

JANUARY, 1966

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

BREMERHAVEN, GERMANY
TOASTMASTERS TOWN OF THE MONTH

In This Issue

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. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than one million men through its program of self-expression and self-improvement. There are now more than 3600 clubs in 50 countries and territories throughout the free world.

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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INDEX

HE WAS NOT BLIND — by Bill Holman.....	2
DEVELOPMENT THROUGH EVALUATION — by Reverend Charles E. Wolfe.....	5
EDUCATIONAL ADVISORY COMMITTEE.....	8
CULTIVATE THE SALESMAN IN YOU — by Fred DeArmond.....	12
TOASTMASTERS IN THE ANTIPODES — by Russ Walkington.....	16
BOARD REPORT	18
TOASTMASTERS GO TO COLLEGE — by A. Dale Gregory.....	22
TIPS FOR YOUR TALK — by Vince Vinci.....	26
HUMOR HELPS — by Winston K. Pendleton.....	34

CLUBS IN THE NEWS, 19 — ASK WORLD HEADQUARTERS, 25 — THE SPEAKER'S PAGE, 31 — CLUBS AROUND THE WORLD, 32 — TOAST-SCRIPTS, 37 — JUST IN JEST, 38 — LETTERS TO THE EDITOR, 39 — NEW CLUBS, 40



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He could not
see, but . . .

He Was Not BLIND

by BILL HOLMAN



IT WAS A WEDNESDAY in July, 1958, when we shook hands for the first time. He got up from his chair in the waiting room of the firm where I worked and walked smilingly toward me. And because he walked *directly* toward me, and because his eyes were *directly* on mine, I found the presence of the thin white cane he carried a little out of place.

"I'm McKeg," he said, pronouncing it like he always did, in a manner that belied the actual K-A-I-G spelling. "I wonder if you might spare some time to talk with me about State Services for the Blind?"

I guess I mumbled some kind of unenthusiastic but affirmative answer and led the way out of the reception room and across the hall to my office. I remember very distinctly that no touch of the elbow or other physical effort was made to guide him. I didn't want to do anything that might embarrass him. On the other hand, I do remember making some foolishly obvious clatter with a chair as I asked him to be seated.

He smiled at this; *he was not truly blind.*

We talked at some length, Dave McKaig and I. His job was to contact personnel people and sell them on placing blind persons on jobs where vision wasn't an absolute requirement. Early in the conversation we estab-

lished a pretty firm rapport. It was a kind of personal magnetism you could feel and right away be very sure about. But I was to discover that here was a man whose profound personal magnetism put him on the same wave length with just about anyone he ever met!

I guess it was while I watched him unerringly flick his cigarette ashes into the dead center of the ashtray that he hit me with the remark I'll never forget. "Along about now," he said, "you're wondering: *Is this guy blind, or isn't he?*"

I confessed a certain curiosity about the cane and added that he certainly didn't seem like any other blind person I ever knew. And I said that I had watched his eyes very closely; that I had paid particular attention that they never strayed from mine. It was then that he mentioned the two words I think did most to pave the way for his becoming a Toastmaster.

"Eye contact," he said, "Eye contact — that's the whole thing. We're forever trying to get 'our people' to look toward voices. We realize the person with normal eyesight finds the rolling eye mannerism some blind people have very distracting." I knew at once that we needed this man.

I said that an organization I was in had trouble getting men who had 20-20 vision to practice

good eye contact. The remark piqued his interest. The mere idea that normally sighted people could have such a difficulty seemed incredible to Dave.

"We're having a meeting this very evening," I said. "How about me picking you up?" He readily agreed, and that is how this tremendously talented and kind and capable man came to be a member of Anthony Wayne Toastmasters Club 1380-28.

He was a worker . . . Oh boy, *was* he a worker!

Consider yourself, by comparison — especially those of you who (like me) become helpless vocal cripples without notes. Consider that this man completed every single one of his assignments without notes. Oh, there were a few times when he had the help of a tape recorder, but this was the exception and far from being the rule.

His speeches were thought-provoking and timely and frequently laced with generous bits of humor. His evaluations, speeches in themselves, were good-sense observations that could cut our finest gems into worthless baubles. But they were never smart-alecky. And none were ever lacking in good, solid, constructive advice.

Business pressures forced me to go inactive shortly after I brought Dave into the club. When I saw him again it was fully three or four months later, and in a

surging sea of Christmas shoppers outside a downtown store. I called his name over the noisy crowd. He turned, hesitating only the briefest of moments before answering... "Hello there, Bill Holman!" Let me tell you it gave me a good feeling.

Eventually he became president. His term ended September, 1962, but he continued in the various post-presidential jobs many clubs have. He served on our board of directors. He was active in a number of worthwhile community projects like the annual Christmas Seal campaign, "Speak Out For Mental Health," and the anti-litter drive talks. He was the narrator in Anthony Wayne's unforgettable adaptation of "My Fair Lady."

There are any number of stories that could be told about this wonderful friend and dedicated Toastmaster. And yet, while all Anthony Wayners were rather well *acquainted* with him, few really *knew* much about him.

His visual loss started at Syracuse University where he was studying for a degree in micro-

biology. You can imagine that when he was told that blindness was inevitable it must have been like a concert pianist being told his fingers would drop off.

The loss of vision was diabetic in origin. Dave's particular brand of diabetes wasn't a mere ailment of inconvenience where you'd get along fine if you took your Orinase like a good boy. He was on massive doses of insulin. On top of all this, he had known for some years that he probably would not live beyond age 40.

While much of Dave McKaig's adult life was marred by physical sightlessness, he was a far cry from being blind in the purest sense of the word. Since he has left us, we try not to dwell at length on the loss of a friend, but in our meditative moments we think of the true meaning of friendship such as that which we shared with him.

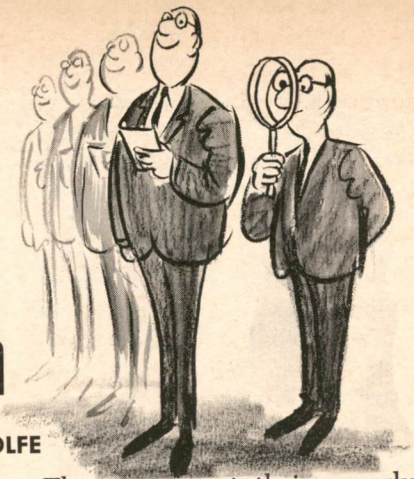
Indeed, none of us will deny that he won't one day know the actual spiritual fulfillment of the cheerful parting words our "blind" friend so often used... "I'll see you!"



Bill Holman is past president of Anthony Wayne Club 1380-28 in Toledo, Ohio. He is a free-lance writer and personnel director of Interlake Steel's Toledo plant.

Development Through Evaluation

by REVEREND CHARLES E. WOLFE



THE STORY IS TOLD of the American composer George Gershwin, who exploded when another composer's name was mentioned. He said, "Do you call him a composer?" The friend was surprised and protested, "But he speaks very highly of you. In fact, he calls you America's greatest composer." Gershwin thought for a moment and then judiciously answered, "Well... maybe he has talent as a critic!"

We like it when the critic likes us, when the critic isn't very critical, when he loves our speech and everything about it, for we are vulnerable to criticism. We tend to take it too hard. It is a blow to our self-esteem to have someone tell us that there is a serious flaw in a speech, especially if we have worked hard on it. At heart, we really do not want to be critiqued.

Perhaps this is why so many of our evaluators in Toastmasters clubs are afraid to say much.

They sugar-coat their remarks. They are so afraid that the speaker's feelings will be hurt that they do not do an effective job of evaluating. I am convinced that poor, or hesitant, or fearful evaluating will hurt a club more than anything else. It will certainly drive the better speakers out of the club.

We have gone through the complete cycle in our club and have become so concerned that we have placed evaluation ahead of everything else. We have given more time to it. We have adopted the custom of allowing every member of the club to comment on every speech, after the formal evaluator has completed his remarks. Then we allow the speaker to explain why he did certain things the way he did. Our meetings have improved tremendously as a result.

A Toastmasters club means many things to many people. It is a laboratory where we can try out new speech techniques. It

is a school where we learn to preside, to speak, to listen, and to think. Through evaluation we learn to develop in these areas. But our organization should be more than this, for it is also a club where friends are developing together. If we are not developing in all areas of our lives, then we are missing out on some of what the club can offer. It is a place of group personality development as well as speaking development. Personality development also comes through evaluation. In fact, one member of our club remarked to me that the club is almost as much a matter of group therapy for our personalities as it is a laboratory for our speaking.

It isn't much fun to be evaluated, but it is always happening to us anyway. A baby's behavior is evaluated when he is forcefully told that he cannot play with mother's sharp scissors. An intermediate child is critiqued when he learns that a temper tantrum is not acceptable behavior and will not gain his point for him.

The question is really not whether or not we'll be evaluated. We are always being evaluated by all of our associates. The question is whether or not the evaluation will do us any good.

By the fact that he belongs to a club, a Toastmaster has shown that he wants to improve himself. Sometimes it hurts to go

to the meetings. It hurts to go to a dentist, and yet we go, because in the long run it hurts more not to go.

Most of us go through a stage in which we feel the need to excel. Our insecurity is showing through. This is the best evidence that we *need* to be evaluated, and yet it is the time when we are least able to absorb it. The evaluation at this point can crush a person's spirits. Then he wants to quit the club.

But if we are able to pass that hurdle and stay with it, we come to a stage of relative maturity in which we stop measuring ourselves against others and begin to measure our performance against our own potential. We feel more secure. Evidence of this stage comes when we feel that we have not been evaluated severely enough.

I would suggest an attitude toward evaluation that has helped me come to the point at which I look forward to being evaluated, rather than dreading it as an ordeal as I once did. Your evaluator has been introduced. He speaks.

Let us suppose, on one hand, that what he has said about your speech is simply not true. Let us not kid ourselves that every evaluator is an expert. He gives one impression of a speech. His impression could be wrong or superficial. Suppose now that you, as a speaker, know that he is

wrong. Perhaps he is too severe and you know that your speech is better than he says it is. Or maybe he is severe in the wrong places. Does this anger you? If you are to profit from this evaluation, ask yourself this question: what could have given him this false impression? If he attacks your illustrations, for instance, and you still know that they are good, ask yourself: is it possible that I didn't introduce them clearly enough? You can brush aside this evaluation as the muddling of an ignorant fellow, or you can learn from it.

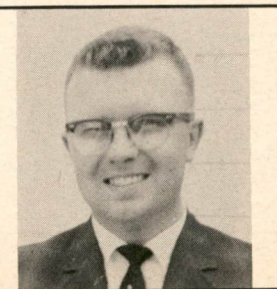
Suppose, on the other hand, that there were some defects in your speech. You were aware of them, but you didn't have time to correct them, or you didn't know how to correct them. Now you are nervously waiting for the critic to mention them. But he doesn't do it. He tells a joke or two and praises your speech. You relax. Now, you can kid yourself into thinking that the weaknesses really were not there after all. Or you can be your own critic and not lose the bene-

fit of evaluation just because someone else is afraid to hurt your feelings, or not perceptive enough to spot your weaknesses.

Or suppose that your critic has put his finger on your weakness. He has made a suggestion or two as to how you might work on it in the future. Then take it to heart. After careful thought, you may reject his suggestions. I have often done this, but never without serious consideration.

So I say to my critic: "Carve me up whenever I speak. Don't worry about my feelings. Oh, I'll cry when you spot a weakness. I'll defend myself. I'll tell you that you are wrong. But I'll also think about it. As a result, I'll grow as a speaker and as a man. When I'm your critic, you know that I'll be a knife, that it will be bloody. But you'll also know that I like you as a person (or else I would refuse to be your critic) and that I take you seriously enough to give you my best and most severe criticism here in the club, so that when you speak elsewhere I can boost you as a top notch speaker."

Reverend Charles E. Wolfe is minister at the First Presbyterian Church in Killeen, Tex. A past president of Killeen-Hood Club 3047-25, he is a past president of the Killeen Area Ministerial Alliance and a member of the USO Council and the Bell County Committee on Alcoholism.



Educational Advisory Committee

AN EDUCATIONAL Advisory Committee, composed of four authorities nationally known in their respective fields of communications, has been named to evaluate the educational program of Toastmasters International.

Named to the committee were Dr. Robert T. Oliver, research professor of International Speech at The Pennsylvania State University; Dr. Seth A. Fessenden, chairman of the Department of Speech at California State College at Fullerton; Sheldon M. Hayden, chairman of the Speech Department at Santa Monica City College; and Wallace Jamie, director of Public Relations for the Carnation Company. Toastmasters International Executive Director Maurice Forley is an ex officio member of the committee.

At their March, 1965, meeting the Board of Directors authorized Executive Director Forley to establish the committee and to name the members subject to executive committee approval.

The creation of the committee is an effort to meet a need to be informed on developments in the expanding field of adult education, especially in the communications field; to obtain objective, qualified and continuing evaluation of the Toastmasters educational program, methods and materials; and to elicit recommendations for the improve-

ment of the Toastmasters program and its adaptation to the needs of members in business, industry and the professions.

Executive Director Forley, in announcing the committee, said that for a long time many Toastmasters have said that since Toastmasters International is an educational organization it needs a full-time educational director on the staff. "It sounds good, but easy answers are not always the right ones," he said. "No one man can keep informed on developments, experiments, research, writings and their application or adaptation to Toastmasters International. Several universities with substantial endowments have communications centers where several faculty members devote themselves exclusively to facets of forensics and communications."

Forley continued that Toastmasters International, though an educational organization, is not and doesn't pretend to be equipped, endowed or qualified to compete with these universities, nor should it. "The need has existed to get the best advice from the best sources, preferably from men who also know Toastmasters. This committee is the result. Because of their interest in forensics and Toastmasters International, we have been able to appoint men we couldn't afford to hire."

The committee will become

familiar with all Toastmasters educational materials: those used for individual self-improvement; and those materials, such as club and district officer kits, that provide help in administrative training.

It is contemplated that within the next few months a meeting will be held so that committee members can exchange views, reach conclusions and prepare a committee report. The executive director, as an ex officio member, will be coordinator for the group.

The committee will function much as the master evaluator at a Toastmasters meeting. It is not a subcommittee of the Board of Directors and it is not intended that the board or constituent committees will make assignments to it.

From their vantage point and experience, it is believed that the committee will be of inestimable value and that its work will be reflected in educational and training progress for all Toastmasters.

Dr. Oliver is one of the best known teachers and writers in the field of public speaking. His recently published book, *The History of Public Speaking in America*, has already become a standard in its field. He is the author of 20 books on speech and international affairs and is particularly interested in the influence and application of public speaking on the democratic pro-



DR. ROBERT T. OLIVER



WALLACE JAMIE



DR. SETH A. FESSENDEN



SHeldon M. HAYDEN

cess and its contribution to responsible citizenship. Dr. Oliver is the immediate past president of the Speech Association of America and president-designate of the Speech Association of the Eastern States.

Dr. Fessenden has the advantage of having been on the World Headquarters educational staff and to have contributed substantially to Toastmasters training materials. He, too, is an internationally known scholar who has authored or co-authored 17 books ranging from high school texts to standard works on how to teach teachers. He is also a recognized authority on the growing field of listening as an integral part of the communications process.

Hayden happily combines many facets of experience. A past president of Toastmasters International and the organizer of many Toastmasters clubs, he was for many years one of the leading teachers in the Dale Carnegie organization. He also worked closely with Founder Dr.

Ralph C. Smedley in the preparation of both *Basic Training* and *Beyond Basic Training*. Hayden authored one of the earliest Toastmasters texts, *Tips for Toastmasters*, and helped Dr. Smedley in the editing of both *Speech Evaluation* and *The Amateur Chairman*.

Jamie, who prior to becoming director of public relations for the Carnation Company, served as general personnel manager for the company, was instrumental in establishing one of the finest corporate training programs in the United States. He was also director of the Carnation Company's College Recruitment program. Jamie was the featured speaker at the President's Banquet at the 1958 International convention and his article which appeared in *The Toastmaster*, "Profile: Tomorrow's Executive," has been reprinted many times. He is exceptionally qualified to express corporate needs for communicative skills and to evaluate Toastmasters progress as it contributes to men in industry.

APOLOGIES ARE IN ORDER

Due to an unfortunate error on the part of the printer, pages 4 and 5 in the December, 1965, issue of *The Toastmaster* were transposed. Because of the correspondence we have received and the interest that has been generated by the Youth Leadership Program, the article, "Youth Leadership Program," by Immediate Past President Paris S. Jackson, will be reprinted in the February, 1966, issue.

BREMERHAVEN, GERMANY

Toastmasters Town of The Month



BREMERHAVEN, GERMANY is located near the mouth of the Weser River in the northern part of the country. A large fishing and shipping port, it is a teeming metropolis combining the resources of a large port and a rich agricultural belt. The population is nearly 250,000.

Bremerhaven has risen from its own ashes in the years since 1945, for in many areas of the city scarcely a building was left standing by World War II. Today, it is a modern, clean and constantly growing German community.

Bremerhaven became a single municipality by the amalgamation of three separate towns: (1) Bremerhaven, founded as a port on the north bank of the Geeste in 1827 by Bremen's burgomaster, Johann Smidt, on a strip of territory ceded by Hanover; (2) Geestemunde, founded in competition on the south bank of the Geeste in 1845; and (3) Lehe, a borough dating from medieval times which attained town status in 1920 and was united with Geestemunde four years later to become the town of Wesermunde. In 1939 Bremerhaven was incorporated in Wesermunde and put under Prussian rule. This unified city was restored to the Land of Bremen, Federal Republic of Germany, in 1947 and thereafter known as Bremerhaven. The city is the largest fishing port on the continent and also the European terminal for many of the ocean liners crossing the Atlantic Ocean. It is the location of the United States Army Terminal Command, Europe, the major line of supply for American service personnel in Europe.

A promenade along the Weser River is one of the favorite relaxations for visitors to Bremerhaven. The embankment was built along the river to prevent erosion by the tidal flood. Visitors can watch ships pass up and down the river and see the many fishing boats moving in and out of port.

Bremerhaven Club 1981-U is made up of Army, Navy and Air Force personnel, Department of Defense civilian employees and members of the German community. *The Toastmaster* salutes Bremerhaven, Germany, Toastmasters Town of the Month.



Cultivate the Salesman in You

by FRED DeARMOND

WHATEVER YOUR VOCATION is called, I maintain that you're really a salesman. We all have something to sell every day of our lives. And if we expect to go places we should be selling it at every opportunity.

If this premise is admitted, then it should be profitable to examine rather closely how successful salesmen work. They are not a class apart; they are merely doing all the time what the rest of us should be doing part of the time.

Quite early in his career a professional salesman is taught that he has three things to sell—himself, his company, and his pro-

duct or service. Now isn't it true that you, a junior accountant, a supervisor, or an assistant buyer, let's say, must be continually building up the confidence of your superiors, your associates, and your customers in yourself? At the same time you are, or should be, talking up your company, advancing its interests, defending its good name. The other one-third of the selling job—selling the product or service to buyers—is performed by the boys with the sample cases. Therefore, you are actually about two-thirds salesman, whatever your function, even if you don't call it selling.

You sell others your ideas, your plans, your enthusiasms, your loyalties. You sell and sell to hold your own in a fiercely competitive arena.

Study the ways of the top man in your organization. It will be a rare exception if he isn't a salesman par excellence.

I've had occasion to work for some men who were superb in this respect. One was the executive vice-president of a bank where I was a clerk. He was the first bank officer in our city who gave up his private office and had his desk moved out into the main lobby where he could see and greet patrons and always be available to all who wanted to get his ear. He made me feel that I was one of a fortunate few in being an employee of an institution that was such a financial pillar in the city and region. What was a little overtime labor on my books, how minor a consideration was my skimpy salary, measured against the opportunity that was mine for an apprenticeship in the great world of money! It was surely not his fault that I didn't go on to become a banking giant, another Andrew Mellon.

Then I had an editor boss who sold me the conviction that as a staff writer I had an unparalleled chance to mold public opinion through deathless writing. "I

want you to get so excited about this assignment that you work up a temperature over it. Then you'll produce something lasting that people will be reading 50 years from now." Without saying it in so many words, he dangled before me the carrot of posterity's imprimatur.

Richard W. Sears, founder of the great Sears, Roebuck organization, never worked a sales territory, but was one of the master salesmen of his age. He could write copy that would so stir a simple farm woman that she would talk her husband into selling his steers and buying that new living room suite.

One of his ad copy writers went to Sears one day to point out that in his opinion a piece of magazine copy promoting a heating stove, and written by the boss himself, promised too much. Sears laid down his work and explained to his employee that he had made the language strong purposely because he wanted to get every reader who had the remotest idea of buying a stove wrought up sufficiently to write for the catalog. He said that just because of the very persuasive sales talk in his advertising, it was getting a tremendous response. When the prospects received the catalog, he reasoned, "they will find that we are really selling stoves below all competi-

tion, and they will forget about the strong language used to attract their attention."

Even after Harvey Firestone had built his business up to very considerable size, he was forever selling to make it bigger. "For years," he told Samuel Crowther, "I rarely met a man who seemed to have any money without trying to sell him stock." In fact, Harvey Firestone headed the company because he was eternally a salesman. All top management is on a search for men who can see beyond the petty details of specialized jobs and get a vision of why the company is in business.

I experimented by writing down the names of 12 of the most successful men in my service club. "What is the most obvious generalization to be made about these men?" I asked myself. "Why, they are all superior salesmen," was clearly the answer. Then I excluded four of the twelve who had formerly been salesmen and sales executives and in their places wrote names of members who had never followed the sales career. The generalization still held true. Every one of the revised list also was distinguished for the basic qualities we ascribe to a good salesman.

And what, specifically, are

those qualities?

1. *A good salesman makes himself interesting.*

The starting point in accomplishing this end is to listen well and then talk as much as possible about what the other person is interested in. Make your own interests subordinate if you would be regarded as a good talker; this truth applies to all of us. However scintillating your talk may be, it registers only when you have made it apply to some interests of the listener.

2. *He impresses his name and connection.*

A salesman doesn't mumble and stutter when he's introducing himself. He wants you to remember that he is Roy Ballantine and that he works for the Hamilton Corporation. He will even assist your memory by associating his name with that of a well-known brewing firm and his company with the first Secretary of the Treasury. He speaks up distinctly and loud enough to be understood. If he has met you before he doesn't take it for granted that you will remember him or who he is, but repeats his name for you.

3. *He displays his merchandise.*

You've noticed that an efficient salesman *shows* wherever pos-

sible, as well as *tells*. He makes his presentation just as concrete as he can, by showing samples, pictures, charts. These are supported by names and addresses of two or three of his satisfied customers. He may give you a few figures, but not enough to overload a non-mathematical mind.

4. *He exhibits a regard for your time and his own.*

The modern producing salesman has learned not to waste excessive time in the preliminaries of discourse. He comes to the point promptly, and by a fairly direct route. When one realizes that he has only a few minutes to put over an idea, he is forced to economize on words. There are some garrulous salesmen, but they are not among those with the good records.

5. *He accentuates the bright side.*

Salesmen know, better than others, that they can't do business by talking their woes. People don't put their names on orders when their minds are dwelling on how bad the times are and how futile it is to try to make them better. Observe how salesmen work. They usually bring news, and it's nearly always cheerful news.

6. *He asks for the order.*

The salesman has a purpose in every move he makes and every word he utters. All are designed to lead up to the order. Call this

mercenary if you like, but there's nothing reprehensible in itself about calculated design.

Just remember at the proper time to put your request up to the other person, and not quickly to take no for an answer.

You don't need to sell? If the idea is good enough it will sell itself?

If Alexander Hamilton had held to that philosophy, this nation might today have been only a loose confederation of states erected on a rustic agricultural economy.

If Lincoln had felt the same way, America would today be two or three, or maybe half a dozen, small quarreling nations such as exist in Latin America, weak and easy victims to the Communist colossus.

Every day you face challenges that can be met only through the oft-condemned "hard sell." They involve persuading others by peaceful means to courses of action.

Never again speak condescendingly of salesmen as hucksters and peddlers. We would all profit from the rigid self-discipline that a successful salesman must undergo. Watch these men on their rounds and learn from them. The precepts of salesmanship contain the solutions to many of our difficulties.

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



Toastmasters in the Antipodes

by RUSS WALKINGTON

PERHAPS TOASTMASTERS "UP-OVER" may find it difficult to imagine a Toastmasters district with 40 clubs which is actually almost as large in area as mainland U.S.A. Between the two farthest removed Australian Toastmasters clubs lies a distance of 1900 miles! One club is 1500 miles from the Headquarters of Australian Council.

Attendant upon these geographic enormities lies the problem of the constant communication needed to keep an organization such as Toastmasters virile and co-ordinated. Certainly, letters and telephones can say much but, like our United States counterparts, we believe that personal contact is the best method of assisting our clubs. We place great store in the effective operation of area presidents.

The president of the Australian Council can claim that he has telephoned an area president, living 800 miles away, and been informed by the area president's wife that her husband was attending a Toastmasters meeting 250 miles away from their home.

While interesting in themselves, these facts serve to underscore the communication and liaison problems facing a council operating a virtual World Headquarters in miniature in Australia.

What about the individual Australian Toastmaster? What is he like? Does he differ from his United States counterpart?

Although the Australian is generally regarded as a casual, easy-going individual on the international scene, the Australian Toastmaster is a zealot dedicated to the educational aspects of Toastmasters. So much so that many overseas visitors are intrigued by the degree of application our members give to assignments. The standard of our speakers and meetings is consequently high.

Despite the distance between us, Toastmasters in Australia are anxious to belong, actively, to the International body and to be

The president of the Territorial Council of Australia talks about Toastmasters activities "Down Under. . ."

vocal in its councils. We, with due modesty, believe that there is no reason why overseas Toastmasters may not initiate ideas and techniques of assistance to the furtherance of Toastmasters International.

We are already experimenting with a number of these, especially in the field of area operations and club evaluators. We are anxious to share any worthwhile finding with all Toastmasters, for there may somewhere arise a duplication of the problems we face.

One most interesting aspect of the extension of Toastmasters in Australia is the fact that there already exists here a strong rival club organization with extremely similar ideas and methods. Of British origin, these clubs outnumber us at present, but Toastmasters enthusiasm is high here and we are on the move.

Keep an eye on the Australian clubs, for we intend to become a force in Toastmasters International — and look what 11,000,000 Aussies have done in sports and international affairs!

What might Australian Toastmasters achieve in the future?

Russ Walkington is president of the Territorial Council of Australia. A member of Bankstown Club 1519-TCA in New South Wales, he previously served as educational chairman and area president in the territorial council. He was the 1964 winner of the Australian National Speech Championships.





Present for the November meeting of the Toastmasters International Board of Directors in Santa Ana were: first row, Maurice Forley, executive director; Lothar Salin, vice-president for education; Charles C. Mohr, president; John B. Miller, senior vice-president; Earl M. Potter, vice-president for organization; Paris S. Jackson, immediate past president; second row, Directors Cleve L. Campbell; Frederick W. Delves; LaRue A. Thurston; Charles M. Herrlein; Amos W. Randall; A. Ernie Pallister; and Joseph P. Rinnert, legal counsel and International past president; third row, Directors Eugene J. Haluschak; Arthur M. Diamond; A. W. Stillwell; Truman S. Thomas; Raymond L. Picl; Van H. Tanner; Randall E. Winters; James C. Sonstelie; Rex Davenport; and Edward P. Miska.

BOARD REPORT

Toastmasters International's Board of Directors met at World Headquarters in Santa Ana, Calif., November 18-20. Among actions taken were:

1. The adoption of revisions to Toastmasters International's policy concerning expense grants for officers and directors.
2. Revisions were made to Toastmasters International's policy concerning expense grants for district officers.
3. The name of the Toastmasters Memorial Fund was changed to the Ralph C. Smedley Toastmasters International Memorial Fund in response to the many requests of members who wished to contribute to a fund in Dr. Smedley's memory. The Board adopted the following expression: "That contributions in memory of Founder Ralph C. Smedley shall be used to continue the Citizenship Awards established by Dr. Smedley at Smedley Junior High School, Santa Ana, California, and such additional educational purposes as the Board of Directors from time to time may approve. None of said funds shall ever be used for operating expenses or capital expenditures of Toastmasters International, nor shall they ever be commingled with the general funds of the corporation."
4. Adoption of a resolution suspending the Toastmasters membership of a Founders District club member for actions alleged to be detrimental to Toastmasters International, pending a hearing and final determination by the Board of Directors as to whether his membership should be terminated.



Joint Meeting

Anaheim (Calif.) Breakfast Club 3836-F recently held a joint meeting with Audionics Gavel Club No. 1 at the California Institution for Men at Chino, Calif.

At the conclusion of the highly successful meeting the Anaheim Breakfast Club presented three new trophies to the Gavel Club.

Anaheim Breakfast Club 3836-F
Anaheim, Calif.

Fifth Annual Debate

Two representatives from Sandia Club 765-23, Albuquerque, N.M., were the winners of the Fifth Annual Invitational Debate sponsored by Highway Club 2149-23, Santa Fe, N.M.

Taking part were teams from Carlsbad (N.M.) Club 1182-23, Paso Del Norte Club 1163-23, El Paso, Tex., Ancient City Club 616-23, Santa Fe, N.M., and Sandia Club 765-23, Albuquerque, N.M.

Albuquerque Club 122-23 members acted as moderators and the timers were from Los Alamos (N.M.) Club 607-23. Highway Club members act as judges and do not take part in the debates.

Among the subjects debated were the removal of our troops from Vietnam and the United States foreign aid program.

Highway Club 2149-23
Santa Fe, N.M.

A New Twist

Clay Webster Club 1366-8 has added a new twist to its weekly program—current events.

Each week a Current Events Director is named who, prior to the start of the meal, speaks on the highlights of some event of the past week and then asks questions on the subject. This is followed by the members exchanging their views on the subject during dinner.

Clay Webster Club 1366-8
Springfield, Ill.

The winners posed for pictures following the Fifth Annual Invitational Debate sponsored by Highway Club 2149-23 in Santa Fe, N.M. Left to right are Milt Prucha and Nate Weinberg, the winners from Sandia Club 765-23; Bill Capels, moderator from Albuquerque Club 122-23; and George Stauning and Frank Goebelt, second place finishers from Paso del Norte Club 1163-23.





Mayor M. C. Benton Jr., of Winston Salem, N.C., signs a proclamation designating Toastmasters Week in the city. Looking on are, left to right, Area Governor Hunter Skeen, Lieutenant Governor John Edwards and Assistant Area Governor Pat Mast.



Major General John M. Cone, right, commanding general of White Sands Missile Range, N.M., was made an honorary member of White Sands Club 3422-23. Making the presentation is Bill Baze, club president.



ONR Club 2608-36, Washington, D.C., has devised an "Ahl-batross" as a reminder of the harm that "ahs" can do. Lt. J. C. Wooman, second from left, was the first recipient of the award. Others in the photograph are Charles DeVore, club president; Dr. Lewis Larrick, designer of the emblem; and William P. Berzak, District 36 Speakers Bureau and Community Service director.



Toastmasters International Director LaRue Thurston, left, presents the Best Speaker Award to Ralph Reynard at the annual Ladies Night Banquet held by Forest City Club 1185-10 in Cleveland, Ohio.



Robert Heffner, right, vice-president for personnel for Nationwide Insurance, was the featured speaker at the 16th anniversary meeting of Nationwide Insurance Club 753-40 in Columbus, Ohio. Congratulating Heffner following his talk is Richard L. Gillen, club president; while Richard Carr, left, club administrative vice-president, looks on.



Herbert C. Wellner, left, Finance Department manager at World Headquarters, accepted an honorary membership in Gateway Club 1101-24, Grand Island, Neb., in behalf of Executive Director Maurice Forley. Making the presentation is Ralph Eaton, chairman of the Nebraska Land Speech Contest which will be conducted by Nebraska Toastmasters in conjunction with the 1967 Nebraska Centennial. Eaton also presented Executive Director Forley with a certificate from the governor of Nebraska, Frank B. Morrison, appointing Forley as an admiral in the Nebraska Navy.



Reading, Pa. Mayor Eugene L. Shirk, seated, received an honorary membership certificate in Pagoda Club 1809-38 from Lloyd H. Moll, club president. Looking on, left to right, are Harold E. Hicks, Jr., area governor; Albert E. Schucker, city councilman and Pagoda Club member; and Robert R. Sharets, Pagoda administrative vice-president.

Robert Drain, left, governor of District 64, presents the Premier of Manitoba (Canada), Duff Roblin, a suitably engraved gavel after the district named the Premier honorary district governor.



Two International past presidents and an International director were among the featured speakers at District 50's Fall Conference. In the photograph, left to right, are George Williams, District 50 governor; Sheldon Hayden, International past president and member of Toastmasters' Educational Advisory Committee; Glenn True, past governor of District 12; Amos Randall, International director; Russell Herron, governor of District 12; Jim Mangham, executive lieutenant governor of District 50; and Joseph P. Rinnert, Toastmasters legal counsel and International past president.



John Dower, left, governor of District 5, presents honorary membership certificates in San Luis Rey Club 1150-5, Camp Pendleton, Calif., to Major General Robert E. Cushman, Jr., commanding officer of Camp Pendleton; General Hunter Hurst, commander of the First Marine Division; and Navy Captain Herbert A. Markowitz, commanding officer of the U.S. Naval Hospital at Camp Pendleton. The presentations took place at the



Toastmasters Go To College

by A. DALE GREGORY

JUNE 2, 1964 is a memorable date in the history of Sterling Club 1184-26, Sterling, Colorado. It is the day our club completed what we think is the first cooperative venture of an accredited college and a Toastmasters club.

Toastmasters had gone to college, taken a speech class as Toastmasters, and had received college credit for the course. Toastmasters members had been given academic credit from Northeastern Junior College, a member of the North Central Association of Colleges and Secondary Schools.

Northeastern Junior College is believed to be the first institution of higher learning in the United States to incorporate the Toastmasters program into its curriculum. The course included professional instruction and the Toastmasters concept of individual speech evaluation.

The course content was worked out jointly by William I. Israel, Northeastern J. C. instructor in speech; and District 26 Lieutenant Governor A. Dale Gregory, a member of Sterling

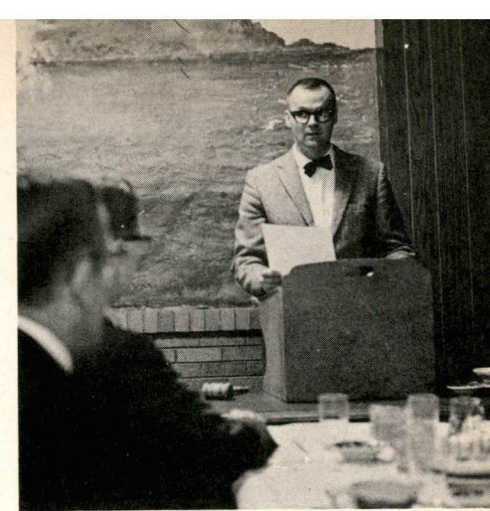
Club 1184. The classes were held alternate weeks with our regular Toastmasters meetings.

The college credit Toastmasters course used the Toastmasters Basic Training Manual as a text, covering all the lessons except 6, 11, and 12. During the course, Israel served as master evaluator and grammarian. The members of the Sterling Club served alternately as Toastmaster of the Evening.

The TMI training program corresponds very closely to college training in public speaking, according to Israel. The class followed prescribed Toastmasters fundamentals. There was a Toastmaster of the Evening, individual evaluations, a master evaluator, and a grammarian. In place of Table Topics, there were extemporaneous introductions of speakers.

Our class met with speech instructor Israel for a total of 10 meetings. These meetings were split into two one-hour sessions. During the first hour, the class members delivered the speeches assigned for that particular meet-

William I. Israel, Northeastern Junior College speech instructor, conducted the Public Speaking for Toastmasters course.

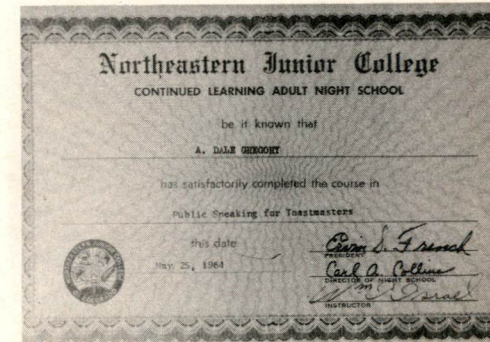


ing and were evaluated by fellow members. The instructor then evaluated each speaking performance and evaluation.

During the second hour, the instructor lectured on the phase of speech training to be dealt with in the next speaking assignment. Subjects covered included: "Problems of Oral Communication"; "Blueprints for Speech Construction"; "Voice and Diction—Paralanguage, or What You Say Between the Words"; "Semantics—The Big Difference Between What You Mean and What Your Listener Thinks You Mean"; and "How to Preside."

As in any college course, attendance and completion of the assignments were a strict requirement for college credits.

There were 14 class enrollees, including two school teachers who drove from Julesburg, Colo., 60 miles away, to participate in the sessions. The Sterling Toastmasters Club-Northeastern Junior College program netted the club six new members. The class developed the club's educational program and created enthusiasm



This certificate was presented to class participants. Student Toastmasters received two and one-quarter units credit for completing the course.

Aerial view of Northeastern Junior College in Sterling, Colorado.

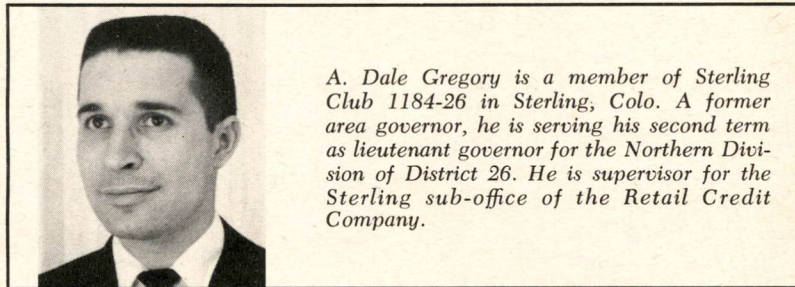


among members. Israel believes *The Advanced Speaker* and *Leadership Through Speech* manuals could be developed in the same manner, resulting in benefits for both NJC and TMI.

The history of the Sterling Club is closely tied in with Northeastern Junior College. Club 1184 was chartered 13 years ago as an outgrowth of a series of personal interest speech classes at Northeastern's evening program. Carl Collins, then director of adult education at NJC, was a charter member of

the club. Francis Roche, current director of adult education, is another former Sterling Toastmaster. Collins was quoted as saying, "It is gratifying that Northeastern Junior College, where the Sterling Toastmasters Club was originally formed, should have assisted in developing a college program for the club."

We, as Toastmasters, feel we have gained from this experience and hope that it will be an inspiration to other clubs in college communities.



A. Dale Gregory is a member of Sterling Club 1184-26 in Sterling, Colo. A former area governor, he is serving his second term as lieutenant governor for the Northern Division of District 26. He is supervisor for the Sterling sub-office of the Retail Credit Company.

There is a loftier ambition than merely to stand high in the world. It is to stoop down and lift mankind a little higher.
— Henry Van Dyke

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. I have just been appointed club public relations chairman. What material is available from World Headquarters that will help me do the job well?**
- A. The Public Relations Manual (Code 1148), \$1, will acquaint you with the general public relations field and tell you how to submit publicity releases to newspapers, radio and TV. In addition, it will give you many other helpful tips you may use in your new job. You may also obtain Sample News Releases (Code 1147), 50c, which may be adapted for elections, installations, anniversaries, and a variety of other club activities.
- Q. Our club wants to evaluate each speaker more than once. May this be done?**
- A. Many clubs utilize the Speech Contest Work Sheet (Code 1180) or Individual Speech Evaluation Form (Code 165). By using one of these, all members of the club can evaluate each speaker.
- Q. Where can I find speech material?**
- A. One good source is the Toastmasters Reading Plan (Code 125) which opens up many new avenues for speech material. You don't have to give a book report — you can talk about the author, some important happening contained in the book, or your ideas of the author's handling of the subject. Magazines, newspapers, television programs and hobbies, all are sources that provide many varied ideas for speeches.
- Q. Should we have Table Topics at every meeting?**
- A. Many clubs often utilize the Table Topics time to present parliamentary procedure training or a panel discussion, as outlined in the Club Program Planning Manual (Code 1314). When using the panel discussion, allow time for questions from members not participating in the panel.



Tips For Your Talk

by VINCENT VINCI

ARISTOTLE, in his *Rhetoric*, distinguished between the language of writing and the language of speech. His reasoning was based on the knowledge that a speech is transitory while a paper is permanent. On this basis, the speaker has one chance to accomplish his objective—right then and there, while facing his audience. Therefore, the planning of a speech revolves around: a *specific* purpose, aimed at a *specific* audience, located at a *particular* place and presented in a *specified* time limit. A speech must unfold only the highlights, show their relationship to the over-all objective, and keep the audience aware of how the pieces fit together. This awareness is accomplished through repetition—a must in speechmaking.

The listener, unlike the reader, cannot govern distractions or the

conditions under which he must understand and retain meanings and logic. The listener cannot refer back to the previous page or paragraph; he therefore relies on memory, and the statement of too many ideas will cause him to give up.

Effective presentations require three things: 1. preparation; 2. preparation; and 3. preparation. An ill-prepared speaker is as obvious as an unseasoned juggler. You may write off a poor speech to experience, but the audience will consider you inexperienced, ineffective, unknowledgeable, and even insulting. There's no alternative to preparedness. Remember, you're appealing to individuals who possess individuality of mind and background, who have come to *hear* and *see* a speech. They want a finished product they can retain and use. With work, knowledge of what a

speech is, and perhaps some professional help, you can achieve your speech objective.

A speech is articulation, enunciation, pronunciation, inflection, modulation, emphasis, timing, volume, pitch, rate, resonance, diction, and gestures. A speaker exhibits enthusiasm, confidence, and sincerity. A speech is alive, subject to change. Even a split second before a thought is presented, it can be rephrased based on audience reaction to previous ideas.

When preparing a speech, learn as much about the speaking situation as possible. How large is the audience? Who are they? What is their average age, experience, and education? What time of day is the speech to be given? How large is the hall? Will they have a copy of the speech or article beforehand? What equipment—lectern, visual aids, lighting, amplification system—is available? A last minute acquisition of an important item may change the entire speech situation.

A speech given directly after a luncheon or dinner may fail because the room isn't ventilated or the thermostat is too high. In any case, be more dynamic than usual—you're fighting post-meal stupor.

An effective speech is founded on knowledge of how to motivate an audience. Appeal to the audience's interests, and aim at

the audience's level of understanding.

If you're attempting to convince young Democrats to vote Republican, your objective is the reversal of their feelings. This reversal requires that:

1. You do not rule out their views and present solely yours;
2. You have a thorough knowledge of their arguments, logic, and background;
3. You proceed step-by-step slowly. The greater the response you desire, the slower your attack should be.

Again, start at the audience's level of understanding. Begin with the known and proceed to the unknown.

Each speech has a general and a specific objective. The general objective may be to inform, to entertain, to persuade, or some combination thereof. The specific objective answers the question, "What audience response do I desire?"

Define the characteristics and limitations of your specific objectives and then focus your supporting material toward the fulfillment of that goal. Defining your objective prevents scattering your shots and enables you to hammer down your message by stating and repeating your selling points. State your specific objective in one sentence, e.g., "To prove a manned mission to Mars is feasible with today's technology."

Ask yourself, what are the main ideas behind my primary objective? Using the primary thought — “To prove a manned mission to Mars is feasible with today’s technology,” you might list the following main ideas:

1. Establish the mission and its requirements.
2. State the problems imposed by the mission.
3. Show that these problems are surmountable.

Obviously, this is a persuasive speech; therefore, the main ideas support both the primary objective and the speech type, i.e., the general objective. The choice of main ideas is based on audience and situation suitability. But avoid too many main ideas; they may burden your audience.

Supporting details activate and add credibility to your main ideas. Supporting details consist of comparisons, similes, contrasts, statistics, anecdotes, facts, recollections, performance data, testimony, definitions, demonstration and quotations.

Slant the supporting material to the speech type. Use only a sufficient amount of supporting detail to prove your main ideas; don’t try to show how much you know. Emphasize the relationship of the details to the big picture.

Present the supporting details in a way which helps the audience’s retention and understanding . . . illustrate your statistics.

Give statistics life, show what’s behind a particular statistic, let the audience feel the impact of the number. Visual aids help statistics sink in by appealing to two senses instead of only one. Don’t crowd statistics into one portion of the speech.

When making comparisons, try to compare your ideas with those familiar to the audience. Compare degrees Fahrenheit to degrees Fahrenheit, not Centigrade. Don’t make your audience do your work.

The introduction serves the same purpose as a newspaper headline; it creates immediate interest and a desire to listen to the rest of your speech. While doing this, state your primary objective—directly or indirectly. Establish a friendly relationship between the audience and yourself. If you use humor to establish this rapport, be sure it is related to your topic, or at least to the meeting situation.

The methods of gaining attention range from ringing a bell to dead silence. Your choice must command spontaneous attention. “I don’t know which one it is going to be, but one of you will spend some time as a patient in a mental institution,” is an example of a striking opening. It sets the specific theme and draws an immediate response which is attained by showing the prevalence of mental diseases and appealing to the au-

dience’s desire to maintain its health, i.e., the motive of self-preservation.

After presenting your main ideas and their supporting material, bring together all the strong points in the conclusion. An informative speech dictates a summary while a persuasive speech needs a “call to action” or an appeal, in addition to the summary.

A speaker’s attitude plays a paramount role in accomplishing his speech objective—how he says something is just as important as what he says. To be an effective practitioner, you must become an aficionado; that is, you must make speaking *and* diligent listening an everyday occurrence. Make speech a portable hobby, integrate it with your normal activities. Be aware of speech and speech patterns.

Anyone attempting to improve should not believe that practice or persistence alone will bring perfection. What is needed is directed effort, intelligent practice, and the application of techniques of good speechcraft.

Seek professional aid and counsel. Asking assistance of a professional isn’t a reflection on your intelligence. Many companies now use the talents of advertising agencies and manage-

ment consultants. A speech writer can assist you in researching, developing your speech, and advising you in expression and diction. He can act as a professional sounding board and a constructive critic. However, know what you can expect from professional help. There’s help around you—seek it, use it, but don’t depend entirely on it.

There’s no set rule for determining whether to memorize a speech, read it, or speak extemporaneously. This is the speaker’s choice, resulting from his analysis of his platform abilities and preparation.

A memorized speech should be so much a part of the speaker that it is a natural element. That is, a memorized speech should be “over-memorized” so that memory blocks are highly improbable. Over-memorizing is achieved by rehearsing aloud, and understanding the speech thoughts. Don’t force memorization, let it come naturally.

The advantage of reading a speech is that the thoughts and phraseology are laid out before you. But this does *not* mean that it needn’t be rehearsed. Every speech has highlights—those words that are stressed to impart meaning. Without practice and



analysis of emphasis, phrasing, and intonation, these highlights may be lost.

The same principles can be applied to speaking extemporaneously. Speech and speaker should appear as a single unit to the audience; this effect is not achieved without pondering, preparation, and practice.

Take into account your experience, skill and command of each technique. Then determine your method of delivery.

Nervousness is a natural reaction resulting from pressure to perform. Stage fright attacks individuals in various degrees and forms. An awareness and understanding of stage fright, its manifestations, and how to cope with them will enable you to overcome most nervousness.

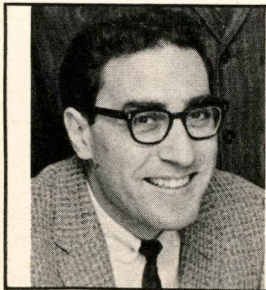
In stage fright, the emotional and intellectual responses are competing for control. When emotional behavior is uncontrolled, intellectual capacity suffers. You tend to become inarticulate and forget your thoughts, your eyes become

blurry, and you've lost control.

However, some nervousness adds to your awareness of the moment; it can actually add spontaneity and help you perform better. Don't chase those "butterflies;" learn to control them.

To surmount stage fright:

1. Be psychologically ready to speak—refuse to be defeated;
2. Be prepared—learn every aspect of preparation;
3. Learn the physiological nature of nervousness—nervousness is normal;
4. Discuss your fears and experience with others—get their reactions;
5. Develop a sense of objectivity—set your goal and shoot the works;
6. Know what you can expect of yourself—you needn't be a Churchill or a Lincoln;
7. Participate in many speech occasions—experience increases confidence;
8. Be aware of the importance of the speaking occasion—don't fail yourself or the audience;
9. Have faith in your ideas;
10. Speak directly to the audience.



Vincent Vinci is a past president of Lockheed Electronics Company (LEC) Club 3899-46. An engineering proposal coordinator, he has been in the field of technical documentation since 1954. A graduate of Seton Hall University, where he received the university's Oratorical Medal, he has been a lecturer in speech at the university since 1956.

The Speaker's Page

SPEECH SUGGESTIONS FOR FEBRUARY

February is a month which affords opportunities to advance many worthwhile causes. It is *American Heart Month*, and includes such weeks as *National Crime Prevention Week* (13-19), sponsored by The National Exchange Club; *Future Farmers of America Week* (19-26); *Brotherhood Week* (20-26); and *Sertoma's International Freedom Week* (20-26), sponsored by Sertoma International. The birthday of the Boy Scouts is February 8th. *Boy Scout Week* is observed the 7th through 13th. Why not contact your local scout organization about "Operation Patrick Henry"?

Independence Day is observed in Ceylon (4th) and in the Dominican Republic (27th). The *Anniversary of the Constitution* is commemorated in Mexico (5th), where the present constitution, embracing major social reforms, was adopted in 1917.

Groundhog Day (2nd) is celebrated in Punxsutawney, Pa., with a *Groundhog Banquet and Shadow Forecasting Festivities*, and in Fruitland, Ida., with a *Groundhog Feed*; Carnegie, Okla., hosts the *World Championship Domino Tournament* (25th); and the annual two week pre-Lenten celebration, *Mardi Gras*, begins in New Orleans, La., Mobile, Ala., and Biloxi, Miss. (10th).

On February 3, 1913, the 16th, or income tax amendment, became a law in the United States (no celebrations observed); and on February 21, 1885, the Washington Monument was dedicated in the nation's capital after 37 years of construction.

Three outstanding U.S. presidents were born in February: Abraham Lincoln (12th); George Washington (22nd); and William Henry Harrison (9th).

POINT OF EMPHASIS

The Point of Emphasis for February is "Speech Construction." Basic Training Speech No. 11, "Construct Your Speech," outlines Dr. Alan H. Monroe's method of constructing a speech. More detailed information can be obtained from Dr. Monroe's book "Principles and Types of Speech," available from World Headquarters.

During the month of February, schedule a talk concerning speech construction. Basic Training Manual assignments 3 and 6 and Club Program Planning (Code 1314) can provide additional ideas for highlighting speech construction during your February meetings.

FROM THE GRAMMARIAN

EXHAUSTING; EXHAUSTIVE — *Exhausting* means using up completely, especially the using up of physical energy to the point of fatigue. (*It was an exhausting day*). *Exhaustive* means thorough, testing all possibilities (*He made an exhaustive survey*).

SPEECH STARTERS

Men are often capable of greater things than they perform. They are sent into the world with bills of credit, and seldom draw to their full extent.

—WALPOLE

Let him that would move the world, first move himself.

—SOCRATES

Clubs Around The World



Delfin T. Justiniano, center, president of Tamaraw Club 1164-U, Manila, Republic of the Philippines, inducts M. S. Sait, second from right, ambassador to the Philippines from India; and A. Abouzeid, right, ambassador from the United Arab Republic, into the Tamaraw Club. Looking on at the left are D. L. Tuan, chargé d'affaires at the South Vietnam Embassy in Manila; and Del Sian, chief minister of the SEATO Affairs Division of the Philippine Department of Foreign Affairs.

International Club

Tamaraw Club 1164-U has truly an international club and a diplomatic one.

Included in its membership are M. S. Sait, ambassador to the Republic of the Philippines from India;

A. Abouzeid, ambassador from the United Arab Republic; D. L. Tuan, chargé d'affaires at the South Vietnam Embassy; and Del Sian, chief minister of the SEATO Affairs Division of the Philippine Department of Foreign Affairs.

**Tamaraw Club 1164-U
Manila, Republic of
the Philippines**
* * *

Club Simulates Conference

Tehran Club 2367-U held a special meeting at which club members simulated the UNESCO Illiteracy Conference that actually took place in Tehran.

Scheduled speakers acted as representatives from Iran, Turkey, India, Afghanistan, Argentina and Syria. There were also speakers from the floor representing the United States, Brazil, Ghana and the Republic of China. The simulated conference was attended by the Shah of Iran's Cultural Aide and the Japanese Cultural Attaché.

**Tehran Club 2367-U
Tehran, Iran**

Jim Hughes, standing at the right, speaks in behalf of the United States during Tehran Club 2367-U's simulated "UNESCO Illiteracy Conference." The club had speakers representing 10 countries. At the lectern is the Toastmaster of the Evening, club educational vice-president, Jim Raphael.



Dr. Robert F. Paget, in the photo at the left, was made an honorary member of Toastmasters Mediterraneo Club 3538-U. At 78, Dr. Paget was the first member of the club to complete his Basic Training. In the photo at the right new officers pose with Major General F. Yuksel, of the Turkish Air Force, third from the right, the installing officer. Others are, left to right, Technical Sergeant W. J. Sullivan, secretary; Staff Sergeant R. J. Lynch, educational vice-president; Technical Sergeant H. J. Cavanaugh, administrative vice-president; Technical Sergeant T. R. Wallace, president; and Yeoman First Class W. R. Kandetski, treasurer.

Honorary Member

Toastmasters Mediterraneo Club 3538-U honored its oldest member and past president, Dr. Robert F. Paget, by naming him an honorary member of the club. He was the first member to complete his Basic Training and eight of his 12 Basic Train-

ing speeches won the Best Speaker's Award.

At the same time, the club held officer installations. The special guest speaker and installing officer was Major General F. Yuksel of the Turkish Air Force who is Deputy Chief of Staff for Logistics at Headquarters, Allied Air Forces, Southern Europe, located in Naples.

**Toastmasters Mediterraneo 3538-U
Naples, Italy**
* * *

Georgetown Club 2687-U won the Inter-Countries Debating Competition in British Guiana. The club debating team won in competition with 119 other teams from throughout the country. Admiring the winning trophy are team members Arthur Belgrave, James Sydney and John Da Silva. The club's guests at a dinner celebrating the victory included Mrs. Winifred Gaskin, British Guiana Minister of Education; Lady Jackson, wife of the club's patron, Sir Donald Jackson; and Eric Stoby, senior vice-president of the Georgetown Chamber of Commerce.

Toastmasters and wives were treated to a program of music and songs at the Installation Dinner for new officers of Club Toastmasters De Monterrey 3357-56 in Monterrey, Mexico. Installed as officers were Jesus T. Flores, president; Efrain G. Gonzales, educational vice-president; Jorge R. Urena, administrative vice-president; Jesus Chapa Garza, sergeant-at-arms; and Ruben F. Fernandez, treasurer.



Humor Helps

by WINSTON K. PENDLETON



HUMOR CAN MAKE the difference between a mediocre speech and a prize winning masterpiece. It is like the spice that changes a tasteless piece of fish into a gourmet's delight.

There is a place for carefully chosen humor in every part of your speech; the opening, the body, and the conclusion. But it must be appropriate. Your funny story must have a purpose—and it must fit the purpose. Don't tell a lot of jokes just to make people laugh unless you are a professional funny man.

In your opening, humor can be used to attract attention, relax your audience, and create a feeling of expectancy of things to come. As you get into the body of your speech, humor can help you hold that attention. It will help you dramatize the main points of your speech. It will keep your audience alert and wide awake and will help you carry your listeners with you as you move down your pathway of ideas. And if you will add a touch of humor to an otherwise well planned, strong conclusion, you'll make your audience remember you for years.

Nothing catches the attention of an audience as quickly as a laugh provoking opener. It will also create that sense of expectancy that is so important.

A humorous response to your introduction is a good place to begin. After receiving a full and

flowery introduction, this story will do the trick: "Back home one time a judge was trying a divorce case. He had never had a case like this one before, because the woman had been married only one day. 'Why is it,' the judge asked, 'that you want a divorce? You married the most eligible man in town. He is the richest man in town, the best looking, the best dressed. He doesn't drink, doesn't smoke. He ought to make an ideal husband. That's what all of your friends have been telling you for years. Now, you want a divorce from him after being married only one day. Why? What's your reason?'

'Well, Judge,' she said, 'I guess that's the reason. That man was just naturally over-introduced.'

If you tell that story properly, it will get a big laugh. And if you get a big laugh to start with, your listeners will be waiting anxiously for your next words.

Then if you will give them another quick one, their ears will be flapping. You will have them on your side. You will have built up their sense of expectancy.

As you move into the body of your speech, nothing will hold their attention better than the anticipation of another laugh. Don't disappoint them. Give them one. Give them several. Use them to help make your points.

No matter what idea you are trying to put across, there is a

humorous story that illustrates it. You may have to search for it, but somewhere there is a belly-laugh story that can nail down your point.

Suppose you are talking about discipline or behavior. Fix it in their minds with this story: "The little boy's mother was enrolling him in school. She was telling the teacher how to treat her darling. 'I want you to remember that my Percy is much too delicate for physical punishment. If he should misbehave, just slap the boy next to him and that will frighten Percy.'"

Using humor to make your point has the added asset of keeping folks on the edge of their seats. Nobody can sleep sitting on the edge of his chair. Not only will they stay awake, they will follow you eagerly as you move from point to point.

The biggest problem some speakers have is bringing their talk to an end. Sometimes they hem-and-haw and back up and start over and say thank you and goodbye, and generally behave in an awkward manner.

One sure-fire way to bring the curtain down dramatically and to make certain the audience remembers you and what you have said is to follow the advice of the old vaudeville stars and "always leave them laughing."

Ending a speech is like beginning. With a little study and research you can find a story that

will have everybody laughing and on your side.

Right after you make your final firm point, try this for a quick ending: look at your watch and say in a surprised tone, "My, look what time it is. It's time for me to sit down. Not that I have finished my speech, you understand, but I am supposed to pick up my wife at the beauty parlor in 10 minutes."

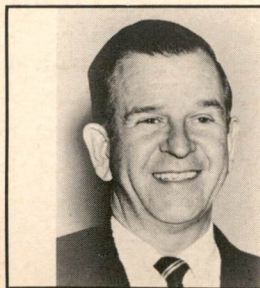
Or, following your ringing, final statement, say this: "I am sure there are some of you who might like to ask some questions and I want to say that I'll stick around after the meeting to chat with anyone who wants to talk to me. I always do that. I was doing that the other night at a meeting when nearly everyone came up and said something about the speech. Some of those folks said wonderful things about it. One man called it an address. Another said it was the greatest speech he ever heard. I was feeling good until the last man shook

my hand and said, 'I thought it stunk.' As he turned and walked out the door, the president of the club said to me, 'Don't pay any attention to that old fellow. He is a half-wit. He never had an original thought in his life. All he does is stand around and listen to what other people say and then repeats it.'"

After that one, they'll remember you.

Humor can help any speaker who will learn how to use it. *Learning how* is the big secret. A Stradivarius in the hands of a man who cannot play the violin is nothing. In the hands of a great violinist it enables him to create an unforgettable musical experience.

Humor is like the violin. It is there for anyone to use. If you will take the time and make the effort to learn to use it—and use it skillfully—you can make every speech sparkle and every audience remember you and what you said.



Winston K. Pendleton is a former Washington, D.C. newspaperman and public relations consultant and is a retired vice-president and sales manager of the Universal Dynamics Corporation. He now lives in Windermere, Fla. and makes his living writing and speaking. He is the author of two books: *PURSUIT OF HAPPINESS* and *2121 FUNNY STORIES AND HOW TO TELL THEM*.

TOASTscripts



Donald W. Bradley, administrative vice-president of Maplecrest Club 3257-11 in Indianapolis, Ind., recently conducted a Workshop Seminar on Public Speaking for 27 United States Air Force Reserve information and public relations officers.

The five meeting seminar had officers from the U.S.A.F. Recruiting Detachment, Air National Guard, Liaison Officers Air Force Academy, 9591st Air Reserve Squadron, Indianapolis Information Flight, 434 Troop Carrier Wing, and the Civil Air Patrol. The course included class participation, lectures and a film each night. The course was so successful that at its completion 18 of the students started proceedings, with Bradley's help, to organize a Toastmasters club.

Bradley received commendations from the commanding officer of the Fifth Air Force Reserve Region and the United States Air Force Recruiting Service.

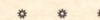


Toastmasters International Executive Director Maurice Forley has been named to the National Committee for St. John's College.

Over 100 prominent men and women from throughout the United States were named to the

committee, including Dr. Norris E. Bradbury, director of the Los Alamos Scientific Laboratory; Miss Greer Garson, motion picture actress; Alexander H. Girard, architect-designer; Floyd D. Hall, president of Eastern Airlines; Rear Admiral Draper L. Kauffman, superintendent of the U.S. Naval Academy; Paul Mellon; and Senator Joseph D. Tydings of Maryland.

St. John's College has campuses at Annapolis, Md., and Santa Fe, N.M.



World Headquarters has received many requests for "*Personally Speaking*," the commemorative volume of selected writings of Founder Dr. Ralph C. Smedley. The book is in the hands of the publisher and as soon as it is available an announcement will be made.

Pre-publication orders should be sent to Department A., Toastmasters International, Santa Ana, Calif. The price of the volume is \$3 plus postage.

Net income from the sale of "*Personally Speaking*" will go to the Ralph C. Smedley Toastmasters International Memorial Fund.



JUST IN JEST

Each year it takes less time to fly around the world and more time to drive to work.

—Indiana Bell News

The guide on a sight-seeing bus in Milwaukee informed his passengers that at that moment they were passing the world's largest brewery. A bored man in the back suddenly came to life. "Why?" he demanded, rising to his feet.

A little boy explained his black eyes "I was hit by a guided muscle."

—Quote

Life is like a baseball game. You come to bat ready to knock the ball out of the park — and then have to face the Koufax of life.

—Shelby Friedman (from Quote)

There was a time when a fool and his money were soon parted. Now it happens to everybody.

A man walked up to a vending machine, put in a coin, and pressed the button labeled "coffee, double cream, sugar." No cup appeared, but the nozzles went into action, sending forth coffee, cream and sugar. After the proper amounts had gone down the drain, the machine turned off.

"Now that's real automation," exclaimed the man. "This thing even drinks it for you."

—Boys' Life

Naturalists who claim America's wild life is disappearing don't stay up very late at night.

—Quote

"You claim to be a lover of peace," said the Judge, "and here you go heaving a rock at Casey."

"Yes, your honor," answered the culprit, "and after that Casey turned very peaceful."

—Farm Journal

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

(Ed. note — Following is an excerpt from a letter enclosing a gift to the Ralph C. Smedley Toastmasters International Memorial Fund from Dr. Smedley's brother.)

I want to thank you for sending us the November memorial issue of *The Toastmaster* with its complete coverage of Ralph's activities with the organization and, since all the (well deserved) eulogies have been said about Ralph, it is enough for me to say that "I, alone, remember him as my brother."

With sincere best wishes and personal regards to Toastmasters everywhere.

Frank R. Smedley
Youngstown, Ohio

* * *

Congratulations upon a splendid memorial edition in honor of Ralph Smedley. It is a fitting tribute to my long time friend and associate in YMCA.

For 16 years I was Dean of the YMCA summer school and for a number of those years Ralph was Chairman of the Board of Directors. I founded Toastmasters Club 3 in Los Angeles. Together we utilized the summer schools to promote Toastmasters. It is in that connection that we had the organization meeting of Toastmasters International at Whittier College, July 26, 1930.

One YMCA secretary in attendance by the name of Spalding had a speakers' club in British Columbia. We persuaded him to change the name to Toastmasters. That gave us the International flavor and we went ahead towards incorporation.

I have enjoyed my continued active relationship with Toastmasters over the years. I act as general evaluator once a month for our Quakertowne Toastmasters Club 19-F.

More power to you and your good work.

J. Gustav White, M.S.
Whittier, Calif.

* * *

Congratulations for the excellent memorial issue of *The Toastmaster* dedicated to the Founder Dr. Ralph C. Smedley. I shall treasure that issue.

Bernard Szymczak
District 6

May I compliment you upon a truly inspirational issue of *The Toastmaster*. You could not have captured the spirit and the mind of Ralph Smedley more successfully than you did.

Everyone who knew Dr. Smedley, I am sure, has his favorite recollection of him. Mine harks back to the time I was lucky enough to reach the finals of the International, held that year at St. Paul. As I approached the entrance of the big auditorium where the speech final was to be held, I was so nervous I decided to walk around the block in an effort to compose myself. As I started I felt a hand upon my arm. It was Ralph Smedley. It was obvious to him I was troubled. He fell into step beside me.

"You're worried that you are not going to win in there, aren't you?" he asked.

I don't remember the answer I mumbled, but I have never forgotten his answer.

"Clifford," he said, "the most important thing is not whether you win or lose. What is really important is for you to go in there and tell those people something that you believe in with all your heart. If you do that, you will have succeeded, whether you win first prize or not."

Almost instantly I was relieved. We went in together. I did not win the contest, but I gave the best talk I was capable of giving. In the years since then, I have passed on to others this example of Ralph Smedley's wisdom.

Clifford G. Massoth
Chicago, Ill.

* * *

Some members of our club have asked whether extra copies of the November issue of *The Toastmaster* are available and what do they cost?

The story of Dr. Smedley's life is inspiring. Prospective club members would find it very interesting.

Edward Lawrence
Montachusett Club 2397-31
Fitchburg, Mass.

* * *

(Ed. note — Additional copies of *THE TOASTMASTER* are available from World Headquarters for 15c each.)

New Clubs

(As of December 6, 1965)

- 392-5 LEMON GROVE, California, *Skyline*, Mon. 7:00 p.m., Skyline Wesleyan Methodist Church, Lemon Grove, California 465-5288
- 528-U SANTURCE, Puerto Rico, *Santurce*, alt. Mon. 7:00 p.m., Swiss Chalet, Santurce, Puerto Rico 765-0090
- 589-42 EDMONTON, Alberta, Canada, *KLONDIKE*, Wed. 7:45 p.m., City Hall, Edmonton, Alberta, Canada 479-6374
- 706-28 ROCKWOOD, Michigan, *Shoreline*, Tues. 7:30 p.m., Carlson High School, Rockwood, Michigan ST 2-2087
- 814-6 EDINA, Minnesota, *Daybreakers*, Mon. 6:30 a.m., Biltmore Motor Hotel, Edina, Minnesota 888-6460
- 935-13 KITTANNING, Pennsylvania, *Kit-Han-ne*, 1st-3rd Mon. 6:30 p.m., Hotel Alexander, Kittanning, Pennsylvania LI 2-2741
- 1002-TCBI TARBERT, Argyllshire, Scotland, *Tarbert*, alt. Fri. 8:00, The Tarbert Hotel, Tarbert, Argyllshire, Scotland
- 1276-TCA SYDNEY, N.S.W., Australia, *General*, alt. Tues. 5:30 p.m., Pitt Club, Pitt Street, Sydney, N.S.W., Australia 278811
- 1344-61 STE-FOY, Quebec, Canada, *Ste-Foy*, Thurs. 6:00 p.m., Hotel Motel Grand Boulevard, Ste-Foy, Quebec, Canada
- 1459-46 NEW YORK, New York, *Topics*, alt. Tues. 5:30 p.m., 350 Park Avenue, New York, New York 350-4069
- 1977-49 SCHOFIELD BARRACKS, Hawaii, *Nui Olelu*, Tues. 12:00 noon, Schofield Barracks Officers' Open Mess, Schofield Barracks, Hawaii 655426
- 2017-U AUCKLAND, New Zealand, *Waitemata*, Mon. 5:30 p.m., Embers Restaurant, Chancery Street, Auckland, New Zealand 548-308
- 2058-F ORANGE, California, *Orange County Medical Association*, 2nd-4th Tues. 12:15 p.m., Orange County Medical Assn., 300 S. Flower, Orange KE 2-6511
- 2195-F FULLERTON, California, *Wilshire*, 1st-3rd Mon. 6:45 p.m., Mill Restaurant, West Commonwealth Ave., Fullerton, California 943-7560
- 2470-50 LOS ANGELES, California, *Packard Bell*, 1st-3rd Thurs. 5:20 p.m., Packard Bell Electronics, Los Angeles, California BR 2-6761
- 2558-7 PORTLAND, Oregon, *"Parts,"* Mon. 6:00 a.m., Hoyt Hotel, 614 N.W. Hoyt, Portland, Oregon CA 7-2455
- 2642-36 ALEXANDRIA, Virginia, *Camotop*, Mon. 6:30 p.m., Charcoal House, Alexandria, Virginia 347-9660 Ext. 28
- 2744-63 COOKEVILLE, Tennessee, *Cookeville*, Tues. 6:30 p.m., Tennessee Tech. Cafeteria, Cookeville, Tennessee 526-2181
- 2773-13 FAIRMONT, West Virginia, *Greater Fairmont*, Tues. 8:00 p.m., Town House Restaurant, Fairmont, West Virginia 363-7333
- 2991-64 DAUPHIN, Manitoba, Canada, *Dauphin*, Fri. 6:15 p.m., Kings Hotel & Gordon Boulevard Hotel - alt., Dauphin, 638-6312 638-4838

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