


THE

MARCH, 1966

# TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



LAUNCESTON, AUSTRALIA  
Toastmasters Town of the Month

In This Issue:  
Is Your PR Showing?

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### TOASTMASTERS INTERNATIONAL IS:

... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than one million men through its program of self-expression and self-improvement. Clubs are located in countries and territories throughout the free world.

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

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the World Headquarters.

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# The TOASTMASTER

For Better Listening—Thinking—Speaking

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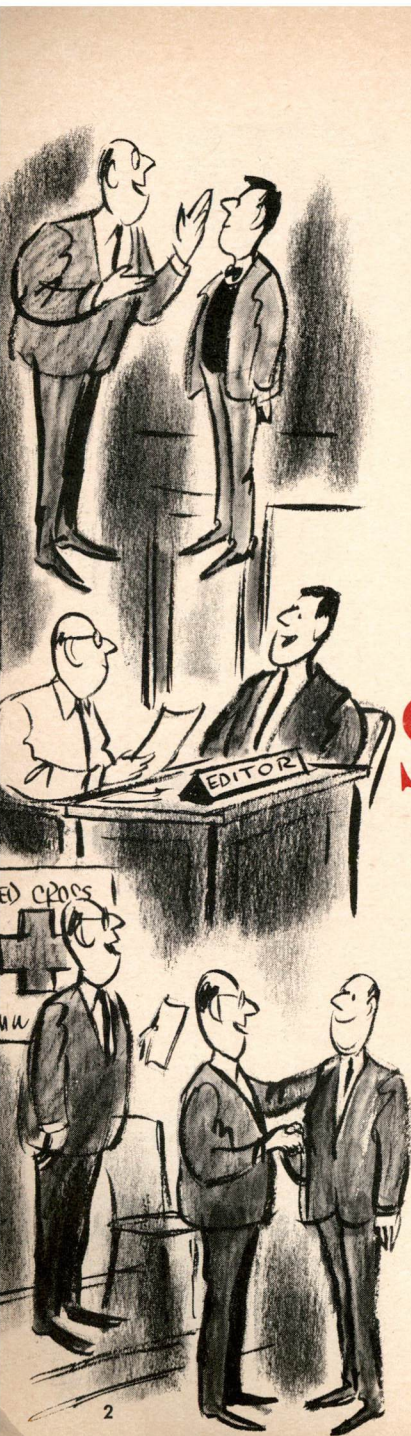
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# Is Your PR Showing?

By FRED W. JOHNSON

Do you agree your public relations is showing? Before answering, please note: public relations is a noun. It is singular. To a considerable extent, to the general public, public relations defies definition.

Of course you are in public relations. Isn't everyone? In varying degrees, everyone aspiring to be an individual, in his or her own right, must exercise the fundamental principles of sound PR or accept a life of humdrum

mediocrity. As a result, few people are not convinced they are experts in PR and the multiple aspects of human relations.

Communications, from the communicator to his public and from the public to the communicator, is the foundation for effective PR. But, it is not the total definition. It is interesting to review the work which has been done to develop better understanding of this elusive area of public relationships.

Research analysts, who explore the unique crevices of our American scene, have estimated the number of individuals engaged in the profession of PR. Their speculation has set the total between 25,000 and 75,000. Over 300 colleges and universities award B.A. degrees in PR. M.A. degrees are offered in 30 or more graduate schools, and Ph.D.'s in PR are growing in number.

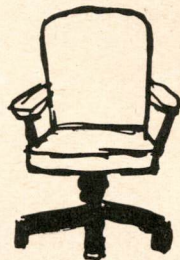
Unquestionably, PR is making a strong bid for inclusion in the select area of service we recognize as the professions. Therefore, it is somewhat awesome that researchers and PR professionals are unable to agree on a clear and concise definition of the term "public relations." However, definition (so saith the dictionary) is a description or explanation of a word or thing, by its attributes, properties or relations, that distinguishes it from all other things.

It is little wonder we fail in attempting to apply the hard and fast specifics of a definition to the vast areas of human existence we associate with modern day PR. In reality, our appreciation of PR must be developed step by step. We must not fall prey to the easiest of delusions that "PR is everybody's business." It has been proved that "everybody's business is nobody's business" and "a little knowledge is a dangerous thing."

A Toastmaster has a unique opportunity to learn about and to appreciate the need for effective PR. He participates in a program designed to prepare him for recognition of PR in his personal life, in the life of his club, and in his community. For some, the opportunity to practice PR extends far beyond the community and may even shape the lives of people throughout our nation and the world. Putting this precious knowledge into action is the great challenge, confronting every member.

To recognize PR is to separate the function of PR from the tools of PR. For the individual Toastmaster, the function of public relations is to establish personal relationships with employers, clients, groups and the general public. For the Toastmasters club, it must constantly improve relationships internally and externally.

The club must first look to its relationships with its members. The public image of a club can never be better than the image it presents to its membership. Attendance is not enough. A club which encourages maximum participation from each member and succeeds in enabling every member to take advantage of the continually increasing TMI program, is actively engaged in a sound internal PR program. The club, which succeeds in this effort, has evaluated the potential of its membership and it has set objectives for the realization of this potential.



The club's external PR program demands greater effort. This program must reflect the character and abilities of the membership. Of equal importance, the club image in the community is the image of Toastmasters International and this is a serious responsibility.

What are the PR objectives of your club? How does your community see your activities or what do people say when asked to describe your club? If the image is good, people will be inclined to describe your activities as good for the community, though few may have specific knowledge of program details.

You may say, of course, I know about all this. But, how do we do it? Knowing the function of public relations, you are prepared to apply its tools.

The most easily recognizable tool is publicity. Too often, it is confused with a total PR program. Toastmasters International has issued a *Public Relations Manual*. Carefully evaluated and activated, it provides the basis for a sound club publicity effort. Effective publicity gives visibility, prestige, and influence to your community relationships.

At all times, beware that your publicity is not a project built on the sands of hope and desire. What PR activities are being publicized? Do you really have a story to tell? If you have not, you will be found out and future publicity will be ignored or relegated to "print if we need filler."

Your PR objectives must incorporate the needs and expressions of the public. Youth Leadership training was designed for just such a reason. Many a boy or girl has yearned for an opportunity to be a leader. The Youth Leadership Program prepares that boy or girl to accept the opportunity when it arises.

Publicity, Youth Leadership training, Speakers Bureaus, club

members actively engaged in those elements of community life which need the skills developed in the Toastmasters International program, are the tools of PR. They are so handy we often fail to put them to our advantage.

Public relations is a constant search for the best presentation of our actions and a sound reaction to the opinions of others.

There is no substitute for the truth. An informed and public relations oriented membership, together with an informed and appreciative public, is a major objective of Toastmasters International and its clubs. Be sure your PR program tells what you are rather than what you seem to be. Be sure what you are is what you ought to be.

*Fred W. Johnson is president of his own public relations firm in Los Angeles, Calif. With 20 years experience in PR, he is a former national director of the Public Relations Society of America. In 1965, he was one of the first to be certified by the Society's new Accreditation Board. He attended the University of Southern California and served as instructor in "Science of Human Engineering." He is a trustee of Chapman College and has served in many civic activities. Among his clients, he serves as PR consultant to Toastmasters International.*



*Honest difference of views and honest debates are not disunity. They are the vital process of policy-making among free men.*

*—Herbert Hoover*

### OFFICIAL CONVENTION CALL TO ALL CLUBS:

In accordance with Article V, Section 4 (b) of the By-laws of Toastmasters International, you are hereby notified that the 35th Annual Convention of Toastmasters International will be held at San Diego, Calif. on the 4th, 5th and 6th of August, 1966, at the El Cortez Hotel.

All Toastmasters are urged to attend.

Board of Directors, Toastmasters International  
by Charles C. Mohr, Chairman



*The National Vice-  
Commander of  
AMVETS tells how . . .*

# Toastmasters Training Pays Off

By A. LEO ANDERSON

OUR SOCIETY TODAY is increasingly dependent upon the spoken word effectively and interestingly delivered. More and more our communications with each other, with our associates, and the community at large at every level, requires a speaking facility and capability which must not obscure the ideas and thoughts to be communicated.

It has been truly said, the pen is mightier than the sword, but in today's arsenal of ideas, the pen is an obsolete weapons system. A one-minute exposure on national television can merci-

lessly blast the carefully developed hopes of a national presidential aspirant and millions of words in written form cannot repair the damage.

Toastmasters International and its solid training in modern forensics satisfies a crucial need and desire for hundreds of thousands who must have practical, effective training in public speaking, in all its many forms.

My own experience with Toastmasters International has convinced me that everyone, regardless of his occupation or interest, can realize benefits

from participation in this program which will become manifest only after he has completed Basic Training and begins to exercise his newly developed skills.

Before joining Toastmasters, I had been active many years in one of the largest veterans service organizations in the country and in one of the largest states within that organization. I believe that on many occasions when I was required to speak in public my performance was a creditable one.

But since becoming active in Toastmasters, I realize how much improvement there has been.

From this training, I have derived a degree of personal satisfaction and acquired a self-confidence and ease in dealing not only with groups of people, but anyone with whom I must communicate.

My own standards of criticism for public speakers has become much more precise and demand-

ing. I unconsciously appraise the effectiveness of speeches and speakers by the standards I made my own as a result of my Toastmasters training. I find them accurate and sound.

I could not recommend anything more to the future benefit and success of any of my friends, whatever their vocation, than membership in Toastmasters International and a sincere and conscientious pursuit of Toastmasters Basic Training.

If it is true, as we know it is, from the wonderful words of Mrs. Eleanor Roosevelt, that, "it is better to light one candle than to curse the darkness," then it must be certainly just as true for those of us in Toastmasters International to bring to our friends and associates the development of a God-given skill of speech so that they may not be content to sit in quiet silence and leave unexpressed ideas which could move the world.

*A. Leo Anderson of Washington, D.C., is director of the Department of Veterans' Affairs for the District of Columbia. He also serves as the national vice-commander of AMVETS. Anderson is a member of VA Cavaliers Club 2920-36.*



# Speak Up - But Do It Well

By HAROLD R. JENKINS

OF SPEECHES and speaking much has been said. Franklin Delano Roosevelt said in his fireside chat, December 20, 1940, "In future days, which we seek to make secure, we look forward to a world founded upon four essential freedoms. The first is freedom of speech and expression."

From the other side we heard Adolf Hitler addressing the German people at the Sports Palast, September 26, 1938, "I know that one is able to win far more by the spoken than by the written word, and that every great movement on this globe owes its rise to the great speakers and not to the great writers."

It is interesting to compare these two statements. Roosevelt's gives us a future where one might enjoy the privilege of speaking out without fear. Hitler's statement reminds us that through his freedom to speak out, a whole nation of people was lead into victory and then into defeat.

In Shakespeare's Hamlet we hear a famous speech, "Speak the speech, I pray you, as I

pronounced it to you, trippingly on the tongue; but if you mouth it, as many of your players do, I had as leif the town-crier spoke my lines. Now do not saw the air too much with your hand, thus; but use all gently: for in the very torrent, tempest, and as I may say the whirlwind of passion, you must acquire and beget a temperance, that may give it smoothness."

It is not our purpose here to consider the motivation of the speaker, to determine whether, through his gift, he aims to build or to destroy. We are interested in the technique of speaking itself, in the technique of pronouncing it "trippingly on the tongue."

Both Roosevelt and Hitler had that certain magic about them, that ability to hold their audience under the spell of their words. Churchill was, I suppose, this century's greatest orator. Unlike others, Hitler, for instance, Churchill's speeches produced an electrical effect on his audience that could bear "the colorless photography of the printed record."

Since the beginning of recorded history man has been saying to his fellow man, "I am in earnest. I will be heard." Then, not always finding a willing audience, he has practiced, like Demosthenes, speaking with pebbles in his mouth to overcome his inarticulate and stammering pronunciation.

It seems odd that all men should not be able to speak out with telling effect. One seldom hears advice about walking or using one's hands or arms or eyes. However, when it comes to the art of speaking, of getting your point across, advice looms up from all directions. And it is helpful advice that is needed by anyone who must communicate with those about him.

In this world of fantastic change, in this world upset by revolution, men must speak up. Who said it? "Speak your latent conviction and it may become a universal truth." But first, one must speak effectively. The test of time will prove its worth.

Speaking well is an art, like playing a piano or painting a picture. It is an art to be learned



by doing. People seldom question the need to attend an art school or school of music. They realize that the self-taught artist who works outside the area of criticism simply does not quite make it. So it is with qualified speakers. They must be taught.

Toastmasters offers the speaker an opportunity to see himself as others see and hear him. The members speak and their speech is criticized or evaluated.

We have self-help books on most subjects, including the art of speaking. These are useful. However, in this era of adult education, it would seem that a skill is best learned by performing the work under the watchful eye of a critic. At Toastmasters your critic is your audience.

Toastmasters training is important to the effective communication of ideas. Will you just speak, or will you be heard?



*Harold R. Jenkins is director of Library Service in Lancaster County, Pa. He served in the U.S. Corps of Engineers from 1941-53 and was director of Public Library Service in Kingsport, Tenn., Wise County, Va., and Pottstown, Pa., prior to moving to Lancaster.*



*The beginning of wisdom is to recognize when another man's conception of truth applies to you.*

*— Quincy Howe*

### LEE SMALLWOOD

It is with deep regret that we announce the death of Past Director Lee Smallwood. A Toastmaster for 20 years and member of the Board of Directors from 1952-54, he was the founder of District 29. Mr. Smallwood was a member of Mobile Toastmasters Club 226-29.

## LAUNCESTON, AUSTRALIA

# Toastmasters Town of The Month



LAUNCESTON, TASMANIA, AUSTRALIA, is one of the oldest cities in the Commonwealth of Australia. Only two cities, Sydney and Hobart, were established before Launceston, which was founded in 1806.

The geographic center of the state, Launceston has a population of 60,000. Called the "Garden City," it is located where the North and South Esk Rivers meet to form the Tamar River, a navigable river which flows 40 miles to Bass Strait.

Launceston is a city of parks and gardens. Foremost among its attractions is Cataract Gorge. The City Park has 12 acres laid out with lawns and flowers and the John Hart Conservatory features beautiful displays of Tasmanian flowers. Another favorite attraction is the City Museum with its Chinese Joss House. The city forms the hub of the transport systems of the northern half of the island state and is a crucial link between Tasmania and the Australian mainland. There is busy traffic by both sea and air, shipping being handled both at Launceston and at wharves farther along the Tamar River.

The Tamar River is virtually the front door to Tasmania and its deep water wharves comfortably accommodate ships and tankers. Along the banks of the Tamar, which twists and turns, widens and narrows, are farms, orchards, towns and bushland.

Chief exports from Launceston are agricultural produce, wool, timber, textiles and aluminum. Industries include woolen mills, flour mills and breweries.

There is one Toastmasters club in Launceston, Tasmanian Club 2751-TCA. One of three clubs in Tasmania, the other two being at Hobart and Devonport, Launceston Toastmasters participate in many exchange visits and inter-club speech contests with the island's other two Toastmasters clubs.

*The Toastmaster salutes Launceston, Tasmania, Australia, Toastmasters Town of the Month.*

# How to Tell a FUNNY

By WINSTON K. PENDLETON

*This is the second of three articles on humor by Mr. Pendleton. The first, "Humor Helps," appeared in the January, 1966, issue of The Toastmaster.*

**D**ID YOU EVER wonder why one speaker can tell a funny story and bring down the house while another fellow can tell the same story and fall flat on his face? When that happens, the difference wasn't the audience or the story — but how the story was told.

The technique of telling a story is far more important than the story itself. Some of the oldest stories and tricks in the book still can create waves of laughter — if they are handled properly.

This is not to say that every speaker can become a side-splitting comedian. Let's face the truth. There are some folks who could never learn to be funny.

But, there are some basic "do's and don't's" that can improve nearly everyone's story telling ability. Here they are:

**Do learn your story.** If you don't know what you are going to say, you won't say it very well. When you find a good story, rewrite it in your own words. Then memorize the punch line. You can change the rest of the story to fit any occasion, but you should never change the punch line. That must always be perfect. Remember, if you trip up on the punch line — you have ruined the entire story.

**Do practice it.** Practice story telling as you would any other technique of public speaking. Practice before a mirror, on the tape recorder, while you are driving to work, at the breakfast table. Practice every chance you get. Even when you are talking to yourself — practice. You might not get many belly laughs that way, but you'll learn to tell a story.

**Do surprise your listeners.** If you want your audience to explode with laughter, let your story hit them like a bomb. Make the punch line come suddenly

# STORY

The author follows his own advice by "dramatizing" one of his funny stories. He is the author of *2121 Funny Stories and How to Tell Them . . .*



and unexpectedly. Remember when you were a child and went to the circus? Remember the clown who rushed toward the kids in the front row with a bucket of water and threw it all over them. How they screamed and roared when it wasn't water — but confetti? Surprise!

So, make use of surprise. When you stand to speak following your introduction and say: "Thank you, Chairman Willy Williams, for that gracious introduction," you have made about as drab and trite a remark as any speaker can make. But you can turn it into a sparkling gem by adding humor to it. The humor and surprise come when you take a breath and say to the audience: "He read it exactly the way I wrote it." That remark was completely unexpected. A big surprise. I have heard it used many times and it always gets a laugh.

**Do make it sound like the truth.** Truth is powerful. Fables and fantasy are weak. If you want your funny story to come

alive, tell it as though it were a real close-to-you experience — the truth. This will heighten the interest and help you inject surprise. Remember, your speech is in the first person. So, tell your story that way.

Instead of saying, "There is a story about two teen-agers talking . . ." say this: "The other day I overheard my teen-age daughter talking to her girl friend. 'I think they are made for each other, don't you?' 'Yes,' her friend said, 'she's a headache and he's a pill.'"

**Do dramatize it.** Wave your arms and shout and hunch your shoulders and twist up your mouth and stick your fingers in your ears. You are putting on an act — so put on a good one. Make your audience laugh at you as well as at what you say.

**Do keep it short.** Tell your story in as few words as you can. Use only enough words to set the scene properly. Leave out everything that does not lead directly to the punch line.



**Don't read your story.** If you have to read it, you miss the first basic rule of story telling. Don't put it in your speech if you don't know it well enough to tell it.

**Don't announce it.** Don't lose the priceless element of surprise by telling your audience you are going to tell a funny story. Go ahead and tell it. Don't say, "that reminds me of a funny story." If you tell the story properly and if it fits the point, your audience will see the connection. You won't have to point it out. Then, too, if you announce that you are going to be funny and are not quite as funny as you predicted, you will have experienced a set-back. No speaker can stand set-backs. If you tell a story without calling your shot, and it turns out to be "not so funny," you really do not lose much because you did not promise anybody anything to laugh at anyway. You can ignore the attempt just as the audience ignored it. No harm done.

**Don't apologize for it.** A sure way to kill a story before it is born is to say: "I wanted to start off with a joke, but I don't tell them very well and anyway you

probably have heard it, but I guess I ought to tell it because every speaker is supposed to, so here it is—but, as I said, maybe you won't think it is very funny." They won't.

**Don't explain it.** If the audience doesn't laugh at a story, forget it. Explaining a story only makes it worse. It emphasizes what a poor job you did to begin with.

**Don't tell risqué stories.** You are trying to develop good will. Do not offend your audience. If the reasons for this rule are not obvious, no amount of explaining will mean anything. Just don't do it.

So, if you want to add sparkle to your speeches, follow these brief basic principles, especially this one: **Do practice it.**

This is worth repeating. Like any skill, practice is the key to perfection.

A man walking down Fifth Avenue in New York and carrying a violin case stopped at a street corner and asked a bearded beatnik: "Excuse me, but can you tell me how to get to Carnegie Hall?" The beatnik answered without a moment's hesitation: "Practice, Daddy-O, practice."



*To develop ease and confidence in doing, you must develop abilities and then develop excellence in the use of these abilities.*

—Rhoda Lachar

# The Speaker's Page

## POINT OF EMPHASIS

The unusual, the unexpected, the bizarre situations tend to unnerve even our most experienced speakers. Most of us have had the experience of having the clatter of dishes or a late arriving member cause us to lose our train of thought in the middle of a speech. We can help ourselves to overlook unexpected interruptions by scheduling "Unusual Situations" as part of a program. If your speakers are accustomed to speaking from behind a lectern, make one speak from a completely exposed place. You can tie another speaker's hands behind his back, have one stand on a chair while he speaks or speak with his back to the audience. It can prove to be an entertaining as well as an educational program. Chapter 16 of *Club Program Planning* will help you to develop your program of "Unusual Situations."

## SPEECH SUGGESTIONS FOR APRIL

April is *Cancer Control Month*. Here is an opportunity for outside speaking engagements in support of a very worthwhile cause. If you are interested, call your local branch of the American Cancer Society, Inc., or write to national headquarters, 219 E. 42nd St., New York, N.Y.

Other weeks worthy of mention this month are *International Good Human Relations Week* (24-30); *Free World Friendship Week* (18-24); and *National Library Week* (17-23), "to encourage lifetime reading habits and increase use of libraries by all people." If you have a humorous speech, you could give it during *National Laugh Week* (1-10), or, if safety is your subject, *Bike Safety Week* is observed April 18-23.

Historically, on April 2, 1917, President Wilson called for a declaration of war against Germany, saying: "The world must be made safe for democracy." April 1, 1949, was the start of a Soviet land blockade in West Berlin which lasted 18 months, ending after British and U.S. planes had airlifted more than two million tons of food and coal into the city. Major Yuri Gagarin of the Soviet Union became the first human space traveler on April 12, 1961, returning to earth after one circuit of the globe. The famous mutiny on the British ship *Bounty* occurred on April 29, 1789. Another marine disaster, the sinking of the *Titanic* on its maiden trip after a collision with an iceberg, took place April 14, 1912.

Religious holidays during April include *Palm Sunday* (3rd); *Good Friday*, in commemoration of the Crucifixion (8th); *Easter Sunday*, celebrating the Resurrection of Christ (10th); and *Passover*, an eight day observance of the delivery of Jews from slavery in Egypt (5-12).

Be sure to be careful on April 1st—it's April Fools' Day.

## FROM THE GRAMMARIAN

**CEREMONIAL; CEREMONIOUS:** *Ceremonial* means pertaining to, marked by, or of the nature of ceremony (*The centennial was a ceremonial occasion*). It applies only to things. *Ceremonious* can be applied to persons or things. When applied to persons it means overly polite, making too much ceremony for the occasion (*I find his ceremoniousness tiring*).



# Effective Speech Is A Management Tool

By A. J. SCHREFFER

THE PRIMARY CONCERN of management is to get "productive results." Not merely results, but *productive* results. To get them, management works with tools, just as do the men in the shop. Some of these management tools are the M's: men, materials, machines, methods, money, and markets. We're going to see how another tool—effective speech—fits into management's kit.

John D. Rockefeller, Sr., said, "Good management consists of showing average people how to do the work of superior people." Beyond that, management is coordination of the efforts of others to accomplish a definite, predetermined purpose. So, management has a twofold job—to get better results from individuals,

and to see that the group works harmoniously and gets results.

Both these jobs mean dealing with people—all kinds of people, with varying degrees of ability and ambition, different attitudes, educational backgrounds, temperaments, and reactions. These people have to be instructed, guided, directed, counseled—sometimes even reprimanded or disciplined, so that their efforts may all be productive in a common end. These things are the responsibility of those holding management responsibilities.

In meeting any management problem there are well-defined steps to be followed. First is recognizing the problem, analyzing it, and asking the questions:

"What's wanted? What are we trying to accomplish? And why?"

Next is the development of ways and means best suited to getting the desired results and putting them into operation.

Finally, there's the checkup, the review, to see whether those results were obtained; and, if the problem is likely to recur, how it can be better handled the next time.

All of the preparatory efforts (fixing the objective and determining ways and means) are futile if the idea, the plan, or the program doesn't get over to the man whose approval is needed, or whose cooperation is solicited, or who is to carry out the task. There must be communication. When we talk of communication, we really mean the effective transmittal of ideas.

For the most part, thoughts or ideas are transmitted either in a written or oral form. Instructions, job procedures, policy statements, rules and regulations—these call for written communication. Blueprints and diagrams belong on paper, as do specifications, formulas, and statistics. Writing helps avoid misunderstanding; but even it can have its pitfalls.

Among others, there's this drawback: Unless very skillfully prepared, writing just doesn't warm up the reader. And that's where oral transmission comes in. It's not accidental that the

most important subjects in any business are threshed out and decided upon "in conference." When we face something really perplexing, it's almost instinctive to say, "Let's get together and talk it over." This idea is nothing new. Nearly 3,000 years ago, according to the Old Testament, the Prophet Isaiah said, "Come, now, and let us reason together." Sound thinking, then, as now.

Discussion stimulates thinking. It brings out ideas. It provides for a meeting of minds "right now," and it develops momentum as it goes along. In short, discussion is productive if those participating contribute something more than banter or wisecracks.

In getting productive results from people, a different technique is needed than with machines, where a button or switch does the trick. Getting that better job done calls for persuasiveness at times, for push at others. Either of these, or the gamut between, lends itself better to oral expression.

Before we go into the part played by speech in management, let's understand that public speaking and effective speech aren't necessarily one and the same. We're interested here in effective speech—speech that gets productive results.

The first thing to recognize is that speech—even to be justifiable, to say nothing of being effective—must have a purpose.

# CLUBS IN THE NEWS

Making speech effective involves the same elements as handling a management problem:

1. What's to be accomplished?
2. How can it best be said?
3. Did it get productive results? If not, what should have been said?

Whether it's a two-man conversation or a group discussion, in order to be effective the speaker has to do all of these things: secure attention; arouse interest; develop desire; and get action.

Attention . . . Interest . . . Desire . . . Action! Basic sales technique in speech.

It's pretty evident that effective speech doesn't just happen. It calls for planning, producing, and selling—three jobs that would be a man-size assignment for anybody.

In business today there's no such thing as "free" speech. Talking takes time, and time costs money. Every discussion consumes the time of two or more people. That's why effective

speech is so important, from a dollars and cents angle. It saves time and it gets productive results.

Success doesn't have to be in speech, but rather through speech—which is a tool, a device that helps get productive results. As with any tool, skill with its use comes through training and practice.

Summing up, the effective speaker is like a good manager. He recognizes his problem. He plans how to overcome it. He wastes neither time nor material. He makes the best presentation possible, and gets productive results through influencing people. That's a mark of leadership—getting people to do things you want done!

Effective speech is a supplement to, and not a substitute for, other management qualities. It's not a cure-all, nor Aladdin's lamp. It's acquired through effort, but effort that's repaid many, many times over—in self-confidence and in self-improvement that's certain to be recognized.



*A. J. Schrepfer joined Progressive Club 18-51, Huntington Park, Calif., in 1937. He served on the Board of Directors of Toastmasters International during 1941-43 and has contributed several articles to THE TOASTMASTER. He is administrative assistant, Trust-Tax Division, Crocker-Citizens National Bank in Los Angeles.*

## Congressman Joins Club

United States Representative William M. McCulloch of Ohio has become an associate member of Piqua Evening Club 2671-40.

Congressman McCulloch praised the Toastmasters movement in accepting membership in the club.

**Piqua Evening Club 2671-40**  
Piqua, Ohio

## Museum Tour

It was time for something different. Victoria Beaver Club 790-21 members wanted a change of pace from their normal meetings—something that could be both fun and educational. The result was a museum tour with club members acting as guides.

The club arranged to tour the Maritime Museum in the evening when it was not open to the public. Six members were assigned as guides for sections of the museum. The remaining members were divided into six small groups which were conducted through the museum by the Toastmaster guides. Following the tour the club held an evaluation session during which the guides were evaluated.

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

## Speechcraft

Speechcraft was conducted by Ridgewood Club 2639-46 for supervisory employees of the Eclipse-Pioneer Division of the Bendix Corporation, Teterboro, N.J.

James G. Kalley, past District 46 governor, was in charge of the course

which received such an enthusiastic response that future classes are being planned.

**Ridgewood Club 2639-46**  
Ridgewood, N.J.

## International Night

Three clubs joined together at an "International Night" held by Ambassadors Club 936-28. The club was named for the Ambassador Bridge which joins Windsor, Ont., Can. and Detroit, Mich. Each club provided speakers for the program.

Taking part were Anthony Wayne Club 1380-28, Toledo, Ohio; Chatham-Kent Club 2658-28, Chatham, Ont.; and the Ambassadors Club.

**Ambassadors Club 936-28**  
Windsor, Ont., Can.



Presidents of three clubs compared notes during an "International Night" in Windsor, Ont., Can. Left to right are L. Wayne Parker, Anthony Wayne Club 1380-28; Ron Peebles, Ambassadors Club 936-28; and Fred Resbough, Chatham-Kent Club 2658-28.



Twelve past presidents attended the annual Presidents Dinner held by Washington (Pa.) Club 237-13, a club chartered in 1942 by International Past President George Mucey. Left to right, seated, are Bennie Andy, Ed Vacheresse, George Mucey, D. J. Ed Grice, Francis Patrono, Paul Posa; standing are Jack Aber, Gene Amanati, Joseph Mazzie, Dave Smith, Elmer Neish and Matthew Hammond.



Twenty "Old Timers" attended the 31st Anniversary Party held by Redwood City Club 27-4, Redwood City, Calif. Among the former presidents of the club attending were, seated, William Morrissey, president in 1940; Scovel Mayo, 1944; and W. Earl Whitaker, 1937. Standing are Donald L. Bogie, 1936; Milum Tackett, 1938; and Fred Gibbs, 1943.

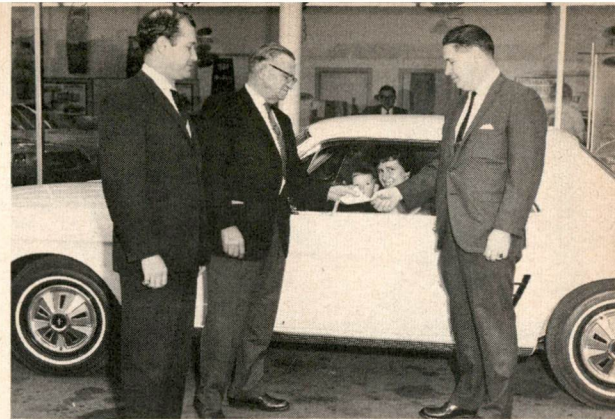


John Nydegger, right, International Speech Contest winner in 1965, spoke at the 10th Anniversary Banquet of Vernon Club 1929-21 in Vernon, B.C., Can. With Nydegger are Norman Galloway, left, charter president, and Dennis Overend, president.



Four nations were represented at a recent meeting of Prop and Rotor Club 2950-48, Fort Rucker, Ala. Club President Major Robert N. Peterson, left, points out features in the pamphlet *All About Toastmasters* to Major Robert O. Jones of Canada and Lieutenant Colonel Alfred Stoy of the Federal Republic of Germany while Major Loren D. Eaton, right, talks with Lieutenant Colonel Claude Regis of France.

Gene Torline, right, District 22 lieutenant governor, accepts the keys and registration from Charles W. Reid, Kansas City Regional manager for the Formica Company, while Sanford Greenberg of the Wichita Building Material Co., left, and Mrs. Cecilia Torline and son John (in the car) look on. Torline won the car in the \$100,000 Formica World's Fair House Sweepstakes. He entered the contest during Toastmasters Day at the World's Fair during the 1965 International Convention in New York City.



Riverside, Calif. Mayor Ben H. Lewis, right, charter member of Mission Club 287-F, models a Japanese "Happy Coat" sent to him from the mayor of Sendai, Japan, while Roy Fellers, left, holds a Toastmasters banner donated to Riverside Toastmasters clubs by the prospective Sendai Sister City Club. Fellers is a member of Top Service Club 3705-F at March Air Force Base.



C. L. Brandup, center, director of personnel for the American Cyanamid Company, presented the club charter to the newly-formed Cy-Wayne Club 3299-46 in Wayne, N.J. The club is sponsored by the Cy-Wayne Employees Club whose president, William W. Radcliffe, left, took part in the presentation ceremony. Accepting the charter is Theodore Lustig, club president.

Robert D. Lilly, center seated, president of New Jersey Bell Telephone Company, posed for a photograph with the members of Telco Club 3665-46, East Orange, N.J. The club is made up entirely of Bell Telephone employees.



## ASK WORLD HEADQUARTERS



World Headquarters receives many questions from Toastmasters concerning the operation of clubs, areas, districts and International. Each month we will answer several of them in this column. Send your questions to Ask World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif.

- Q.** We would like to know if a person can use any humor at all in the serious speech contest.
- A.** You certainly can use humor in the serious speech contest, but it should be to drive home a point, not to entertain.
- Q.** Is there any official relationship between Toastmasters International and International Toastmistress Clubs?
- A.** No. The International Toastmistress Clubs were organized by the wife of an early member of Toastmasters. Dr. Smedley and other Toastmasters helped them get started. Basically, they follow the same procedures as Toastmasters and frequently Toastmasters and Toastmistress clubs hold joint meetings. Headquarters for the International Toastmistress Clubs is at Lynwood, Calif.
- Q.** Do we have to elect new officers every six months?
- A.** No. In fact, clubs are being encouraged to elect on an annual basis. Officers serving for a full year have more time to become acquainted with their jobs. They are also able to plan their activities and programs more effectively.
- Q.** Our club has been asked to support a local bond drive. We're for it. Can we do it?
- A.** If a club supports any local activity, it must be made clear that the club has no authority to commit Toastmasters International to the endorsement of any other organization or cause. However, Toastmasters International encourages clubs to support local activities which can usually be done without making an official endorsement.
- Q.** Why do we have Gavel Clubs?
- A.** Gavel Clubs were organized to provide Toastmasters training for those not eligible for membership in a Toastmasters club. Gavel Clubs have been organized in schools, colleges and universities, penal institutions, hospitals, mental institutions, and community organizations such as 4H and other youth groups. Gavel Clubs are a public service and good will activity. We do not promote them, but are very glad to respond to groups that cannot qualify as Toastmasters clubs.

## Which Audiovisual Aid For Which Situation?



By WILLIAM A. HOSIE and MRS. BARBARA MAYER

*This article is condensed from the Public Relations Journal, Copyright December 1963.*

PEOPLE GENERALLY remember only 20 per cent of what they hear but 50 per cent of what they hear and see. Obviously, "Talk is not enough."

The ancient Chinese proverb "one picture is worth more than ten thousand words" indicates that people have long been aware of the value of visual aids as a learning technique. In the 20th Century, the lesson behind this saying has been expanded to form an entire field, the field of audiovisual methods.

Used systematically first as a training method during World War I, audiovisual instruction spread rapidly to the American school system where it soon became recognized as a valuable tool of education. More recently, industry has come to realize that this learning tool can be applied with great success to many problems of business communication. Audiovisual aids are used constantly in job training and sales

promotion. They are also playing an increasingly important role on speechmaking occasions, at sales and executive meetings and conventions, advertising and public relations presentations and in employee and community relations activities. Whenever it is necessary for people to grasp information, audiovisual aids have an important role to play.

People tend to reject information when it is not already familiar to them or when they cannot recall any concrete examples of its truth. By providing a concrete example, the speaker makes sure that all members of the group share the same concrete experience and increases the chance that his points will be understood and accepted. In addition to their function of clarification, audiovisual aids add novelty and vitality to a presentation, making learning more exciting for the audience.

Occasionally speakers feel that audiovisual aids should provide an entertaining respite from the

down-to-earth points of their speech. This is not true. The audiovisual part of the program must emphasize and keynote the high points of the spoken material. Lack of motivation on the part of the listener is a difficult problem to overcome. The really unmotivated individual will probably remain so, no matter what sort of program is prepared. But for the general audience which is willing to be convinced, audiovisual aids increase this willingness in all the ways already described.

Besides the content of the program, the seemingly inconsequential details of physical mechanics are of the utmost importance. The comfort of the room, sufficient chairs, proper ventilation, sufficient light or a uniformly dark room if films are to be used, and properly working mechanical equipment are all contributors to the total effect of the presentation.

While preparing his audiovisuals, a speaker must understand the importance of logical organization, repetition of his facts and variation to maintain interest. Good organization helps people to learn, as does repetition. In fact, repetition is one of the most powerful learning tools ever studied. Since it has been said

that nothing absolutely new is ever learned effectively with one exposure, repetition serves to increase the likelihood of learning. Repetition is boring, though. Variation stimulates interest and by combining the two (presenting many different examples of the same principle) a powerful audiovisual presentation may be developed.

Occasionally it is better to forego audiovisual aids entirely. The talented orator with a particularly good style may find that they detract from the force of his style and delivery. A talk dealing with excessively abstract material (philosophical concepts, policy making) usually does not lend itself to the audiovisual approach. Humorous speeches, or those given solely for the purpose of entertaining, usually require no visuals. In short, almost as serious a failing as not using aids when they can enhance a presentation is using them when they do not add anything. The best measure of effectiveness and correctness is the response of the audience. Although this can be judged only after the fact, several experiences with the use of audiovisual aids should give one a backlog of knowledge.

*Audiovisual Methods:* new audiovisual tools are constantly on



the market and manufacturers proclaim the virtues of their own devices for all types of situations. Which audiovisual aid is best for a particular need?

*Graphics:* these are the simplest and most widely used audiovisual aids. They are anything drawn, painted or printed on a sheet of material large enough for a group of people to see. Graphics include charts, tables, graphs, photographs and art work prepared for use on easel charts, flip charts, "slapboards" (feltboards, magnetic boards and other display equipment) and chalkboards. General advantages of this medium are that it is usually inexpensive, easily and quickly produced, attractive and eye-catching. Graphics are portable and, therefore, flexible. Graphics are ideal for small groups — executive meetings, sales presentations, small employee educational groups. A major disadvantage is that graphic displays can seldom be made big enough to be seen from the back of a large room in a group meeting.

*Charts:* chart, graph and statistical table presentations condense a great deal of material of a statistical nature into a simple and clearly understandable fact, thereby speeding and simplifying communication. Charts depict the relationship between variables clearly and dramatically without the need of long-

winded explanations. They have a strong psychological effect, impressing listeners with the soundness of the ideas they convey. Numerous tests have shown that they make a strong and lasting impression on their audience. Besides the benefits derived by the audience, charts make the task of the speaker easier by guiding him through his presentation and reminding him of the major ideas in his presentation. The layout of a good chart is similar to that of a good advertisement. It must be simple and uncluttered for maximum effect. Most important and most often ignored is the need for lettering and illustrations to be visible from all parts of the room.

*Flip Charts:* this is the technical term for a number of charts hinged together into a single unit, each succeeding chart shown by flipping it over the one preceding it. This type of presentation is usually associated with a small group meeting. Salesmen make use of it frequently. Its advantages are fairly obvious. It forms the basis of a complete program. It is a convenient means of marshalling all the important points beforehand, thus serving as a guide to the speaker.

*Chalkboards:* a chalkboard is particularly good for demonstrations, since the speaker has complete control of the timing of his visual. He can develop his visual

demonstrations in response to the audience and can elaborate on a point that seems to be confusing. A simple chart is not susceptible to this kind of control. A chalkboard presentation requires more rehearsal than does a chart presentation because all the responsibility rests on the speaker.

*Slapboards:* this colorful phrase describes flannel boards, magnetic boards and similar display boards on which the speaker places or "slaps" pieces of printing, drawings, photographs or material. There is a dramatic quality about this kind of visual that is missing in displays that are prepared beforehand. Like chalkboard presentations, these slapboards are particularly good when the speaker is building up a visual as he goes along.

*Opaque Projectors:* this is the simplest and least expensive of all large projectors. No slide or transparency is needed. Pictures, typed or handwritten pages, charts or printed materials can be projected instantly without further processing as can small or thin three-dimensional objects simply by placing the object flat on the surface of the projection field. Screen images are an exact enlargement of the original which accuracy is assured.

*Overhead Projectors:* the overhead projector enlarges transparencies on cellophane, acetate or film prepared by hand, photo-

copy or other methods. The projector itself is an adaptation of the slide projector. One of its greatest advantages is that it may be operated by the speaker from the front of the room. By the use of a mirror arrangement, the image is reflected on a screen behind the speaker, facing the audience. Another important advantage of the overhead projector is that the speaker may write on the transparency while showing it to the audience. An overhead projector can be operated in a lighted room. The transparencies for it are inexpensive, and duplicates are equally economical. With the use of a taped musical background or taped comment, it is possible to get the effect of a slide film for less expense.

*Slides:* slides are photographs or handmade graphics that are projected onto a screen. They can be shown without sound, or they can be synchronized with a recorded commentary or musical background. They may be shown singly or utilized in a continuous slide projector. Because of their flexibility, they are useful in many different types of presentation. Individual slides are not as expensive as filmstrips or movies. Yet they offer greater flexibility of use than graphics. Because they are projected on a large screen, they can be shown to an almost unlimited size audience. Whereas

charts cannot be easily duplicated, slides are the least expensive audiovisual aid when duplication is necessary. They are easy to store and to distribute; a slide projector is portable.

*Slide Films:* the slide film or film strip consists of a group of slides on a single roll of film so that there is no chance of the individual slide getting out of order. Musical background and/or taped commentary is usually supplied. This



type of presentation is ideal when a film presentation is wanted without the expense of moving picture film. Slide films can do almost everything that motion pictures can do except portray motion, but they can suggest that. Newer projectors allow the film to move sideways creating special effects such as a traveling title projected on a still image. The slide film has all the versatility of single slides—it can be made in color or black and white, in realistic or cartoon styles, with sound and music or silent, with or without captions. While the initial cost of production is high, the slide film becomes increasingly economical as the quantity of prints needed increases. Their disadvantages, besides the cost factor, are that they lack certain technical powers that motion pictures have —

motion, fade-ins and fade-outs as transitions — and they do not have the same high prestige that motion pictures have for the audience.

*Motion Pictures:* the motion picture has, above all, an element of excitement and a promise of entertainment. If it is good, it can be a potent public relations tool. Experiments have shown that motion pictures exert strong impact upon memory because they

can pinpoint attention where required and focus on the major points with dramatic intensity. The greatest recognized drawback to the motion picture as an audiovisual aid is, of course, its expense.

Besides the cost factor, there are other—often ignored—disadvantages to the motion picture. When deciding which audiovisual aids to use, the planner must consider the contents of the entire program. With a difficult subject, when many questions from the audience are anticipated or when it is necessary to gauge the reactions of the audience, a live presentation will probably be better. Furthermore, a film can be a disruptive force if it is added as an afterthought.

*Closed-Circuit Television:* closed-circuit television has

been used successfully at large conventions to address all the people in separate rooms together when there is no single room large enough to accommodate the entire group. It is even possible to hold a convention in several cities at once. The large screen enables everyone to see the demonstration clearly. With an audio hookup, it is possible for the audience to ask the demonstrator questions and be answered immediately.

*Audio Devices:* the visual has been stressed up to this point because of the proven greater efficiency of the eye over the ear. Nevertheless, audio devices may be used with success in certain situations. Sound effects (as with a particular machine) are needed for a demonstration. Occasionally, the one person who is qualified to give a presentation cannot be on the scene. In this case, his remarks can be taped for later presentation. A tape recording may be the best way to do it. Tape recordings are superior to records for presenting audio materials. They are unbreakable, easily stored and mailed. They last indefinitely and, most important, they can be edited by erasing unwanted material or by splicing the tape and adding material.

A National Visual Presentation Association conference produced the following conclusions

on the future of audiovisual aids.

First, and most important, the look of visuals is changing. Just as in advertising, the trend is toward a kind of "modern art" approach. Illustration is being streamlined and simplified; color is brighter and plays a more important role than heretofore. Copy is considered as part of the total effect of the visual, and the type face and physical arrangement of the copy are tied in with the illustration to enhance the over-all effect of the visual.

Allied with streamlined looks is a second major new departure — simplicity in copy. Research has shown that people are not capable of absorbing more than a few major ideas at a time. Therefore, specialists urge: cut away waste verbiage; don't tell people what they already know; don't try to oversell your point of view.

Audiovisualists not only seek to simplify their materials, but they also want to make them more powerful. To this end, experimental work is being done on ways of adding the dimensions of smell and touch to sight and sound. This development, should it prove commercially successful, will go a long way toward getting the total attention of the audience for an audiovisual presentation.



## GAVEL CLUB NEWS

Pioneer Gavel Club 48 and Homestead Gavel Club 118 combined their anniversary celebrations recently at a banquet held in the dining room of the Nebraska Penal and Correctional Complex. They hosted more than 200 Toastmasters, Toastmistresses, and several dignitaries, including Nebraska Governor Frank B. Morrison and Mrs. Morrison; Jack Moseby, a member of the Governor's Advisory Committee, and Mrs. Moseby; George Morris, state director of Institutions, and Mrs. Morris; Associate Warden Ed Scarborough and Mrs. Scarborough; and Gavel Club Coordinator "Buck" Engle of Toastmasters International World Headquarters. Pioneer Club was observing its fifth anniversary and Homestead Club its third.

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Members of Eastern State Gavel Club 45 at Eastern State Hospital, Knoxville, Tenn., were entertained at a surprise Christmas party hosted by Scottish Rite Toastmasters Club 3106-63 of Knoxville, sponsor of the Gavel Club. Howard P. Perry, club counsellor, reports that the affair was very successful and a gratifying experience for the members of the Toastmasters club. Membership of the Eastern State Club is up to 40 and plans are under way to form a second club at the hospital.

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Gavel Club training will be an important phase of the rehabilitation program at the San Diego County Honor Camp System in San Diego, Calif. Crofton House Gavel Club 66 was certified recently at the institution, which is unique in that it promotes rehabilitation within the framework of the everyday social structure.

Assisting the County of San Diego in the project is the Department of Sociology of San Diego State College.

The club counsellor of De La Salle High School Gavel Club 42, New Orleans, La., reports that members of this club are very active in community affairs. Recently they participated in a drive to raise money to send soap to the children of Vietnam. They also were active in a drive to assist victims of hurricane "Betsy."

The following Gavel Clubs recently received their Certificates of Affiliation: Speechmasters Gavel Club 54, Bellflower, Calif.; University of Missouri Gavel Club 57, Columbia, Mo.; Gavelmasters Gavel Club 59, Ft. Worth, Tex.; Halifax Area Gavel Club 60, Ormond Beach, Fla.; Cahel Gavel Club 65, Houston, Tex.; Crofton House Gavel Club 66, San Diego, Calif.; Mixmasters Gavel Club 70, Boise, Ida.; Needles Union High School Gavel Club 72, Needles, Calif.; B.O.J. Gavel Club 73, Ft. Madison, Iowa; The Pathfinders Gavel Club 80, Albany, Ga.; The State Gavel Club 83, Columbia, S.C.; and Matilija Gavel Club 87, Ojai, Calif.

World Headquarters has, from time to time, received orders requesting items that carry the Toastmasters emblem. As stated in the Toastmasters Supply Catalog, Gavel Clubs may purchase only educational materials listed in the catalog. Jewelry, trophies, and certificates for Gavel Club use are listed on the Standard Fees Sheet furnished your club. If you do not have one of the Standard Fees Sheets, we will be happy to supply one upon request.



# The Unknown



By JACK SCOTT

MY PULSE had quickened, and my face felt flushed. No, I wasn't approaching a coronary, but rather a rendezvous with destiny. Tom had invited me to many Toastmasters club meetings, but this was the first time I had accepted. As I approached the meeting place, I wondered what this evening would mean to me. Tom was sold on Toastmasters and had given me some idea of what to expect, but much was still unknown.

At the entrance to the meeting room I was met by a Toastmaster named Dick. Dick explained that he was the club's sergeant-at-arms and that Tom had called him with his apologies for being unable to attend the meeting. Dick then begged to be excused, as he was to be the general evaluator for the meeting and he had to complete his program.

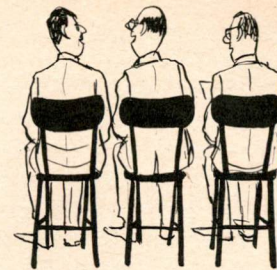
As Dick left I was introduced to Harry, who made a namecard for me and completed Dick's welcome. Harry had some diffi-

culty in locating the club's storage trunk. He finally found it, only to discover that Dick had left the keys at home. When Harry returned he introduced me to three other club members who quickly disappeared. They departed with the explanation that they had just found out they were going to be on the program.

I spotted a friendly but tense face and asked him if he was a guest. "No, I'm not a guest. I've been a member for five months and I'm going to give my Ice Breaker this evening," he trembled. I was going to ask what an "Ice Breaker" was, but someone was calling the meeting to order and everyone was rushing to the tables.

An invocation was given by Harry and the president called the meeting to order. The business meeting proceeded at a lively pace, as everyone was busy eating and didn't seem to notice what was being said or done. One member jumped to

# Toastmaster



his feet and said, "Mr. President, I move that our club buy a sailboat." Another member seconded the motion, amid some grumblings from the other members. Dick rose to his feet and shouted, "Mr. President, I move to amend the motion by adding the words: 'not to exceed \$25,000.'" I was contemplating just who was kidding whom when Dick told me they usually practice parliamentary procedure in such a manner. Twenty minutes later the business meeting and meal were consummated at the same time.

The president introduced a member who was called the Table Topicmaster. His task seemed to be asking questions to which the other members gave answers. The idea was to answer the questions as best you could, or say whatever you wished to say, in two minutes. Most of the members ignored the time limit as 45 minutes were consumed in this part of the program.

The president announced that we would break for ten minutes and to hurry back. During the break, I searched for the friendly but tense face of the "Ice Breaker." When I did find him he was surrounded by four members who were giving him some last minute advice on his speech. Dick came by and asked how I liked the meeting so far, but he left before I could answer. Dick was having a hard time completing his program and with each passing minute he seemed to be getting more excited.

The president called the meeting to order again and scolded us for taking twenty minutes on our break instead of the specified ten. He introduced the Toastmaster of the Evening and the meeting seemed to flow peacefully onward. Three speakers were introduced with an explanation that none of the speeches were from the manuals. I was pondering what manuals he was referring to when he answered my question with his

next introduction. The next speaker was the "Ice Breaker," who was to give the first speech in the *Basic Training Manual*.

The next five minutes were the most enjoyable and rewarding for me. I could grasp the situation and place myself in the "Ice Breaker's" shoes. I found myself quivering at each pause and forming the next apparent word of the speaker on my own lips. I was not alone; I could sense the rest of the audience pulling for the suffering speaker as if they were giving the speech for the first time along with him.

The Toastmaster called Dick to the head table and introduced him as the general evaluator. I had heard about this part of the meeting before. Tom had said the members helped each other through speech evaluation. The first three evaluators apologized for not having a manual to follow in evaluating the non-manual speeches. However, all three members said about the same thing — that the speaker was an old timer who really did everything just about perfect. The "Ice Breaker" was evaluated next. The evaluator started criticizing the Toastmaster for calling on the "Ice Breaker" last instead of first. This evaluator then proceeded to read questions from a

manual, answering each with a "yes" or "no" or some other short descriptive phrase. I felt sorry for the "Icebreaker," as I was as qualified as his evaluator to have answered the questions from the manual in such a manner.

Other members were called upon to comment on parliamentary procedure and grammar during the meeting. The timekeeper was introduced next, and was he mad! He blamed the president, Toastmaster and general evaluator for keeping us 30 minutes overtime. They awarded a trophy to Dick for doing such a fine job as general evaluator on such short notice.

The president regained control of the meeting and seemed ready to disband; but instead, he scolded us once more for being 45 minutes overtime. He asked Harry for a parting comment and Harry rose to the occasion by saying, "Time is money." The meeting was adjourned and most of the members dashed for the door.

The president asked me how I liked the meeting and what I thought of Toastmasters. I told him that there were a few things that I didn't understand. When he heard my comment, he pulled a packet of materials from his briefcase and told me all the answers were in these



booklets. He excused himself as he had a previous appointment and was already ten minutes late. Most of the members had left the room by now, so I decided to leave and think through this experience.

As I walked home that evening, the events of the meeting were whirling through my head and my face was flushed. No, this wasn't an approaching coronary either. I was mad! Yes, I was insulted by what I had seen and heard. I was angry because

I wasn't given the courtesy of an introduction. I was dumbfounded because no one had attempted to explain what was transpiring during the meeting. Finally, I felt ashamed that I had not introduced myself, as I should have done. Perhaps it is not too late to introduce myself at this time. But then, I am certain most of you already know who I am — the guest of your Toastmaster's club who never returned.

*J. E. Scott is a past president of Forty-Niners Club 560-6 in Minneapolis, Minn. In 1961-62 he was selected the outstanding area governor in District 6 and has served as District 6 Public Relations Chairman, Club Service Chairman and as a member of the district's Budget and Finance Committee. He is a staff accountant in the Engineering Department of the Ordnance Division, Honeywell, Inc., Hopkins, Minn.*



*The secret of success in life is for a man to be ready for his opportunity when it comes.*

— Disraeli

*The chief virtue that language can have is clearness, and nothing detracts from it so much as the use of unfamiliar words.*

— Hippocrates



## New Cartoon Character Created By TM Art Director

**P**HIL INTERLANDI, nationally known cartoonist and art director for *The Toastmaster* since 1958, has created a cartoon character, "Queenie," which will be syndicated by King Features.

Interlandi is one of the most published and best known cartoonists in the United States. His original cartoons appear regularly in *Look*, *The Saturday Evening Post*, *Esquire*, *Ladies' Home Journal*, *Playboy*, *True*, *Better Homes and Gardens* and many other magazines.

King Features is the largest syndicate in the world. In the United States and Canada, alone, over 1800 newspapers buy its service. According to the syndicate, "Queenie," a one-panel cartoon, is being billed as the "New Queen of the Comics."

Toastmasters can look for "Queenie" in their local newspapers beginning April 11.

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# TOASTscripts

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"This Is Your Life," Walter A. Dopke! When he arose to be the first speaker at a meeting of his club, Hiawatha Club 496-6, Winoma, Minn., his mind was on a few last minute additions to his speech. But then the Toastmaster interrupted him saying, "Walter, you are not going to speak tonight because 'This is Your Life.'"

From then on the evening was full of surprises for Dopke, a charter member of the Hiawatha club which was founded in 1947, as fellow Toastmasters reminisced with him about his past life, his successful career as an insurance agent and his years as an alderman.

A committee planned the meeting for two months. They wrote to members of Dopke's family and asked them to record their voices on discs. These discs

were then transferred to recording tape, making it possible to play them for Dopke. He heard greetings from sisters and a brother, a son in La Jolla, Calif., and a daughter in Germany. It was a night he will long remember.

\* \* \*

**Edward Lurye of Superior (Wis.) Club 2670-6** thought his club needed a lift. So he set out to do it himself.

He brought seven new members into the club. Then he sent out over 200 letters to other prospective Toastmasters. He arranged for a 25-minute radio program on which a Toastmasters meeting was recreated, and a short television presentation on Toastmasters. If one man can do all that, what can an entire club working together accomplish?

Toastmasters met with two representatives of the Los Angeles Zoo to discuss ways in which Toastmasters Speakers Bureaus can help to create enthusiasm in the community for the new zoo that is scheduled to open this spring. Left to right, seated, are Tony Bishop, International Speech Contest winner in 1964; Ben Steinmetz, governor, District 52; Bill Irwin, lieutenant governor, Founders District; and George Williams, governor, District 50. Standing, left to right, are John Hunt, community relations director, Los Angeles Zoo; Maurice Forley, Toastmasters International executive director; Dr. Charles J. Sedgwick, Toastmaster and zoo veterinarian; and Ray O. Clark, governor, District 51.





## CONVENTION HOTEL

### The El Cortez Hotel Complex

CONVENTION HEADQUARTERS for the 1966 Toastmasters International Convention in San Diego, Calif., will be the El Cortez Hotel Complex.

Besides the El Cortez Hotel, the complex of 450 rooms includes the El Cortez Motel, Travelator Motor Hotel and International Motor Hotel. The hotel has a Convention Center where most of the convention events will be held.

In making reservations Toastmasters should indicate the hotel or motel at which they wish to

stay. Convention Registration and Hotel Reservation forms will appear in the April issue of *The Toastmaster*.

The El Cortez is world-famous for its outdoor glass elevator with views of the city and harbor. The Skyroom Restaurant features dining and dancing and the Starlite Roof offers a 360-degree view of the entire San Diego area.

Make plans now to attend the 35th Annual Convention of Toastmasters International, August 4-6 in San Diego, an international playground.

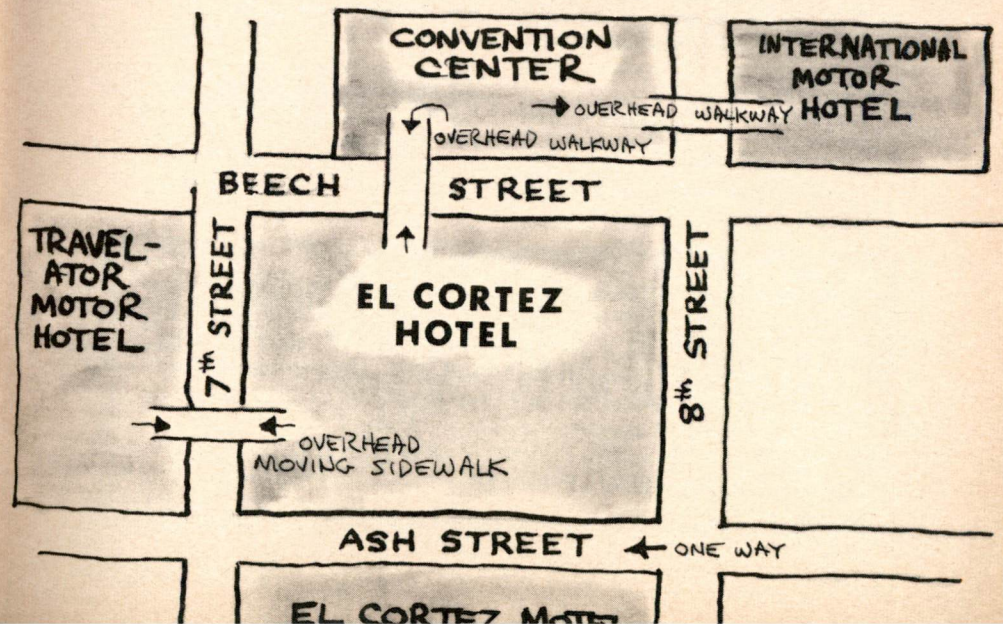
The Turquoise Pool and lush tropical patio area offer guests a secluded spot for sunning and swimming.



Toastmasters will attend most convention events in the hotel Convention Center.



The El Cortez Hotel Complex includes the El Cortez Hotel, El Cortez Motel, Travelator Motor Hotel and the International Motor Hotel. In making reservations Toastmasters should indicate the hotel or motel at which they wish to stay.





# JUST IN JEST

Two Texas farmers were always trying to outdo each other regarding crops. One day the first farmer said to his son, "Go over to see Ezra and borrow his crosscut saw. Tell him I want to cut a watermelon." On returning the boy said, "Ezra says he can't let you have his saw until this afternoon. He's only half-way through a cucumber."

\* \* \*

*One bad feature of being a good sport, you have to lose to prove it.*

\* \* \*

After the speech, a man shook hands with the speaker and said he never had a more enjoyable evening.

"You found my remarks interesting, I trust," said the speaker.

"Not exactly," said the man, "but you did cure my insomnia."

\* \* \*

*Nothing cures insomnia like the realization that it's time to get up.*

*An executive is a man who goes from his air conditioned office in an air conditioned car to his air conditioned club to take a steam bath.*

\* \* \*

A man handed a friend a cigar and also lit one himself. "How is it?" the man asked. "These are two for a quarter."

"Is that so?" his friend said. "You must have the twenty-three cent one."

\* \* \*

*The American Way: Using instant coffee to dawdle away an hour.*

\* \* \*

A man's wife said to him at a buffet supper: "That's the fifth time you've gone back for more fried chicken. Doesn't it embarrass you?"

"Not at all," he said, "I keep telling them I'm getting it for you."

REMEMBER: To keep *The Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number and Zip Code. If possible, include a mailing sticker from a previous magazine. Allow 30 days after notification for processing of change.

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

## Letters to the Editor

Dr. Smedley was very concerned for the progress and welfare of his alma mater, and this university has lost a distinguished and a "favorite" son.

I do not know how long Dr. Smedley has been sending *The Toastmaster Magazine* to Illinois Wesleyan University, but during my more than eight years here I have enjoyed and appreciated receiving it.

There are a dozen people in the Sunday school class which I teach who were associates of Dr. Smedley when he was doing young people's work in the old First Methodist Church here in Bloomington.

Dr. Lloyd M. Bertholf, president of Illinois Wesleyan University, and I were privileged to call on Dr. Smedley in his office in Corona del Mar, California. Dr. Bertholf had made the appointment, so Dr. Smedley was ready for us—and we spent a delightful and instructive hour together. This was in either 1961 or 1962.

Russell B. Troxel  
Executive Secretary  
Alumni Office  
Illinois Wesleyan University

\* \* \*

*The Toastmaster* is always a pleasure to read, and especially your page, "Just in Jest."

Through Toastmasters I have had an opportunity to do some humorous work.

Raymond Mitchell  
Dallas, Tex.

\* \* \*

Although no longer a member of any Toastmasters club, *The Toastmaster Maga-*

*zine* has kept alive my interest in the organization.

As Gustav Swift, founder of Swift & Co., once said, "I am still learning." Articles in the magazine have been one of the means in doing this. All are informative and educational.

Daniel J. Hammel  
Decatur, Ill.

\* \* \*

I was very much interested in the article by a member of the Anthony Wayne Club 1380-28 of Toledo, Ohio, which appeared in the January magazine. In that article there was mention of an "adaptation of My Fair Lady" that had been used by the club. I think it might have possibilities for use by our club. Can they send me any information about it?

Sydney M. Miner  
ESM Club 3652-35  
Milwaukee, Wis.

(Ed. note—We are sure that Anthony Wayne Club 1380-28 would be glad to supply you with the information you request. You can contact Bill Holman, 4148 Carthage Rd., Toledo, O.)

\* \* \*

I am indeed happy to go through the September, 1965 issue of *The Toastmaster*. "The Roar of the Lion" by Horace B. Ward is the best article I have ever read on the series of tribute to Winston Churchill, the roar of the British lion.

Considering the important ingredients of your magazine, I would like to become a regular subscriber.

Daniel T. Rajan  
Government Hospital  
Bahrain, Arabian Gulf

# New Clubs

As of February 1, 1966

- 259-36 BALTIMORE, Maryland, *Pioneer*, 1st-3rd Wed. 7:30 p.m., Pioneer Hobby House, 208 E. 31st St., Baltimore, Maryland 393-3385
- 355-10 YOUNGSTOWN, Ohio, *Boardman*, Wed. 6:00 p.m., Plazzo's Restaurant 758-3146
- 674-63 OAK RIDGE, Tennessee, *Atomasters*, Mon. 5:30 p.m., Holiday Inn, South Illinois Avenue, Oak Ridge, Tennessee 482-2583
- 812-5 EL CAJON, California, *Heartland*, 2nd-4th Tues. 7:00 p.m., 104 North Johnson Avenue, El Cajon, California 444-2161
- 913-25 SPRINGHILL, Louisiana, *Keynoter*, Thurs. 6:30 p.m., Lumberjack Cafe, Springhill, Louisiana 539-5220
- 1801-5 SAN DIEGO, California, "CAVALIERS," alt. Thurs. 11:45 a.m., Executive Dining Room, Civilian Cafeteria, U.S. Naval Station, San Diego 232-6911 Ex 747
- 1804-30 CHICAGO, Illinois, *Sherwin-Williams*, 2nd-4th Mon. 5:30 p.m., The Sherwin-Williams Co., 11541 S. Champlain Ave., Chicago CO 4-8800 Ex 701
- 1831-34 ALBANY, New York, *I.R.S.*, alt. Tues. & Wed. 5:30 p.m., Internal Revenue Service Bldg., 161 Washington Ave., Albany, N.Y. 472-2856
- 2039-52 SUN VALLEY, California, *Sun Valley*, Mon. noon, Sir Sico Restaurant 767-6612
- 2091-58 CHARLESTON, South Carolina, *U.S. Naval Weapons Station*, Tues. 12:30 p.m., Officers' Club 553-0420 Ext. 564
- 2244-U KOBE/OSAKA, Japan, *Kansai*, 1st-3rd Tues., Grill Chanter, Kobe, 3rd Tues., Grill Honmachi, Osaka, 7:00-9:00 p.m. 33-7613 261-2865
- 2544-TBCI PRESTON, Lancashire, England, *Preston*, Mon., fortnightly, 7:45 p.m., Sitting Goose Hotel, Bartle or Preston (provisional)
- 2675-43 OZARK, Arkansas, *Ozark*, 1st-3rd Thurs. 7:30 p.m., Arkansas Valley Rural Electric Co-operative, Ozark, Arkansas MO 7-9614 after March 667-2643
- 2693-64 MELITA, Manitoba, Canada, *Melita*, Wed. 6:15 p.m., The Ev'n Del Drive Inn, Melita, Manitoba, Canada 522-8195 Bus: 522-3263
- 2955-34 LATHAM, New York, *Latham*, 2nd-4th Thurs. 6:30 p.m., Dunns Restaurant, Rt. 9, Latham, New York ST 5-5600
- 2997-46 NEWARK, New Jersey, *Prudential*, alt. Thurs. 5:00 p.m., Prudential Ins. Co. of America, Newark, New Jersey 336-4845
- 3118-3 PHOENIX, Arizona, *First National Bank Speakeasy*, Tues. 6:30 p.m., Los Olivos Restaurant, Phoenix, Arizona 271-6528
- 3305-52 LOS ANGELES, California, *Oilers' Forum*, Wed. 11:45 a.m., 605 West Olympic Blvd., Room 416, Los Angeles, California MA 4-2711
- 3308-26 DENVER, Colorado, *Federal Employees*, 2nd-4th Mon. 11:20 a.m., 1:30 p.m., U.S. Dept. of HEW Conference Room, Denver, Colorado 297-4514

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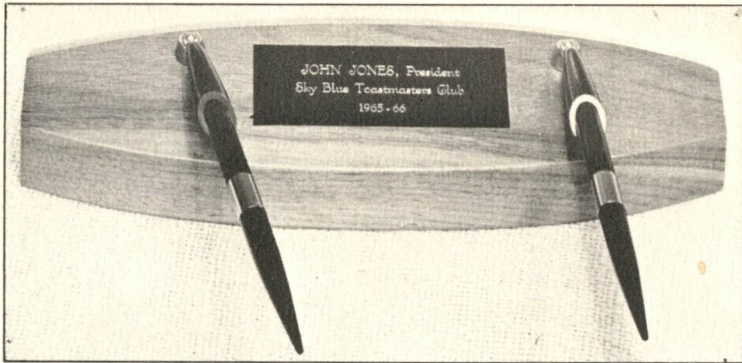
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