on Contributions of the National Industrial Conference Board, membership on National Advisory Committee for the United Community Funds and Councils of America, Inc., the National Better Business Bureau, The American Red Cross, the National Budget Committee, the U.S.O., the Atomic Industrial Forum, the Menninger Foundation, the Foundation for Research in Human Behavior and the Chamber of Commerce of the United States. This article was originally delivered as an address at the 119th Commencement of Denison University, Granville, Ohio, June 1960.

The Art of Learning

By CHESTER V. DOLAN

HAVE YOU EVER WONDERED HOW it is that some people amass such a store of information? Have you wondered, too, what the processes of learning are that they seem to have mastered so well—so much better than those of us who haven't amassed very much information? What are the processes that we all might do well to understand to help us gather the information needed as a basis for becoming good public speakers? If someone were to ask you an important question, hoping to obtain some much needed information, what determines whether or not you will be able to give the right answer?

There are three interrelated factors which, according to psychologists, will determine how likely you will be able to recall to mind any given piece of information when occasion demands you do.

They are:

1. *Frequency*

How frequently have you used this particular piece of information?

2. *Recency*

How recently did you use it?

3. *Intensity*

How thoroughly did you concentrate on it and associate it with previous knowledge?

Psychological tests with rote memory learning tell us that to learn the most per unit of time, maximum advantage must be taken of all three of these factors.

Of course, it is true that you can learn a thing through stressing only one of these factors. Take frequency, for example; you learn a radio or television singing commercial. It may be one you haven't heard for a long time. Recency may not be involved. You don't concentrate on it. Intensity isn't involved. But you know it anyway, simply because you have heard it so often.

And let's assume that you didn't know before and that I am telling you for the first time that it was Abraham Lincoln who followed James Buchanan in office as President of the U.S. Then I turn right around and ask you the same question: "What president followed Buchanan in office?" And you'd say, "Why, Lincoln, of course; you just told me." You may have been only half listening. Intensity isn't involved. We have assumed that you heard it only once. Frequency isn't involved. But you remember it anyway, because you heard it so recently.

And isn't it true that you will never forget some of the harrowing experiences of your life, simply because they were so intense, so important to you. If each of these factors can be that effective in determining whether you will remember information, think how sure you could be of whatever you learn if you could combine the effectiveness of all three of these factors. How then should you apply these laws of

learning to your task of improving your skill in speaking?

We know that there are many good textbooks in grammar and rhetoric containing the rules and principles of good English. These rules and principles we want to be able to use. We know that there is a great deal of good literature that sets before us models of linguistic excellence. Such excellence we hope someday to achieve. We know there are many good classes in all phases of language that can help steer us along the road to better speech. We don't need to be reminded that what we get out of such classes depends largely on how much we put into them. We know that, too. What we may not understand is why we don't advance in our studies as fast as we think we should. Does the answer have to do with how well we put frequency, recency, and intensity to work to help us learn as much as possible in a given amount of time?

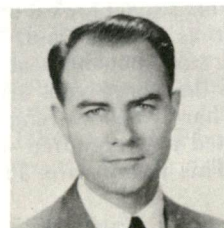
Take this "thing" you want to learn. How should you go about it? Well, study it now; then put it aside for a while. And then review it. Then put it aside again and review it later—not after an equal length of time, but after a greater length of time. Frequency and recency, you will find, are interrelated and must be balanced for best performance. The ideal point in

time for each subsequent review is just before that moment when it would otherwise have been forgotten. You will soon learn to approximate this ideal closely enough for practical purposes. As your study progresses, the frequency of necessary reviews will decrease, and the interval between reviews will increase. Soon the interval becomes so large that the desired knowledge is yours for life.

In your effort to use your study time efficiently, however, the third factor, intensity, is the most important of all. Intensity means that you must concentrate on the new information. You must reflect upon its various ramifications. Associate new information with old. Make it personally important and intensely real.

A learned young man was once asked to explain how he had amassed such a large store of information in his 32 years. "In our family," he said, "we were taught to have a passionate interest in things. We were made to feel that everything we read was vitally important and would have a real bearing on the course and conduct of our lives."

Learn to study with this kind of profound and personal interest in things, with due regard for the frequency and recency of your study intervals, and you will be amazed at your learning skill. ♦



Chester V. Dolan is a senior technical copywriter for the Instruction Material Department, Linde Division, Union Carbide Corp. He is past president of Union Carbide Toastmasters 1766-46, and teaches English and semantics for the Extension Division, City College, New York. This article originally appeared in "The Speaker," bulletin of Club 1000, New York City.

A Toastmaster's wife
tells her troubles
in

"A Message To Mama"

By LENORE WEED

DEAR MAMA: Since you're an experienced Toastmistress as well as the one who alerted me to the horrors of marijuana and crooked stocking seams, perhaps you can clue me in on what gives with these Toastmasters.

How in heaven's name can a lady gnaw on a stalk of celery and pretend to be spellbound by the speaker? Obviously, it just *can't* be done! Not with elegance and only one brain!

The first time I attended Ladies' Night, we had a leisurely dinner while exchanging chitchat with our dinner companions. It was great fun! Later—happy and well-fed—we relaxed and enjoyed the delightful after-dinner speeches. I did not, at that time, realize this was to be my last leisurely evening as a guest of Toastmasters. Evidently someone had pulled a colossal booboo!

Our gracious hosts promptly returned to their all-male seclusion and voted the whole affair a monstrous waste of time. "To heck with these babes!" they said. "Let's wind up these sessions *FAST* and get the heck out of here!"

So, Mom, the next time we were invited, no sooner had we reached for our forks than the chairman jumped to his feet, urgently rapped for attention, ordered us to continue eating, and the introductions began. How did I know the eating part meant for real? I took it in the same spirit as if he'd said, "Go ahead and take pot-shots at the speakers if they bore you." After all, I could hardly believe John Doe *really* wanted to be ignored when he said, "This is my wife, Jane."

When you're engrossed in appreciating the tasty concoctions offered by your hosts, how can you *really* know whether he said Jane was *his* wife or somebody else's? So down went my fork, and I was the attentive listener you had always taught me to be. Each Toastmaster, in turn, stood and addressed a roomful of bowed and bobbing heads. His mouth formed soundless words lost in the clang of silverware and the rattle of coffee cups. Periodically, as if on signal, everyone interrupted his attack on the roast beef *just* long enough to applaud vigorously something he couldn't *possibly* have heard.

Parliamentary play followed the introductions, and speeches began immediately afterward, and *still* we were not permitted to eat. Being a dutiful guest—determined to show my hosts the respect warranted by the occasion—I nailed my eyes and mind on the speakers, only to discover later that the waiter had sneaked off with my dinner before I'd been decently allowed to eat it.

The gallant Toastmasters were pleased as punch with the machine rapidity with which we'd bolted through the evening. So all Ladies' Nights are conducted on the principle that with a little effort we can get through it in practically no time at all. Unconcerned with chivalry, our hosts explain that if guests will concentrate on food and speaker at one and the same time, we can all get out a lot sooner. But I can't do it. I'm starved, and everybody (including my own husband) thinks I'm a square, but this I *DO* know: Only John Doe and I know he has a different wife every six months!

Installation of officers was *special* this time—Head Table stuff! "Now behave yourself Thursday night!" warned my precious darling each night from Monday on. "By gosh . . . now *EAT!*" he muttered as we seated ourselves at the table. And, indeed, he looked like a man capable of using force if necessary.

"Well, 'When in Rome. . . ;'" I told myself, doubtful about the alternative of being force-fed. I'd eat . . . just this once. But I was prepared to hate every mouth-filled, ear-straining minute of it.

I glanced out over the sea of heads—all suspended face down over the soup bowls. They moved in practiced unison to a rhythm reserved only for eating, tasting, listening, and applauding, all at once. These people were experts. They had it down to a science. I was about to learn something.

An introduction lasts approximately 15 seconds, I estimated. Within that span of time, the object is to pick up your spoon, snatch a fast bite, drop the spoon, and applaud.

All together now. . . . **GO!!**

Pick up spoon, dip in soup . . . (gently, girl, *gently!* . . . don't look any more ridiculous than you have to!) Gee, this is awful. I never felt sillier. What if people are watching? Yeah, there's a woman off me there. Hasn't taken her eyes off me all evening. Is my rhythm bad, or is it my hat? Oh-Oh! The speaker's sitting down! Quick, girl! Get rid of that spoon! . . . you go on next and you need **BOTH** paws.

I dropped my spoon, choked on my soup, and there went my last



shred of poise. I fumbled while everyone else applauded, and John was certain *this* wife hadn't won my approval. Immediately, the next speaker rose, and everyone grabbed spoons for the second verse.

This continued course after course—pick up fork, spear a bite, drop fork, applaud. Pick up fork, spear a bite, drop fork, applaud. I was oblivious to everything else, but my technique was improving. If I could make the home stretch without being caught snitching an extra bite, I had it made. Naturally, I haven't the faintest idea what we had for dinner, and what John's wife looks like is *his* secret, but for the very first time, I felt like a "regular."

Last night was another Toastmaster's dinner. Harold and I were invited as guests of a new club being sponsored by Federal Toastmasters. Yeah, . . . they rattle dishes and silverware too. Golly, Mom, I'm beginning to think these clubs have it written in the Constitution.

In an effort to impress our hosts with the refinement and dignity of Federal Toastmasters, Harold and I listened to the speakers as if they were outlining the Final Judgment. We anchored our plates with a fast elbow every time the waiter passed, and wolfed our food during the brief moments of silence, but



As the wife of Harold A. Weed, president of Federal Toastmasters 832 of Seattle, Wash. and secretary of Area J, District 2, Lenore Weed bases her article on her wide experience at Ladies Nights. She is secretary to the business manager of the Seattle Post-Intelligencer.

we got through like experienced old pros. Everyone was impressed with our miraculous ability to look intelligent during speeches, polish off a dinner in nothing flat, and end up poised and unruffled. (Inwardly, I was a nervous wreck.)

From all this, I've learned a Toastmaster is a man who knocks himself out to become a proficient speaker, lives only for the honor of being host on Ladies' Night, prevents his guests from listening to his accomplishments, and acts as if he's just gotten stuck with a lot of incompatible mistakes. The whole evening is a fast plot to feed 'em and get 'em out as quickly and painlessly as possible.

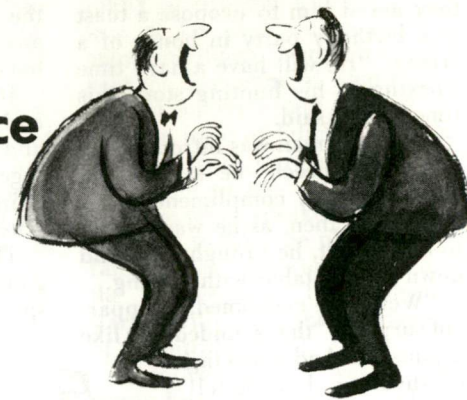
As wives, our digestive systems probably couldn't matter less to our Toastmasters, but we deserve the opportunity to be entertained as the dignified ladies we are, and in turn our husbands merit our undivided attention in appreciation of the fruits of their persistent efforts.

You know something, Mom, if I am successful in my campaign, the day will finally dawn when all forks are silent, and all speakers are given the chance to show what they've really accomplished in Toastmasters. In the meantime . . . anybody for celery?

My love,

Lenore

Let Your Audience Laugh With You



By RALPH C. SMEDLEY

A GOOD REASON for using stories, especially those of the amusing kind, is that both the speaker and the audience need relaxation.

This is notably true when the speech is a long one, and on some serious theme. Concentrated attention is exhausting. When prolonged, it interferes with the effect of the speech. People are mentally and physically incapable of following a lengthy argument or exposition without occasional intervals of rest.

You will remember how Shakespeare introduced the gravediggers into Hamlet, to relieve the tenseness of the tragedy. The grim humor of this scene does not do much to set forward the action of the play, but it does serve to relax the audience for a few moments, and it enables the players to proceed more effectively in their tragic roles.

A skilled speaker uses a good story, not unrelated to the subject

under discussion, to provide this needed relaxation without losing attention, or getting off the track. But when he has permitted his audience to relax momentarily, he takes hold of them again with vigor and decision. He never permits them to lose sight of his purpose.

Most important, he does not drag in a story just for the sake of telling it, regardless of its relevancy. He does not stop in the middle of his talk and say, "This may be a good place to tell you a story I heard the other day," then proceed with a more or less funny tale which has no bearing on his subject.

A good example of the speaker who has a favorite story and tells it at all costs is found in this old-timer:

There was a man who had once gone on a hunting trip for big game in Africa. He never tired of telling about it, however tired his friends became of hearing it. Some

of them plotted against him when they asked him to propose a toast at a birthday party in honor of a friend. "He will have a hard time working in his hunting story this time," they said.

When the man was introduced to make his speech, he started out with the usual complimentary remarks and then, as he warmed up to his subject, he brought his hand down on the table with a bang.

"Well!" he exclaimed, in apparent surprise, "that sounded just like a gunshot. And speaking of shooting, I must tell you about an experience I once had while on a hunting trip in Africa!" And then he was on the way with the story.

It is a wiser policy not to go to any such lengths to introduce your story. You will do much better to let it appear to be an integral part of your speech, not even requiring a "That reminds me" introduction.

Here is a rule you may safely follow in your story-telling: *If it does not contribute to better understanding of your theme, leave it out.*

Let the Audience Laugh with You

It is good practice to give the audience a chance to laugh *with* you, rather than *at* you.

When people laugh *at* you, unless you have brought it about by design, you are in danger of losing control of the situation; but if they laugh *with* you, all is well.

A pertinent, pointed story helps

to put you on friendly terms with the listeners. It helps to remove any impression that you are a brass hat or a stuffed shirt.

It creates a feeling of fellowship and understanding between speaker and audience. When people laugh together at something amusing, it brings them into a closer, more friendly relationship.

This is one reason for using a good story to get under way in a speech. If it contributes to the matter to be discussed and at the same time helps to develop a sense of understanding, it is a very good thing to use.

Thus a joke which may be directed toward the speaker or his profession or organization usually is acceptable, always provided it does not give offense to any other member of that profession or organization who is present.

For instance, a political candidate began with this one:

"What do you think of the political situation now?" shouted the partisan as he burst into the statesman's office.

"This is no time to think," the statesman replied, "I'm busy right now preparing a speech!"

People Expect It

It is generally expected that a speaker will have some good stories to tell, and he should not disappoint his public. If he is an able speaker, his stories will not only be dramatic, or funny, but they will fit the situation and clarify his arguments.



Don't permit yourself to be like the speaker who began by saying quite frankly that he was not experienced as a speaker, but that he understood it was customary for a speaker to start by telling a few jokes, so he would tell some, and then get on with his speech. He told two alleged jokes, both of which were flat and pointless, without any relation to the subject he was to discuss, and which he told very poorly. Thus he was at a disadvantage from the beginning.

Just as a sample of how to get started with a wholesome laugh, there was the speaker who began with a story which, while it did not directly illuminate his subject, did serve to put him on good terms with the audience and paved the way for his serious presentation. This is the story:

A prominent citizen was visiting the State Penitentiary. (If you wish to make it personal or local, you can give the prominent citizen a name, and mention the prison which he visited. I have heard it told of the governor of a state, and of a member of Congress.)

The visitor was asked by the warden to address the inmates. Having never before made a speech in a prison, he hardly knew how to begin. Taking a long chance, he started with "My fellow citizens."

Then he remembered that when one goes to prison, he forfeits his citizenship. He tried again with, "My fellow convicts." But that did not sound quite right either, so he squared off once more and announced, "Well anyhow, I'm glad to see so many of you here today."

The speaker who told the story

found in this opening an opportunity to proceed with an expression of his pleasure in seeing so many intelligent people present to hear his discussion of what he considered an important subject. He added a word of felicitation on the fact that there were so many folks still out of prison.

There was a speaker who was introduced to take the place of some famous man who was unable to fill the engagement. This substitute started with this acknowledgement of the introduction:

A college student was in for a test in English literature. He found the questions far too difficult for him. One after another, he passed them by until he came to one, far down in the list, which read: "In what year did Robert Browning die?"

This he could answer. He wrote: "Robert Browning died in 1889—the year in which I was born. What an unfortunate exchange!"

Thus he opened the way for remarks on the absence of the scheduled notable, and at the same time won the favorable hearing from his audience.

On a program which included two or three "ice-breaker" speeches prior to the address by the famous man who was the headliner for the occasion, one of these preliminary starters began thus:

"In the old days, when balloon races where a popular entertainment feature at county fairs, they always used to send up some trial balloons to test the air conditions and the direction of the wind before the big balloon, the big wind-bag, took to the air. I am here as a trial balloon on this occasion."

The Big Reason—Illumination

These reasons for telling stories are all important, but the one really vital point is that there must be some illumination given to the speaker's thoughts. This is the primary test to be applied to every story you use.

Does the story illustrate the matter? Does it set forward the discussion? Does it help to clarify the subject? Does it shed light on its context?

Consider your own reactions while you listen to a lecture on some deep and abstract subject, such as atomic fission, or the psychology of the schizophrenic. What a relief it is when the speaker explains by diagram or stories, or by comparisons of the known with the unknown! What a tiresome ordeal it is if he drones along through a technical discussion such as might lull to sleep a classroom full of weary college seniors.

There was the eminent psychiatrist who was announced to address a service club on the popularly stated subject: "Are People Crazy?" The title gave promise of something lively and entertaining, but the speaker turned out to be as dry as dust, or even more so. He plodded through 30 minutes of profound discussion, using the most thoroughly technical language, and making himself quite unintelligible to most of his hearers. If he had introduced a few case histories, using ordinary words, or if he had related his talk to the problems of those whom he addressed, he would

have been heard with pleasure and profit. As it was, his speech passed into history as a favorite joke with that audience. "Have you heard any more crazy psychiatrists?" was an unflinching signal for a laugh.

This man could have won favor and understanding for his profession and for himself. Instead, he helped to make that profession unpopular and unappreciated, because he failed to dramatize his facts and make them live by means of pictures and stories.

Every speaker seeking illustrative expedients might profit by recalling the story of a small boy and his father, who lived on the very flat prairies of eastern Kansas. The boy read about a waterfall in one of his books, and he wanted to know what it was. "What is Niagara Falls, Daddy?" he asked.

His father took him out into the field, which was flat as a floor. He got a couple of pails of water. Then he dug a little trench, with a deep hole at one end. Then he poured the water into the trench, and it ran down into the hole.

"There, son," said the man, "that is a waterfall. Niagara Falls is like that, only much bigger."

If the speaker cannot show a lifesize picture of the thing he is describing, he can at least present a miniature which will transfer the idea from the abstract into the realm of the concrete, something which the listener can comprehend. He can lead the listener from the known to the unknown. ❖



"A Fine Job" Is Not Enough

By STANLEY PRAGUE

"AND I THINK that the speaker of the evening has done a fine job."

From the standpoint of the Toastmaster who has just given the talk—bunk! Sure, we all want praise for a job well done. But when we give a talk at a Toastmasters club meeting we want to know what we can do to make our next talk better.

This is a responsibility which many members find difficult to accept. They have a feeling that they do not wish to hurt their fellow Toastmaster's feelings, that he will be unhappy if the truth is pointed out to him. They are afraid of being harsh. Maybe the speaker can't take it.

If there should be such a Toastmaster—one who cannot accept constructive criticism and evaluation of his efforts—then let him admit that he does not want to grow. Tell him goodbye without regret. There are plenty of organizations he can join where he will be praised for his speaking efforts.

The spark which makes Toastmasters a working successful club, is that *we want and expect to have proper evaluations made of our talks.*

It is true that there are unfortunate ways of criticizing. An evaluation in a Toastmasters club should never be a vicious or petty personal attack. The Toastmaster who indulges in such—and I am sure there are not many of them—also

needs to learn a lesson. We are at the meeting to give helpful pointers to others in the same manner in which we want them to give pointers to us. We must think before evaluating, be very sure that every comment we make increases the knowledge of our fellow member. It is not enough to tell him what he did not do. We must also tell him what he should do to correct his weakness. And we must tell him in a manner that will show him that we are with him, not against him, that we are helping him, not rejecting his effort.

We must face up to this responsibility if we are to have an active, alert, growing club. Soft evaluations—the fear that we may be too rough or too harsh—can wreck a club. We must face up to the realization that the evaluator has a real job to do, one that he must not shirk.

To the new club I would say: Remember, evaluation is the spark by which the club catches fire and increases in enthusiasm and effectiveness. To the old club which may be losing the spark: Evaluation is the means by which each club meeting becomes a new adventure. We are here to give constructive advice to our fellow members—so don't let them down! ❖

Stanley Prague is general secretary of the Miami County YMCA, Peru, Indiana. He was one of the founders of Peru Toastmasters No. 3015-11.

TAIPEI, TAIWAN—

Toastmaster Town of the Month

THE ISLAND OF TAIWAN lies about 100 miles off the southeast coast of the China mainland. Its largest city is Taipei (pop. 850,000), the provisional capital of the Republic of China—Free China.

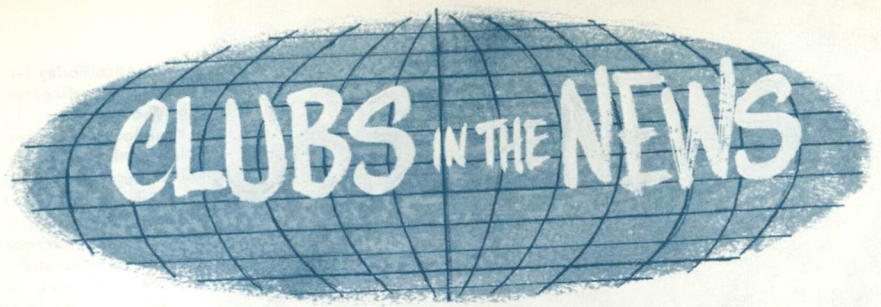
Taiwan has been a focal point in history. Named "Formosa" or "beautiful island" by the Portugese sailors who landed there in 1544, it has been occupied by many nations. The Dutch and the Spaniards followed the Portugese. In 1662 the island was taken over by mainland Chinese under the famous Koxinga, now idolized by native Taiwanese as a deity. The Manchu rulers of China held the island until 1895, when it was ceded to Japan. It was returned to the Chinese government in 1945.

Taiwan means "terraced bay" in Chinese, and more than two-thirds of the island is covered by steep, rugged foothills and high mountains. Only in the southwest, with 2500 square miles of cultivatable land, are there extensive plains. Taiwan's economy is mainly agricultural; rice, sugar cane, sweet potatoes, tea, jute, sisal, tobacco and fruits are the principal crops. But industry is developing swiftly; coal mines, cement plants, sugar and oil refineries, metallurgical works, plywood, pulp, paper, textile and other factories are flourishing.

The Taipei Toastmasters Club is a United Nations in miniature. Its membership is made up of nationals from eight countries and three continents. It contains both military and civilian members; the civilians are from local and foreign business communities, and the military include enlisted men and officers of the U. S. Army, Navy and Marine Corps. The club is fortunate also to have members from the international diplomatic corps, including active members on the Ambassador level.

Trophies awarded to winning speakers are perhaps unique, the club feels. For the best five-minute speech, a "hands up" or laughing Buddha is given as a permanent prize. A rotating trophy, a silver cup, is awarded to the best topic speaker, while the best evaluator receives an aboriginal war axe! The special award of a medical tongue depressor is carried away each meeting by the speaker who has uttered the most "ah's."

In December, 1959, a second club, the Tainan Club 3102-U was chartered, making inter-club visits and joint meetings a pleasurable activity. Both clubs receive enthusiastic support from local newspapers and from U. S. Armed Forces Radio Station where clubs news is disseminated weekly to the community. ❖



Dinner Honors "Cap" Sias

Some 140 Toastmasters, friends and their ladies recently gathered to honor Carleton "Cap" Sias, past president of Toastmasters International, for his 20 years of devoted service to Toastmasters. The testimonial dinner was held at the President Hotel in Waterloo, Iowa, with Randall Winters, District 19 Governor, as toastmaster of the evening. Guests attended from California, Illinois, Missouri, Indiana, Minnesota and Iowa.

Principal speaker was Emil H. Nelson, immediate past president of Toastmasters International. His message on "Opportunities Unlimited" stressed the importance of Toastmasters in developing leadership ability.

Testimonials presented by friends of "Cap," including a number of representatives of TMI, attested to the wisdom and leadership of the guest of honor as he has served Toastmasters. "Cap" has held offices at every level, including the presidency of TMI in 1951-52.

In his responding speech, "Cap," who has celebrated his 83rd birthday, credited his wife for her help and understanding and appealed to Toastmasters' wives to help their husbands in this endeavor toward self-improvement.

Awards presented included a caricature of "Cap," which was given to Mrs. Sias.

**District 19
Iowa**



Carleton "Cap" Sias addresses Toastmasters at testimonial dinner in his honor.

Special Awards

To maintain the same high interest in the Beyond Basic Training manual that Basic Training enjoys, O.T.C. Yawn Patrol Club 1852 of Omaha, Nebraska, awards a certificate after a speaker completes his 6th, 12th and 18th project. The certificates are presented at a regular club meeting, thereby acting as a reminder to members still on Basic Training that Beyond Basic is a rewarding experience to be looked forward to.

**O.T.C. Yawn Patrol
Club 1852-24
Omaha, Nebr.**



Maurice Forley (L), executive director of Toastmasters International, discusses the growth of Toastmasters throughout the world with Maurice Lie, chief, Special Services, Dept. of Public Information, United Nations. The TM executive visited the U.N. headquarters during a recent business trip to New York.

TMI Pres. George J. Mucey shows George J. Mucey Trophy for outstanding Toastmastership to Dr. J. Edwin Grice. Trophy is to be presented to Maui Club 910-49, Hawaii. Grice, co-founder with Mucey of Washington Club 237-13, (1942), and its first president, is still an active member.



William H. Huston, Speakers' Forum Club 371-30 (L), was among the 60 members of TM clubs who served as coaches for the Chicago Boy Scout Council's "Operation Patrick Henry." Over 200 Scouts received coaching in public speaking techniques from TM's.



Dist. 38 Governor Ed. Thelan is interviewed by TV's Debbie Adams on her "Features for Women" show. Gov. Thelan explained advantages of Toastmasters to feminine audience, suggested they urge husbands to join local clubs.

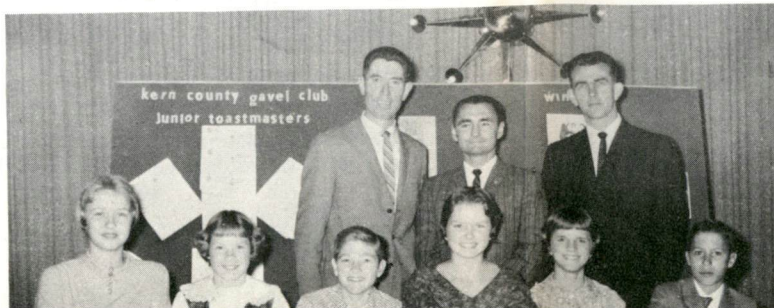


Members of Spartanburg 1453 and Peachblossom 2564 Clubs of Spartanburg, S. C., inaugurate radio series "Spartanburg County Debate." L-R: Bill Dendy, Jim Suits, Ben Herring, Hans Singer, Ray Denton, Bill Bundy. Program is scheduled for a full year's run.

TM's of McChord NCO Club 1594-32 canvassed the McChord AFB (Wash.) housing area for waste paper to help finance schooling of Mike Helmersen, age 11, at Institute of Logopedics, Wichita, Kans., where trained teachers will bring speech into his sightless, soundless world.

Kern County (Calif.) Gavel Club members stage TM meeting in miniature at District 12 Winter Conference. Children are students of Fruitvale School; adults, (L-R): Tim Heard, Baker, old TM's chairman for Junior Toastmasters liaison; Henry Greve, Toastmaster and speech therapist; James Evans, Fruitvale schoolteacher.

New officers of St. Mary's Gavel Club (Goldsboro, N. C.) assume office. L-R: Steven Baddour, president; David Bell, adm. vice president; Michael Everett, ed. vice president; James Brisbois, secretary-treasurer; John Zambelli, sgt-at-arms.





Douglas-Santa Monica Club holds annual "Toys for Tots" meeting.



Olathe TM's display Toastmasters materials to community during Toastmasters week.

Effective Publicity

In a desire to let their community know of the advantages of Toastmasters training, Olathe, Kansas, Toastmasters provided a window display of Toastmasters materials. The display was set up in the window of the First National Bank of Olathe where passers-by had an excellent opportunity to study it.

Olathe Mayor L. A. Billings proclaimed the week of the display as "Toastmasters Week" in Olathe. Newspaper publicity added to the success of the week.

Olathe Club 1248-22
Olathe, Kansas

Worthy Christmas Program

The Douglas Santa Monica (Calif.) Toastmasters observed their annual "Toys for Tots" table topics theme during the past Christmas season. Each member purchased and wrapped a toy for a child and presented it to a fellow member for a two-minute impromptu topic.

After use by the club, the gifts were rewrapped and donated to needy children in the Santa Monica Hospital Clinic. Santa Claus (Bill Hasty) acted as the table topics chairman, adding color and zest to the program.

Douglas Santa Monica
Club 2279-50
Santa Monica, Calif.

* * *

Buzzer for Grammar Night

Grammar in the Northrop Club of Hawthorne, Calif., was like the weather, club members agreed. Everyone talked about it, but nobody did anything.

Then Toastmasters John Langdon and Cliff Lillo got together to present "Buzzer Night."

A bicycle buzzer horn, controlled by the two grammarians, was sounded whenever a mistake in grammar, sentence structure or pronunciation was detected. The speakers were requested to correct their error before continuing the presentation. If they could not, the grammarian supplied the correct form, and the speaker was requested to rephrase his sentence, applying the correction.

The grammarians explained that the purpose of the demonstration was to increase awareness of good grammar through "instant evaluation."

Northrop Club 212-50
Hawthorne, Calif.

Necktie Table Topic

For an unusual program during the Christmas season, the Whirlpool Toastmasters of Evansville, Ind., conducted a Christmas necktie party. Each Toastmaster was required to wear some kind of exotic necktie and to bring a new necktie, gift-wrapped, with a topic inside the box. When a member was called on by the topicmaster, he was requested to pick out one of the gift ties (not his own) and remove his exotic tie, open the gift box, read the topic enclosed and discuss the topic while tying his new necktie.

The program was so well received that Whirlpool members hope to make it an annual affair.

Whirlpool Club 1216-11
Evansville, Ind.

* * *

"Ah's" Provide Food

The Aterior Toastmasters of Washington, D. C., have an "Ah" bank in the form of a red plastic fireplug. "Ah" offenders have placed a coin in the bank whenever they indulged in the unnecessary syllable.

Club members decided to present the filled bank to CARE as a Christmas gesture. The bank contained \$14.99 in pennies, nickels, dimes and quarters.

In saying thanks to Mr. Donald H. Miller, president of the club, CARE told him that the amount would send over 300 pounds of food through CARE's Food Crusade to the hungry and homeless overseas.

Aterior Club 2157-36
Washington, D. C.



Pres. Chas. Wagner plays Santa Claus for Whirlpool Club's "necktie party."

Discuss "Art of Persuasion"

The fall conference of District 9, held at the Lewis-Clark Hotel, Lewiston, Idaho, featured a panel of speakers on "The Art of Persuasion."

Les McCarthy, Lewiston attorney, illustrated the art of persuasion as applied to the field of law, and Mrs. Bea Davis, assistant director of public relations for Potlatch Forests, Inc., discussed it as an instrument of public relations. Ozzie Osburn, manager of the J. C. Penny store in Lewiston, gave concrete examples of persuasion in retail selling; Roy Huffman, retired vice president of Potlatch Forests, spoke on the characteristics of good management from his personal experiences, and Leonard Palmer, president and business agent of the Lewiston Local, International Woodworkers of America, discussed the need for clear communications arts in labor-management relationships.

The panel was moderated by Bliss Bignall, lieutenant governor of District 9. Lewis-Clark Toastmasters of Lewiston were hosts at the conference.

Lewis-Clark Club 369-9
Lewiston, Idaho



Del Rio Pres. Larry Sharpe (L) receives "Erlee Burd" from Adm. V-P Dick Irby.

Fines for Charity

Any member not wearing his Toastmasters pin to a meeting of the Minneapolis Sales Executive Club 2019 is assessed a fine. At the end of each calendar year, the money collected, plus a contribution from the club, is donated to the charity indicated by a speaker whom the club evaluates as having presented the best speech given on charities. The fund is known as the "George Conrad Charity Fund" in honor of George L. Conrad, Toastmaster for over 30 years, past president of three different clubs and past governor of District 6.

This year the fund was won, appropriately, by Toastmaster Conrad himself, and the \$35.00 was given to "Friends of Retarded Children" of Faribault, Minn.

Club 2019 also reports a Father-Son meeting so successful that it was repeated later in the same month with a Father and Sons and Daughters meeting, where the attendance taxed the facilities of the meeting place—29 fathers, 23 daughters, 12 sons.

**Minneapolis Sales Executives
Club 2019-6
Minneapolis, Minn.**

Attendance Stimulator

A new gimmick to promote attendance has been devised by the Del Rio, Texas, Toastmasters. This is the "Erlee Burd"—a remarkable fowl who carries two compartments on his back. One contains the names of all active members of the club; the other receives a weekly deposit of 10 cents from each attending member.

A drawing is held at each meeting, and the lucky winner—if he is present—receives the pot "laid" by the Burd. If the member whose name is drawn is absent, the pot is held over until the next meeting.

Del Rio members say that this gimmick is designed primarily for clubs which meet, as they do, for breakfast. They recommend it as an attendance builder which adds zest and fun to the meetings.

**Del Rio Club 903-56
Del Rio, Texas**

* * *

History Provides Theme

The Victoria Beaver Club of Victoria, B. C., is providing continuity and interest in its meetings through a series of theme speeches on characters of British Columbia's history. The feature speech each evening is intended to develop the character of a man who influenced the land which is now British Columbia.

Speeches started with such early explorers as Captain Vancouver, and are now proceeding chronologically. The speeches are written and presented to the club so that a booklet may be assembled from the manuscripts.

**Victoria Beaver Club 790-21
Victoria, B. C.**

Membership in a Toastmasters Club calls for . . .

A Personal Inventory

By MICHAEL V. ARMANO

THE PROCESS OF learning and improving has no age limit; it should never stop. That's why I joined my Toastmasters club. I felt the club had something to offer which I needed and wanted, and it appeared to me to be one of the best ways in the world to get out and stay out of a rut.

I have been a Toastmaster now for some time and I feel that I owe it to myself to take inventory. In evaluating my progress, I find that I am well on my way to achieving those qualities which I needed. I believe I am beginning to listen better, to think better and to speak better. I also accept criticism more graciously. (Accepting criticism graciously was not one of my assets before I joined Toastmasters.)

In taking my personal inventory, I must include my debts along with my assets. Membership in Toastmasters, which gives so much, also involves an obligation to return something to the club. My balance sheet shows that I owe my club:

1. Attendance at as many meetings as possible.
2. Interest in and dedication to the club and Toastmasters International, with particular regard for the principles of the organization.
3. Respect for the rules and regulations of the club and respect for those who hold official positions.

4. Serious acceptance of all assignments, and sincere and proper preparation for all assignments. This is my obligation to those who must listen to me, for they are truly a captive audience.

5. Careful reading of all literature sent out by the Home Office, district and club so that I have at all times a full knowledge of Toastmasters affairs.

6. Acceptance of criticisms as evaluations—simple, kindly and sincere. This is the foundation of Toastmasters.

7. The exercise of a high interest and an honesty of purpose, and the avoidance of internal politics which, if allowed to flourish, can sound the death knell of a club.

8. A promise to wear my button proudly and with confidence.

9. To be ready to talk about Toastmasters at the drop of a hat. (I wish someone had talked with me about Toastmasters years ago—it would have given me many years of added enjoyment.)

If we devote sufficient time, we will surely attain the objectives which led us to Toastmasters. Our personal balance sheet will show that our assets far outnumber our debts and our profits will provide the down payment on a happier, more useful life. ♦



Michael V. Armano, a member of West Palm Beach Club 2222-47, is a maitre d'hotel by profession. Summers he officiates at the Chatham Bars Inn, Cape Cod, Mass. During the winter, he serves in the same capacity at the Brazilian Court Hotel, Palm Beach, Fla.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Just a Little Bit

Perhaps it is because the evaluator wishes to soften his criticism and to keep from offending the speaker whom he evaluates, but it seems to me that there is altogether too much of this "just a little bit more" in our evaluation. Many of us are too timid or reticent to say what should be said. Thus we fail to give our hearers the help they need.

Suppose an evaluator says to you, "You could have been *just a little more* forceful in your conclusion," or "Your introduction *could have been* more interesting," or "You spoke *a little* too rapidly. Try to slow down *just a little*." Honestly, what good do you get from such a comment?

Conversely, when you offer such suggestions to the speaker you are evaluating, are you giving him any real help? He knows, as we all do, that "the speech *could have been* a little more vigorous, or better organized, or more vigorously delivered." But should it have been, and if so, why not tell him so?

I am not advocating severe or offensive criticism, but I am protesting against this mincing of words. If the speaker's speech was not well organized, or if the introduction or the conclusion was

weak, you will do him a favor by saying so, in plain but friendly words; and you can help still further by giving him some example of what you mean. Tell him how to do better next time, but do not forget to speak a word of appreciation for what he did this time.

Just be a "little more careful" about your listening, and be "a little more definite" in your suggestions for improvement. It is not your business as a critic either to condemn or to praise, but when you observe bad features in the speaker's work, it is your duty to call attention to them, with suggestions for improvement; and when you note points of excellence in material or delivery, it is your privilege to mention these with approval and with encouragement.

When you evaluate, be frank, friendly, helpful, always seeking to show the way to better things, but please eliminate that phrase "just a little more" of whatever is needed. Probably you would be nearer the truth if you called for "a lot more."

More About Evaluation

Sometimes I wonder whether it is worth while to keep on urging better evaluation, when what we say about it seems to produce such

meager results. Almost any Toastmaster will agree that evaluation is one of the most important phases of Toastmasters training, but few of us take the trouble to use this opportunity for improvement in any adequate measure. Let us consider it this time from the viewpoint of the speaker. In thinking of it thus, as it affects you when you speak, you may gain a better idea of what you should do when you are evaluator.

When you have made a speech, just what do you want from your audience? What do you need to know about their reaction?

More especially, what do you want from your evaluator?

The most important point for you, as speaker, is this: Did I make the sale? Did I accomplish my purpose? This is what you need to know.

Almost as important is this: Did I make the sale so that the audience enjoyed being sold? Did I give them pleasure or satisfaction along with the facts and arguments which I presented? Did I give them anything which they will remember with profit a month from now, or a year from now?

A third comment which will help you, if you can get it, is this: What can I do in future speeches to make my work more effective? How can I make my delivery or my arguments more acceptable to the listeners?

If your evaluator will answer these questions for you, he will give you the greatest aid—the most useful evaluation; and even the least experienced speaker can answer on the first two points. He may

know nothing about speech techniques, but he knows whether or not you "sold" him on your proposition, and whether he enjoyed listening to you.

Another Anniversary

Let us not forget that 1961 is the 100th anniversary of the admission to statehood of Kansas, the "Sunflower State." Any Toastmasters club in the United States may profitably devote a program to talks about Kansas, past, present and future; about its products in minerals, agriculture, manufacture and education; about its part in the history of the nation.

Kansas, when first known to white explorers, was occupied by several tribes of Indians, and from the Kaw or Kansas Indians, the name was derived. The state was acquired in the Louisiana Purchase, and it was organized as a territory by the passage of the Kansas-Nebraska Act in 1854. The formal admission as a state was on January 29, 1861.

There is a wealth of history to be studied in connection with these events of 100 years ago. John Brown, of Osawatimie, was a colorful figure during the decade preceding statehood. His life provides material of great interest to all who are interested in the growth and history of the nation.

The educational committee of each club is advised to make use of this anniversary as a means of presenting useful information to its members, and giving helpful experience in research and in selection of speech material to those of the members who are assigned to speak on the subject. ♦

Our Club Operates by a Masterguide

By JACK SAVAGE

DOST THOU LOVE LIFE? Then do not squander time, for that is the stuff life is made of."

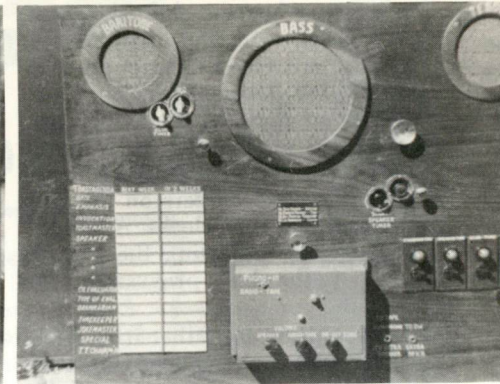
So said Benjamin Franklin many years ago. And this is the special motto of Club 1865-24, the York Toastmasters of York, Nebraska.

All Toastmasters are, of course, time-conscious. Bringing a speech in under the wire, complete and unhurried, in the exact number of minutes allotted, is one of the triumphs of Toastmastering. It represents the final achievement of organization and presentation.

Most clubs, I believe, use some timing device for their speakers. The official TM Timer, designed for Toastmasters by Elgin Micronics, a division of Elgin National Watch Company, is one of the best. When we planned our Masterguide timer, it was not designed to replace the TM Timer. We did, however, feel

the need for a timing device that would be complete in every detail to register the timing of the entire meeting.

The Masterguide project was born in the fertile brain of Dr. Leo Anderson, club member, former governor of District 24, now serving as a member of the Board of Directors of Toastmasters International. The finished product represents the combined efforts of an artist, a cabinet maker, a jeweler, a physician, an electronics engineer and an electrician. Expended were many happy, devoted, extra-curricular "Toastmaster-hobby" hours. The problem was not mastered in one operation, but was consummated only after many trial and error experiments. Several experimental models were made, and it took about eight months before our final, successful model was ready.



The Masterguide is designed to facilitate the proper distribution of the one hour and 45 minutes of time given to club members each week, in addition to showing the time of each speech. In addition, the club members decided to include equipment for a standard time clock. For the numerals on this clock, we used the 12 letters in "Toastmasters." Also included in the Masterguide were a microphone, a public address system, and tape recording input and output jacks.

The cabinet is built of walnut veneer plywood. A front view of the Masterguide is shown in the picture, upper left. At the left of the case is the clock indicating speaker's time remaining. The timekeeper sets this clock on the number representing the number of minutes asked for by the speaker, and starts the clock as the speaker addresses the toastmaster of the evening. A yellow light shows when two minutes remain of the allotted time, and changes to red when one minute remains. The clock can be set to ring at the end of the allotted

time, or to continue, showing overtime used by each speaker.

At the lower right of the case is a standard clock. Above it is the indicator of club time distribution. This has a hand which makes one complete revolution in two hours. The clock face is divided into the usual sections for a 105-minute meeting. Our club has developed, through repeated tests, a division of time which has proved effective. We often find that the club president, the toastmaster of the evening and the chief evaluator are keeping just a little ahead of the clock during the program.

In the center, the small aperture shows red when the microphone is in use.

The back of the Masterguide is shown in the picture on the right. Across the top we have three loudspeakers of varying fidelity. Here also are the controls for the club timer and controls for the speaker timer. In the center is a sound control panel, four "on-off" switches for the three clocks and the sound system, and outlet jacks for extra

speakers when the club is meeting in a large room and extra amplification is needed. There are also jacks for tape recorder, record player or radio. A manually operated bell push button is available at lower right. This is in addition to the automatic buzzers on the club and speaker time clocks. At the left is a panel indicating the participants in the club's program for the evening.

Club 1865 feels that it is fortunate in having the talent within the organization to plan and build this inclusive club timer. Even the raised lettering is hand-fabricated from birch stock $\frac{3}{8}$ of an inch thick. It is finished in natural color to make it stand out clearly in contrast to the dark walnut of the cabinet. The entire case measures 32"x40"x4".

If you corner any member of Toastmasters International and ask him: "Is there something about Toastmasters which induces you fellows to work so tirelessly and continuously at it?" you will invariably receive an affirmative answer. There is something about Toastmasters which keeps its members alert to any opportunity for improvement, both individually and for the clubs. This trait develops throughout our training.

York's Masterguide has proved to be an incentive for sharp, incisive, well-paced meetings, with each participant alert and interested. For the Toastmasters who participated in its construction, it provided many happy hours and some excellent experience. ♦

Jack Savage is a Toastmaster whose retirement has neither settled him in a rocker nor placed him on a shelf. Formerly a building contractor, his life-long hobby of art and his work in Club 1865-24, now keep him thoroughly occupied.



I have practiced writing my articles as they come to me, with all the complicated thoughts, long words and learned phrases until I run out of words. Then I take a good look, eliminate as many words over two syllables as I can define, put into homespun English all my beautiful thoughts and figures of speech, take a pair of scissors, cut it in half and behold, I can't understand why I didn't do that in the first place.

—Arthur Brisbane

SEATTLE:

BEST BUY FOR JULY

UNDOUBTEDLY, the best buy for Toastmasters this July will be Seattle, Washington, site of the 30th annual convention of Toastmasters International. Few spots in North America offer more variety for the visitor and Toastmasters will be wise to plan their vacation to coincide with the International Convention at the Olympic Hotel, July 27 to 29.

The Seattle area offers colorful seaports, cruises on inland seas, national parks, salmon fishing, beautiful beaches, lakes and streams, and majestic mountains. Nearby is quaint Victoria, British Columbia, with its famous gardens and unique old world shops. Vancouver, Canada's third largest city, is also easily reached from Seattle.

An added attraction for Toastmasters and their families will be Seafair Week which will be in progress during the convention. This annual event with its torchlight parades, street dances and aquaplane races attracts thousands of visitors each year from both the United States and Canada. The convention will open Thursday morning, July 27, with the annual business meeting and election of officers. The International Night program will be held Thursday evening. There will be educational sessions Friday morning and afternoon. The Fellowship Luncheon, Regional Speech Contests and President's Banquet will also be held on Friday. The Breakfast with the Founder will be held Saturday morning followed by a third educational session. The convention will close Saturday afternoon with the International Speech Contest.

With an outstanding convention program, plus the natural attractions of Seattle, plus the Seafair Week celebration, plus an opportunity to visit Canada and Hawaii, there can be little doubt that for Toastmasters, Seattle is the best buy for July.



TOASTscripts

★ ★ ★ ★ ★

As Arley Howsden, governor, Area III, District 39, points out in a letter to the Home Office, it's easy to find successful businessmen who are quick to testify that much of their success can be attributed to their experience as a Toastmaster. But, he reports, Club 558-39 (Chico, Calif.) has a member with a different type of testimonial. He's Blaine Brooks and he's 80 years old.

Successful in the field of education long before he joined a Toastmasters club, Mr. Brooks has no desire to improve his speaking ability for monetary gain. Instead, he believes that every man has a responsibility to develop the talents God gave him so that he can become more effective in all relations with his fellow man. He considers Toastmasters a laboratory to sharpen mental processes as well as to improve the mechanics of speaking. His only regret is that he didn't join Toastmasters sooner. As a former educator, he firmly believes that Toastmasters training is superior to the formal speech instruction offered by educational institutions.

Although Mr. Brooks has been a member of the Chico Club less than a year, he has already completed 11 Basic Training speeches and has frequently won the club's "Oscar."

Mr. Brooks is quick to recommend Toastmasters training to the young men he meets, but he also

heartily recommends it for older persons who, like himself, prefer to be "doers" rather than "has beens."

In the words of Governor Howsden, "Mr. Brooks is a living testimonial to the fact that advanced years need not be non-productive years. He also proves that Toastmasters training can be valuable to persons of any age, and for an even higher purpose than vocational success, that of total successful living."

Toastmasters International salutes Toastmaster Blaine Brooks.

* * *

The members of Mt. Clemens Toastmasters Club 2887-28 (Mt. Clemens, Mich.) call Club Secretary Edward Gosney, "The Builder." And rightly so. Mr. Gosney is a tool and die maker. He built most of his house with his own hands. He made his own lathe, using pipe for a frame and ground down files for shaping tools.

When Robert E. Hansen, superintendent of the Mt. Clemens Water Purification and Pumping Plant, was elected president of the Mt. Clemens Club, Toastmaster Gosney retired to his workshop. When he emerged, he presented President Hansen with the gavel shown in the picture on the opposite page—a beautifully turned wood faucet! President Hansen is so proud of it, he carries it with him wherever he goes.

Maybe there are people behind the Iron Curtain who have never heard of Toastmasters, but the rest of the world should certainly know about our International organization. To date, the *Reader's Digest* article, "Accustomed As I Am," has appeared in the following *Digest* editions:

U.S., Australian, Arabic, Canadian, Japanese, Spanish and Portuguese.

Digest editors report it is being considered for several other foreign editions.

Early reports indicate the article in the Japanese edition has attracted many new members to clubs in that country.

* * *

When you're in trouble, turn to Toastmasters. That's what a young man in Canada did when he sent the Home Office the following letter:

"I've got a problem. I am getting married and the prospect of making a speech seems terrifying. Can you suggest any reference books or do you have copies of speeches on the humorous side?"

Of course the man wasn't a Toastmaster or he wouldn't have been worried. But we can't help wondering who helped him propose.

* * *

Congratulations: To the Western Insurance Information Service for encouraging the members of its various speakers bureaus throughout the 11 Western states to join Toastmasters clubs, and for giving special attention to the value of Toastmasters training in the organization's Eighth Annual Re-



Edward Gosney (left), secretary, Mt. Clemens TM Club 2887-28 (Mich.), presents wood faucet gavel he made to Robert E. Hansen, club president.

port. . . To Nick Saad, jeweler and member of Dothan, Alabama, Club 2804-29, who recently received a trophy and tribute from the Dothan Toastmasters Club "for outstanding service and devotion to his fellow Toastmasters." Saad was the club's first president and later served as an area governor. . . To Lt. Cmdr. Darly A. Wade, Medical Service Corps, USN, Executive Officer of the U. S. Naval School of Hospital Administration at the National Naval Medical Center, Bethesda, Md., on his appointment to the rank of commander. Commander Wade is a member of Tower Toastmasters Club 2952-36 (Bethesda, Md.).

* * *

P. S. *The bulletin of Club 2712-11 (Frankfort, Ind.) reports that the six sweetest phrases in the English language are: "I love you," "Dinner is served," "All is forgiven," "Sleep until noon," "Keep the change," and "Here's that five." . . . To insure the proper response to his jokes, Bob Horiuchi held up a "laugh" card during his speech before Club 2228-26 (Denver, Colo.) . . . Mauro Baradi, a representative of the Philippines at the United Nations, is an honorary member of Club 1876-46 (New York City).*

Start New Men E-A-S-Y

By ERNEST S. WOOSTER



THE USUAL WAY of starting a new member in Toastmasters is the old "sink or swim" technique—throw a youngster into the pond and see if he sinks or swims.

Unquestionably, this system tests the fortitude of the new recruit to Toastmasters. The hardy ones survive. But, as Barney Kingston pointed out recently in "The Men in the Red Woolen Underwear" (THE TOASTMASTER, May, 1960), the system may result in some casualties. Many a man is scared out of the club by the ordeal of facing an audience for the first time. And many a visitor to the club—a potential member—finds excuses for never coming back, is frightened out before he joins.

The sink or swim method may separate the men from the boys, but we need the boys and they need us. They can become men, good members of the club.

Why must the first talk be a test of resoluteness and valor? Why not the soft approach as an alternate?

Suppose we give the newcomer the "feel" of the club and let him find his voice and courage in an easy, natural way?

Put him on the program, but let him merely proceed to the podium, take up the gavel, tap once, then tell his name, address, place of employment, nature of it, how long this has been his occupation, per-

haps something about his family, place of birth and previous jobs.

Don't crowd him to make a five or six minute talk. Let him use whatever time will be comfortable. Tell him in advance what is expected of him on this maiden appearance. Assure him that he will not be subjected to the usual criticism this first time.

What does this accomplish?

First, it gets him up on his feet and before the club.

Second, he knows precisely what to do.

Third, he returns to his seat with the feeling that he has achieved something he has never before attempted, something he probably did not believe he could do.

Fourth, he may gain courage enough to talk five or six minutes instead of the minimum expected of him.

All of this builds up courage in the new man. The visitor who knows of this way of getting started, or sees it demonstrated, may well conclude that he can make the grade by this gradual approach.

Perhaps the new member may be permitted a second such talk, bringing out more information about himself.

The man who joins a Toastmasters club knows his weaknesses and fears. He has a definite goal—to overcome them and learn to speak. It is a club duty to employ such methods as will help him most.

When his first fears have been somewhat dissipated by this easy approach, he can begin absorbing club training in a confident manner.

Perhaps the induction of a new member could well include a talk on club procedures and the reasons for them—the length of speeches, the table topics, the evaluation, and the privilege of becoming Toastmaster of the evening once in about every six months.

This induction can relate club history. It can elaborate by giving the structure of the Toastmasters organization, the area, the district, the zone, the annual convention, district conferences, officer training, the Home Office and other features of Toastmasterdom. In this way the new man will get a full picture of Toastmasters and not be left to pick it up piecemeal. Many a man never gets all of the pieces.

This careful method of breaking in a recruit will make it easier to enroll members and to retain them.

It can supplement the usual lectures in a Speechcraft course by providing actual experiences for those who have enrolled for this education.

But if a new member likes the rough-and-tumble, sink-or-swim method, by all means give him this chance. He will make good. Many will prefer this system.

But for the diffident new member—and most of them are diffident—tailor the method to fit his doubts, fears and lack of self-confidence. Give him this easier experience first. ♦

Ernest S. Wooster, a frequent contributor to The Toastmaster, is a past member of the Board of Directors of Toastmasters International and a member of Santa Ana Toastmasters 15-F.

BOOK REVIEW

YOU CAN TALK WELL by Richard C. Reager, revised by Norman P. Crawford and Edwin L. Stevens, Rutgers University Press, New Brunswick, N. J. Price: \$3.95.

"The ability to express an idea clearly and effectively is almost as important as the idea itself" is the opening sentence of "You Can Talk Well," by Richard C. Reager, first published in 1946 and recently revised by Norman P. Crawford and Edwin L. Stevens. The 16 chapters cover every aspect of public speaking, from "What Makes a Speaker Effective" to "Speech in Selling" and "Speech for the Executive."

Public speaking is defined as "the oral expression of an idea for the purpose of obtaining a definite response from a given audience at a given time and in a given place." Full details on such subjects as acquiring background, sources of speech material, various types of delivery, controlling platform manner, voice, diction, and others are given in a simple, readable and memorable manner.

It is possible that the author—or the revisers—dwell on the fine points of salesmanship from the point of view of a professional vendor of commodities rather than from a Toastmaster's sale of an idea. This may be only a mild obeisance to this modern age in which salesmanship is stressed as one of the noblest of occupations. However, whether you are selling commodities or ideas, this simply-worded, clear-cut book is an excellent guide and stimulant to progress in speech and leadership.

Dr. Reager, who died in 1956, was head of the department of speech of Rutgers University. Dr. Crawford and Dr. Stevens, first his students and later his colleagues, have retained all the flavor and basic substance of the original edition, at the same time up-dating the textual material and making revisions to fit our changing times. The result is a sound, modern, workable approach to the varied speech situations encountered in the world today, and an excellent guide to speech improvement.

Dr. Crawford, a member of the faculty of Jacksonville University, Florida, is active in the Jacksonville University Toastmasters Club 734-47.

Toastmasters and others who want to become more influential, more important, more useful to their organizations or communities or wish to extract greater satisfaction from life through their ability to express ideas convincingly to others, will find their progress accelerated by a study of this little volume.—E.S.W. ♦



JUST IN JEST

An old mountaineer late in a sinful life, was being baptized. Maw and the kids sat with the crowd on the creek bank. As the preacher led Paw out belt-deep in the water, there before God and everybody, the ace and king of spades were seen to float out of Paw's pocket. Then came the queen and the jack, and just as the preacher was ready to souse Paw under, came the 10 of spades. Old Maw jumped up. "Preacher! Preacher!" she yelled, "don't baptize him. He's lost! He's lost!" But the oldest boy jumped up and yelled: "No, he ain't, Maw. Go ahead, Preacher. If Paw can't win with that hand, he can't make it a'tall!"

◆◆◆
One place you get more for your money than you used to . . . the penny scale at the drug store.

◆◆◆
"I'm really not late, boss," said the tardy secretary, hanging up her hat. "I just took my coffee break before coming in."

◆◆◆
A favorite story around the Atomic Energy Commission has to do with a group of nuclear scientists attending a meeting in Las Vegas, Nev. One of the scientists spent most of his time gambling recklessly at dice and roulette.

"I'm shocked at the way Smith is throwing his money away at the gaming tables," one of the group told his colleagues "Why, he's gambling as if there is no tomorrow."

"Heavens!" exclaimed another of the group. "Maybe Smith knows something."

Trouble with being a good sport is that you have to lose to prove it.

◆◆◆
To a girl, courtship is the art of helping a man discover for himself that he's going to marry her.

◆◆◆
An insurance claim agent was teaching his wife to drive when the brakes failed on a steep grade.

"I can't stop," she screamed. "What shall I do?"

"Brace yourself," advised her husband, "and try to hit something cheap."

◆◆◆
Why all this complaining about the time it takes to find a place to park? Remember, it took Noah all of five months.

◆◆◆
A human being is a creature that can't get its toes in its mouth after babyhood, but can put its foot in anytime.

◆◆◆
"Can I have the afternoon off to go shopping with my wife?"

"No," answered the employer.
"Thank you, sir."

◆◆◆
A successful executive is one who can delegate all the responsibility, shift all the blame, and appropriate all the credit.

◆◆◆
"Can you serve company?" asked the housewife about to hire a new maid.

"Yes, Ma'am, both ways."

"What do you mean?"

"So they can come again, or stay away."

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)

The November (1960) issue of *The Toastmaster* has just reached our base and I was very pleased to find a picture on page 21 of my friends, the local Toastmasters, presenting me with a check for \$20.00. This money was used to buy additional books for the "Toastmaster Shelf," a collection of books on speech making which are very much used. Our library is proud to be able to assist in this program of "Better Listening, Thinking and Speaking."

In turn I would like to ask a favor of one extra copy of the November issue of your magazine. It is not vanity that prompts this request, but a collection of library publicity which we hope to enter in the world-wide library publicity contest. I hope you do have one extra copy of this November issue which you can send. It seems all my Toastmaster friends want to keep their issues.

Marjorie Rambo
Chief Librarian
Fuchu AS Library, Japan

Let no aspirant for the job of District Governor be discouraged by Mr. Hathorn's clever article in the December issue. ("What Is a District Governor," *The Toastmaster*, Dec. 1960.) As District Governor, all he needs, in my opinion, are (a) solitude and time to study, analyze, plan, organize, assign and control the district operations, and (b) understanding of his officers' problems and willingness to help in their solution. The District Governor is an administrative

officer whose main function is to see that all the district and area officers know their jobs, believe in the importance of doing them well, and are encouraged and inspired to carry on to the best of their ability.

A District Governor must hand out charters to new clubs, preside over district council and executive committee meetings, appear on TV and radio, and attend major area functions when he can. He builds up his Area Governors and Lieutenant Governors by having them make official visits to the clubs, and he relies on his staff to develop the educational, public relations, membership, club achievement, and other district and club officer training programs. He works through his staff to encourage members to obtain leadership training by participation in area and district operations.

Luckily for me, these requirements do not include a new car, a large house, or a gasoline credit card, yet I believe they adequately define the job.

Edmund Thelen
Gov., Dist. 38
Philadelphia, Pa.

My article entitled "Record Your Speech" in the May, 1960, issue of *The Toastmaster* listed the experiences of the Wekearny No. 1898 Toastmasters Club with a tape recorder. The article mentioned that evaluations were given directly following the speech to keep tape operations at a minimum.

A new cartridge type tape recorder has recently been made available by a major manufacturer which appears to be ideal for Toastmasters Clubs. The tape reel and take-up reel are enclosed in a single cartridge so that the tape may be put into position in a single operation. The tape is immediately ready to record at the end of the previous speech and, at the end of the reel, is simply flipped over to record as many as four channels. The tape recorder plays back speeches with excellent fidelity.

Any Toastmasters Club desiring further information may write to Wekearny Toastmasters No. 1898, c/o Western Electric Company, Kearny, New Jersey, for the name and model of the tape recorder being used.

A. A. Busch
Club 1898-46
Kearny, N. J.

Have just finished reading in the November issue the very fine article by Mr. Roger W. Jones, Chairman, U. S. Civil Service Commission.

Being a Department of the Army Civilian here in Camp Darby, Italy, with the 8th Logistical Command, USASETAF, and having the oldest membership in Tuscany Toastmasters (October, 1956), I found the article to be of high caliber and particularly opportune. It so happened that the Commanding Officer of the 8th Logistical Command, Colonel Robert E. Holman, has requested through his Education Advisor, Mr. Theodore Jacobs, that Tuscany Toastmasters provide a speechcraft program for members of his staff who are interested in improving their speaking ability.

I particularly liked the last paragraph in Mr. Jones's article wherein he stated that "Self development activities which Toastmasters support through their organization are deserving of solid encouragement and approval, and I can assure you they will

get it from the federal structure."

Request that I be granted permission to reprint this article via mimeograph with appropriate credits so as to make it available to all officers and Department of the Army civilians in this area.

William C. Ozburn, DAC
Past Pres., Tuscany Club
2194-U
Leghorn, Italy

(Permission granted—Ed.)

In the July, 1960, issue of *The Toastmaster* an article entitled, "Yes, I Have Listened," stated that there are very few interesting occupations or hobbies in Toastmasters. May I disagree.

Listed below are some of the occupations and hobbies that are found in the Pittsburgh Club 144-13.

Occupations: hypnotist, atomic chemist, atomic metallurgist, handwriting analyst, minister, crayon salesman, educational salesman, diamond setter, comedian, artist, engineer, sociologist, milkman, machinist, Union steward, retired financier, advertising executive.

Hobbies: hypnotism, speech teaching, baseball coaching, builder, writers (2), organizer, interior decorator, mechanic (semi-professional), painter (art), masseur, farmer, Yogi.

In the past we have had men with the following hobbies or professions: poet, traffic planner (municipal), deacon, Sunday School superintendent, engineers from India, China, Germany, Holland and England, labor relations mediator, librarian and musician.

This list is only partial. Where is the fact to warrant the statement that Toastmasters are mundane people?

J. G. Mon
Publicity Director,
Dist. 13
Pittsburgh, Pa.

New Clubs

(As of January 15, 1961)

- 671-7 PRINEVILLE, Oregon, *Prineville*, 1st & 3rd Wed., 6 p.m., Ochoco Inn.
 688-7 COTTAGE GROVE, Oregon, *Cottage Grove*, Wed., 6:45 a.m., Village Green Motel.
 907-23 ANTHONY, New Mexico, *Sunland*, Wed., 7 p.m., Caravan Motel Cafe, Anthony, Texas.
 950-21 DUNCAN, B.C., Canada, *Cowichan*, Thurs., 7:30 p.m.; 6:30 p.m. on 2nd Thurs. of each month for dinner, The Alderlea.
 1045-27 EMPIRE, California, *East Stanislaus*, Wed., 7:30 p.m., Heiny's Chicken Kitchen, 4 miles east of Empire.
 1548-63 KNOXVILLE, Tennessee, *Tennessee Valley*, Fri., 6:30 p.m., Homer's Restaurant, 3100 Broadway N.E.
 1746-30 CHICAGO, Illinois, *Medical Center*, 2nd & 4th Mon., 5:30 p.m., Presbyterian-St. Luke's Hospital, 1753 W. Congress Pkwy.
 1796-24 OMAHA, Nebraska, *Revellers*, Wed., 7 a.m., Cimarron Room, 5th Level, Center Bldg., 42nd & Center.
 1952-U ATSUGI, NAS, Japan, *Commissioned Officers*, Thurs., 11:45 a.m., Commissioned Officers Mess, Navy No. 3835.
 2131-30 GREAT LAKES, Illinois, *C.P.O. Toastmasters*, Tues., 11:30 a.m., Bldg. 111, U.S. Training Center.
 2318-59 RENO, Nevada, *Sierra Sunrise*, Thurs., 7 a.m., Sparks Nugget, Sparks, Nevada.
 2407-36 WASHINGTON, D. C., *Vocalog*, alt. Wed., 12 noon, General and Flag Officers' Lounge, The Pentagon.
 2518-21 SANDSPIT, B.C., Canada, *Islands*, 2nd & 4th Wed., 7:30 p.m., Kelly's Cafe.
 2537-52 LOS ANGELES, California, *Communicators*, Wed., 6:30 p.m., Los Angeles Press Club.
 3057-60 TORONTO, Ontario, Canada, *West Toronto*, alt. Mon., 6 p.m., Aladdin Restaurant, Royal York Road.
 3089-47 MIAMI BEACH, Florida, *Miami Beach*, 1st & 3rd Wed., 12:15 p.m., The Delano Hotel.
 3098-U LIMA, Peru, S. A., *Lima*, Thurs., 12:30 p.m., Hotel Bolivar.
 3187-46 WESTFIELD, New Jersey, *Westfield*, alt. Thurs., 7:30 p.m., Mountainside Inn, Mountainside, New Jersey.
 3203-20 LISBON, North Dakota, *Lisbon*, 1st & 3rd Mon., 6:30 p.m., Stake Out.
 3204-38 CHESTER, Pennsylvania, *Delaware County*, Thurs., 6:15 p.m., Windsor Inn.
 3205-42 CALGARY, Alberta, Canada, *Shaganappi 60*, Tues., 6 p.m., Calgary Professional Club.
 3206-42 WAINWRIGHT, Alberta, Canada, *Wainwright*, Mon., 6:30 p.m., Bldg. 178 Camp Wainwright.
 3208-U ANDERSEN AFB, Guam, *Andersen*, 2nd & 4th Thurs., 7 p.m., Airmen's Club.
 3211-64 WINNIPEG, Manitoba, Canada, *Winnipeg Keystone*, Mon., 5:45 p.m., Moore's Restaurant Ltd., 297 Portage Avenue.
 3212-42 PRINCE ALBERT, Saskatchewan, Canada, *Lobstick*, Thurs., 6:30 p.m., Prince Albert Club.
 3213-36 FALLS CHURCH, Virginia, *Falls Church*, 1st & 3rd Tues., 6:30 p.m., Quarry Gardens Restaurant, South Washington Street.
 3214-48 ANNISTON, Alabama, *Anniston*, Tues., 6:30 p.m., Jake's Steak House.
 3215-61 CAP DE LA MADELEINE, Quebec, Canada, *St. Maurice*, Mon., 6:30 p.m., The Penn Mass Restaurant, 307 Blvd., Ste. Madeleine.
 3217-U SUKIRAN, Okinawa, *China Sea*, Wed., 7 p.m., Building 310.
 3220-U ANKARA, Turkey, *American Anatolian*, every two weeks, 7 p.m., Mon., Ankara Officers Open Mess.
 3221-27 MERCED, California, *Playboy*, Wed., 7:30 p.m., Hotel Tioga.
 3222-12 VENTURA, California, *Edison Number One*, Thurs., 7:30 p.m., 181 South Ash Street.

DISTRICT GOVERNORS

1960-1961

- F** Amos W. Randall 341 W. Orange Grove Ave., Pomona, California
 2. John H. Lee 3551 92nd N. E., Bellevue, Washington
 3. Dr. Ivan J. Shields 127 E. 15th St., Tempe, Arizona
 4. Robert E. Giesell 122 Benito Ave., Santa Cruz, California
 5. Wm. F. Loerke, Jr. 1625 Linwood St., San Diego 1, California
 6. Jack E. Pelinka 13414 Garfield Ave. So., Savage, Minnesota
 7. Richard V. Case c/o NW Natural Gas Co., 920 S. W. 6th Ave., Portland 4, Ore.
 8. Carlos E. Harrison 641 Warrenton Dr., Kirkwood 22, Missouri
 9. William G. Edward 2340 Ninth Ave., Lewiston, Idaho
 10. Victor F. Vance Mt. Pleasant Rd., Box 524, RD 2, Clinton, Ohio
 11. Vincent A. Miller 2817 E. Oak St., Evansville, Indiana
 12. Robert H. Robinson 112 Princeton, Las Vegas, Nevada
 13. Pascal N. DeLacio 9 Carleton Dr., Pittsburgh, Pennsylvania
 14. Robert E. Perkins 1090 McConnell Dr., Decatur, Georgia
 15. William B. Kerr 1390 12th St., Idaho Falls, Idaho
 16. O. Willard Holloway 1503 No. 33rd, Lawton, Oklahoma
 17. John E. Austreng 1814 Sanders, Helena, Montana
 18. Ian F. Brock, A.C.I.S. 8 Scotland St., Edinburgh 3, Scotland
 19. Randall E. Winters 3728 River Oaks Dr., Des Moines, Iowa
 20. Lloyd H. Nygaard 1714 No. Seventh St., Bismarck, North Dakota
 21. James W. McEvay 401 Trebank Dr., Victoria, B. C., Canada
 22. Arthur E. Bone 912 E. Commercial St., Springfield, Missouri
 23. Jack Gilliam 1105 Caminito Alegre, Santa Fe, New Mexico
 24. Paul E. Quinlan 2435 Winthrop Rd., Lincoln, Nebraska
 25. Wm. P. Scarborough 1408 Shields Dr., Sherman, Texas
 26. Frank M. Krasovec 1535 So. Franklin, Denver 10, Colorado
 27. Howard L. Crouse 3517 N. Hayston Ave., Fresno 3, California
 28. James E. Nally 1508 Gould Rd., Toledo 12, Ohio
 29. Moses E. Brener 830 Audubon Bldg., New Orleans, Louisiana
 30. Peter Stanley 1144 Maple Ave., Evanston, Illinois
 31. Edward G. Hines 99 Putnam St., Quincy 69, Massachusetts
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