

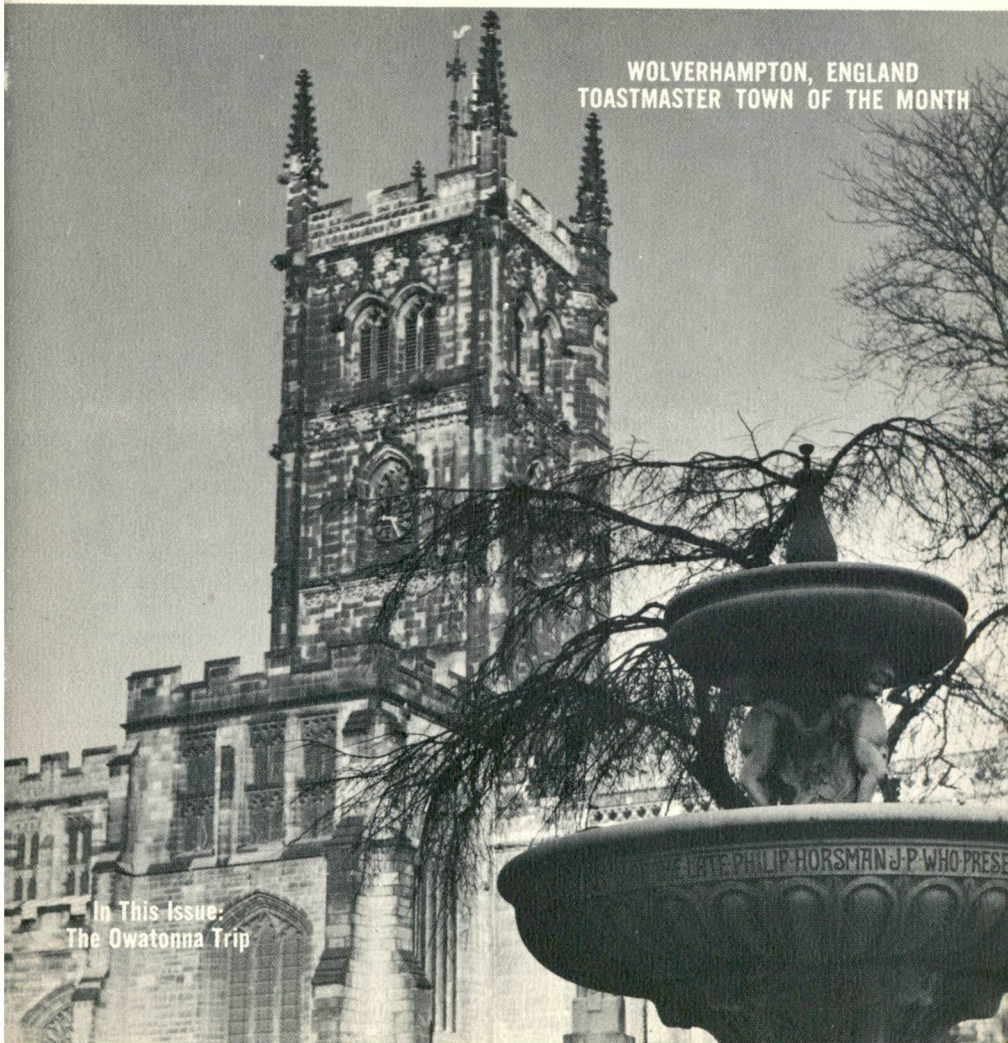


MARCH, 1965

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

WOLVERHAMPTON, ENGLAND
TOASTMASTER TOWN OF THE MONTH



In This Issue:
The Owatonna Trip

OFFICERS

President—PARIS S. JACKSON 9149 E. Las Tunas Dr., Temple City, California
Senior Vice-President—CHARLES C. MOHR
Vice-President for Education—L. KENNETH WRIGHT Sun Oil Company, P.O. Box 920, Toledo 1, Ohio
Vice-President for Organization—LOTHAR SALIN 3020 Porter St. N.W., Washington 8, D.C.
Past President—ALEX P. SMEKTA Salin Printing & Advertising, P.O. Box 452, San Rafael, California
Founder—RALPH C. SMEDLEY 622 Ninth Street, S.E., Rochester, Minnesota
Executive Director—MAURICE FORLEY 2200 North Grand, Santa Ana, California
2200 North Grand, Santa Ana, California

DIRECTORS

Norval A. Anderson 305 North Bluff Ave., Brainerd, Minnesota
Cleve L. Campbell 11 Slayton Dr., Short Hills, New Jersey
Rex Davenport 7817 N.W. 28 Terrace, Bethany, Oklahoma
Arthur M. Diamond Suite 112, Lafayette Bldg., South Bend, Indiana
James A. Dunlop (TCBI) 124 Craig St., Blantyre, Glasgow, Scotland
George J. Flannery, Jr. Apt. 917-C Parkview Apts., Collingswood, New Jersey
Luther R. Gower 4210 Blossom St., Columbia, South Carolina
Ralph E. Howland Craftwood Corporation, Box 87, Oconomowoc, Wisconsin
Robert L. Knotts 1525 Siesta Dr., Los Altos, California
John H. Lee 3551 92nd N.E., Bellevue, Washington
T. C. MacGillicuddy (TCA) 2 Buller St., Turramurra, N.S.W., Australia
Richard Martin 1366 Argyle Road, Berwyn, Pennsylvania
A. Ernie Pallister
A. E. Pallister Consultants, Ltd., 524 11th Ave. S.W., Calgary, Alberta, Canada
Raymond L. Picl 720 East Glen Avenue, Peoria Heights, Illinois
Amos W. Randall
Amos W. Randall A.I.A. Architect, 341 W. Orange Grove Ave., Pomona, California
James C. Sonstelie West 311 Barnes Road, Spokane, Washington
A. W. Stillwell 640 Rochelle Dr., Nashville, Tennessee
LaRue A. Thurston 10301 Mt. Auburn, Cleveland 4, Ohio

TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3800 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.

G. B. Urias
Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Volume 31

Number 3

March, 1965

INDEX

SPEAKING OF GOVERNMENTS — By Mayor Beverly Briley	2
PLAIN SPEAKING OUSTS RHETORIC — By John Mack	5
THE OWATONNA TRIP — By C. W. Stevenson	7
LISTEN TO YOUR EVALUATOR — By Clifford L. Lillo	10
FRANKLIN DELANO ROOSEVELT — REMINISCENCES OF AN ERA — By James H. Mulgannon	16
FINANCE DEPARTMENT	23
BOOK REVIEW: PUBLIC SPEAKING WITHOUT PAIN — By Dr. Seth Fessenden	27
THE MAGIC NUMBER — By Russell J. Fisher	28
NEW YORK CITY — CONVENTIONLAND 1965	34
TAPCO KEEPS 'EM INTERESTED! — By Ellis Roberts	36
TOWN OF THE MONTH, 13 — PERSONALLY SPEAKING, 14 — CLUBS IN THE NEWS, 19 — SPEAKER'S PAGE, 31 — TOASTSCRIPTS, 32 — JUST IN JEST, 39 — NEW CLUBS, 40	



PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of clubs located in the United States, Canada and 50 other countries and territories. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92702. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1965 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92702. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Speaking Of Governments

By **BEVERLY BRILEY**
Mayor of Metropolitan Nashville
and Davidson County, Tenn.

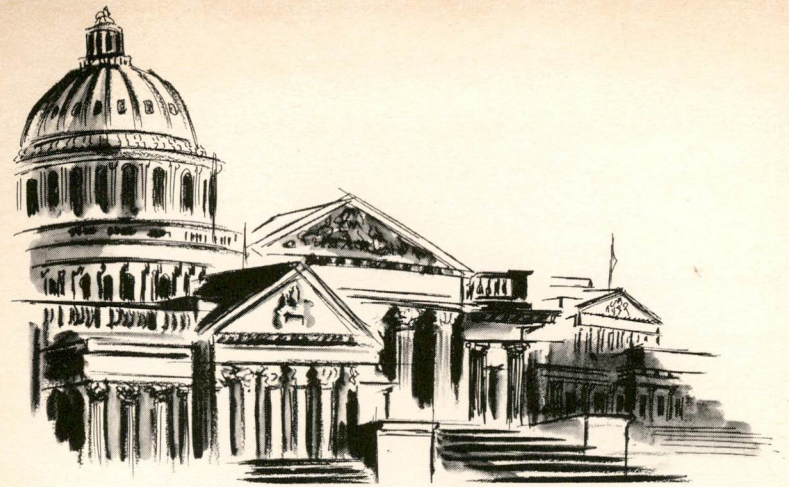
ON APRIL 1, 1963, I was sworn in as the first mayor of Metropolitan Nashville and Davidson County, Tennessee. It was a memorable day for me; further, a memorable day for the community as the city and county combined in forming a brand-new government. It is a government which issued a challenge demanding the best from each of us: minds to thoughtfully forge our policy, hands to firmly mold our course, hearts to maintain a just pursuit of progress and voices to articulate its cause.

One man alone cannot adequately speak for eight departments and 17 boards staffed by multiple hundreds of people, headed by men and women who know what they are doing, yet persons who do not always know how to communicate with others forcefully. Having been in public office for many years, public speaking to me is a way of life. To others, a speaking engagement is a much feared assignment.

The new Toastmasters club

formed within our local metropolitan government is exciting, to say the least. I welcome it. I think that it will work wonders, and in so doing, will render great service to my office, to the community at large, and unquestionably to those who are active within it.

A new government is continually faced with new problems. From day to day new information and facts stream into various departments. Data and workplans have to be explained to those who must address themselves to the problem at hand . . . as well as be explained to the community served. Here is an area where department heads and those directly under them need an ability to express themselves well to one another as well as to the constituency. When John Smith had a personal problem of communication, he called upon his friend to deliver a love message for him and was admonished, "Speak for yourself, John." That's good advice no matter what the application.



We need to be able to express our ideas in a manner wholly understandable and acceptable to one and all. We cannot always rely on someone else being our so-called "spokesman." Getting down to cases, here is a common example. A fireman is often called upon to talk about fire safety or some particular facet of fire protection. Now, it's not enough for him to know that a fire truck has 600 feet of hose, a pumper capacity of 1,500 gallons and a ladder 46 feet long. These are facts, to be sure . . . but he must have an ability to give force to his words in order to better relate what HE knows to those who do NOT know! Therefore, a knowledge of his department, coupled with an ability to express himself, is not only a reflection on the man and upon those with whom he might work, beyond this, it is an asset to his government as a whole. Ours is a world wherein com-

municating well with one another helps bridge the void between what is known and what should be known.

More and more, television and visual communication are having an impact on government at every level. From the Presidential news conference to the coverage of a local groundbreaking ceremony, men in public office are expected to express themselves to vast audiences and expected to do it well. Therefore, it is even more important today for every person to be able to give a good account of himself if called upon to do so. The Toastmasters club is a real testing ground for one's speaking ability and I am highly pleased that the metropolitan government club was formed. I know that if the participants take it to heart, whether here or elsewhere, the evident improvements made as the result of such training and exposure to constructive criticism will be of in-

estimable value to those who are partakers.

It could be said with a great degree of accuracy that a government is no better than the voices who lent it trust and reliability through effective public utterances. A great responsibility, therefore, rests not only upon my shoulders as the leader of Metropolitan Nashville and Davidson County government . . . but, equally upon those whom I have chosen and appointed to head up various departments and a number of highly important committees. These are people who must speak for themselves. The ability they have in conveying ideas and programs will determine the success of this new government as it crosses bridges built on a foundation of faith in the path we have chosen. Metropolitan government will grow and prosper as we develop our natural resources and utilize our God-given talents.

The members of the newly formed Metropolitan Nashville

and Davidson County Toastmasters Club 3819-63 have a new challenge to accept in more ways than one. As they are now a part of a new government, which is the historic, pioneering union between city and county . . . likewise, they are part and parcel of a new club wherein they are engaged in devoting time and energy toward bettering their speaking ability, which will in turn better themselves as well as the department for which they might be speaking.

Speaking of and for governments is an important facet of our political structure.

Whether an official be in federal, state, or local office, he must speak for his government every day. I am sure that club members will soon realize the value of their undertaking.

Personally, I think that the government of Metropolitan Nashville and Davidson County not only has a bright and promising future . . . but will be well spoken for.



Beverly Briley became the first mayor of Metropolitan Nashville and Davidson County, Tennessee, in 1963 and since has been in heavy demand as a speaker before regional and national groups faced with the problems of urban overcrowding. In 1964 he was selected Mayor of the Year by the Suncoast League of Municipalities. Briley was the youngest lawyer ever to practice law in Tennessee and served as County Judge of Davidson County for 13 years.

Plain Speaking Ousts Rhetoric

By JOHN MACK

Director, School of Social Study,
Glasgow University

The tone of public speaking is vastly more sensible and grown-up in these latter days than in the golden age of the orators. With one monumental and honorable exception—Churchill in the war years—the movement in this century has been away from high rhetoric and impassioned persuasiveness to a plain and straightforward form of statement distinguishing fact from comment and avoiding emotion.

It is, of course, true that there is often a hidden and perhaps unconscious art in what appears to be a very ordinary choice of words. Shakespeare himself rises to monosyllables and very simple language in his most moving passages:

He was a man, take him for all in all,

I shall not look upon his like again.

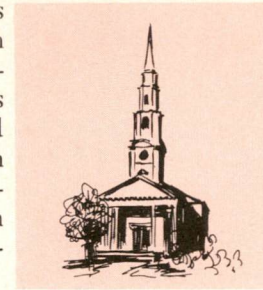
And one of the most remarkable speeches of modern times was, on the face of it, a halting, hesitating, rambling utterance, leaving some sentences unfin-

ished, with occasional hopeless gestures of a speaker patently overwhelmed by his task. But when Stanley Baldwin had finished, or as it seemed left unfinished, his account to the House of Commons of the circumstances of the abdication of Edward VIII, he had scored one of the greatest rhetorical triumphs ever witnessed in the Palace of Westminster; he had convinced the Commons and the country that no one

in his shoes could have done other than he did.

Was this the result of a controlled mastery of his medium? Or was it what it seemed—a plain man speaking ordinary words about extraordinary things? Almost certainly the latter.

In any case, the episode illustrates the change in the climate of public affairs since the days of William Jennings Bryan and John Bright and, in our own time, David Lloyd George. It has taken some of the poetry out of public life. But it has raised the moral and intellectual level of



ordinary discourse.

The wider world of communications is more bedeviled than ever by masters of sub-rational suggestion, seeking whom they might suborn.

But these persuaders are usually in hiding: they work from behind the television screen or the printing press.

Whoever invented the word "spellbinder," says Graham Wallas, contrived by doing so to neutralize the effects of the thing itself, for it is a notable characteristic of human beings that when they are made aware of attempts to get them under thought-control they quickly develop a resistant or out-flanking strategy. And this reaction is most clearly seen in the changed methods and atmosphere of public speaking.

The speaker today who wishes to meet the requirements of the audience, usually now a small and specialized audience, will give a brief and clear account of the matter in hand. As brief, that is to say, as the complexity of the subject will allow, and the same condition holds of the clarity requirement.

It is an intelligent audience that can make Joad's distinction between the obscure exposition of a simple subject and the clear exposition of an obscure subject; but a high proportion of audiences nowadays can do it.

How has the change come

about? There are many reasons and causes: the educational system is working at a higher level and producing a more critical public; the lessons of bitter experience, of Hitler, of Lloyd George in his shadier moments, of the late Senator McCarthy, have sunk home; the findings of depth-psychology, at first exploited by the persuaders, have now become more generally known; and so on.

But some part of the credit must go to the numerous groups of people in all walks of life who have set themselves to improve their capacity for lucid and coherent speaking.

The main effect of these initiatives, of which the Toastmasters (and the Toastmistresses) are perhaps the most distinguished contemporary example, is not (as some critics say) the proliferation of windy bores.

The result of training oneself to speak is instead to reduce the length and increase the force of one's speaking. It does very much more. It has raised the general level of critical standards of public speaking by confronting public personages with audiences which contain at least a few individuals who are knowledgeable not only about the subject but about the art of presenting the subject.

(Editor's Note: This article is reprinted from The British Toastmaster.)



The St. Paul Clown Club Band plays one of its favorite numbers while the trousers fall, snakes and water spring from their instruments and the children howl.

The Owatonna Trip

By C. W. STEVENSON

Dick Lonsdale knows his chemicals. That's his business. He also knows something about the "chemistry" that one human has for another. It led to "The Owatonna Trip."

It started in 1948, when Lonsdale, a member of Minneapolis Toastmasters Club 75-6, was calling on one of his customers. The customer had a son in the Owatonna State School for Retarded Children. He told Lonsdale that on his first visit to his son he took him a gift. He glanced up as his son opened the present and saw

the envious eyes of the other children in the cottage. Looking at their faces, he decided that next time he would bring them all gifts.

Lonsdale thought about that. He wondered about the hunger for attention of the boys and girls in the other cottages at the school. Wasn't there something that could be done for them? He wanted to do something and approached the members of his Toastmasters Club. This meeting gave birth to "The Owatonna Trip."



A clown's white mouse is the center of attention. The St. Paul Clown Club makes "The Owatonna Trip" each year to entertain the children at the Owatonna State School.

Each year in November Club 75 holds a "stag night." It's a fun night and a fund night. Food and beverages are donated by Toastmasters and then sold to the members. Merchandise for drawings is contributed and chances are sold. The evening always produces over \$200.

The next phase in preparations begins right after Christmas. Members visit the toy departments of department, drug and variety stores for contributions. Many of the city's merchants who handle Christmas merchandise keep in mind "The Owatonna Trip" and save the things they feel would be appreciated by the children.

The trip to the school is held on a Sunday during the month of January. Two buses are chartered to transport the St. Paul Clown Club, which every year

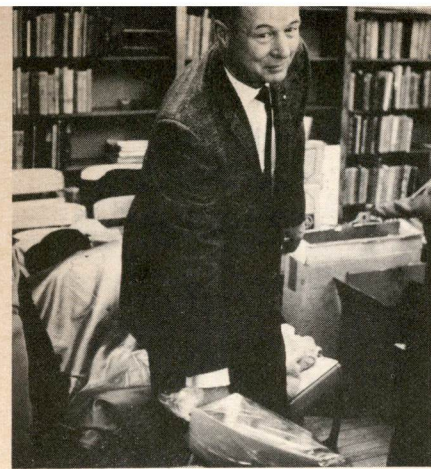


Minneapolis Toastmasters Club 75-6 members and wives work on the "assembly line" preparing large plastic bags of assorted gifts for each child at the Owatonna State School. At the far end of the table is Toastmasters International Past President Harry Mattison.

puts on a show for the youngsters.

As the clowns put on a program in the auditorium, one of the world's strangest assembly lines is whizzing along putting together large plastic bags of assorted gifts for each child. The Toastmasters usually take their wives and children along and, while the children join the others in the auditorium to see the clowns perform, the Toastmasters and wives assemble the bags of gifts.

Just before the show was over this year, the master of ceremonies, addressing the kids, said, "We've been putting on our acts for you, would you like to sing a song for us?" They shouted "yes" and the auditorium was soon ringing to the sounds of their voices and the clapping of their hands as they sang, "He's Got



Dick Lonsdale, who first brought the idea of "The Owatonna Trip" to his Minneapolis Toastmasters Club in 1948, reaches for a bag of gifts. Every year since, Toastmasters in Club 75-6 have conducted the trip.

the Whole World in His Hands."

There must have been a lot of Toastmasters and clowns with colds that day because when the singing finished, there were a lot of sniffles, blowing of noses and wiping of eyes.

After the clowns' program is over the children leave the auditorium after receiving a bag of gifts. Some limp. Some drag a leg. All of them can get about one way or another, sometimes with the help of a pal. Each is fascinated with the contents of



Toastmasters and their families and the clowns join the Owatonna School students and their faculty at supper before making the trip back to Minneapolis and St. Paul.

his bag. Their joy and appreciation far exceeds that of our children. As you watch them you resolve that next year there will be even more gifts.

The day ends when the Toastmasters and their families and the clowns join the children for dinner. And driving home in the darkness of a January night, club members realize that their perspective of the world and their values have been shaken up a little bit by the experiences of that day.

C. W. Stevenson is immediate past president of Minneapolis Toastmasters Club 75-6. President of Stevenson & Associates, a Minneapolis advertising agency, he is a graduate of the University of Minnesota and served in the Navy during World War II.



Listen To Your Evaluator



By CLIFFORD LILLO

AS YOU LISTEN to speakers outside of Toastmasters, do you find yourself evaluating them? Most of us do.

Do you consider the opening, the body, and the conclusion? Do you watch the speaker's posture and gestures? Do you consider the material presented as to interest and value? At Toastmasters meetings we learn to evaluate other speakers and it is very hard to "turn it off" when we leave the meeting. In listening to speakers anywhere we yearn to get up and give an

evaluation of the speech, whether it is given by a lodge brother, the head of the local PTA, or the President of the United States.

Yes, we do learn to evaluate others, but do we ever really learn to accept evaluations ourselves? Be honest!

Evaluation includes the giving and receiving of constructive criticism, but if any of us refuses to heed advice when it is offered by an evaluator, a valuable part of our training has been lost.

When your evaluator is speak-

ing, do you find yourself engaging in this sort of a dialogue:

"What does he know about speaking anyway? He isn't such a perfect speaker. Why, I could name at least ten faults he shows every time he speaks. What incompetence! Listen to him trying to tell me what to do and he is guilty of the same things. I'll probably get the best speaker award tonight. How many times has he won it?"

If that is what's going on in your mind you may be missing several worthy ideas on how you might improve. We are a group of laymen, each trying to help the other, but to benefit from the criticism we must first of all hear it in a receptive manner.

Do you sometimes try to defend your actions, if only to yourself, in this manner:

"Meaningless gestures? What is meaningless about raising your hands once in a while? We are supposed to have gestures, aren't we? Now he's talking about my poor grammar... just because I slipped once in my speech. Why, my grammar is better than anyone in the club... I mean it is better than the grammar of anyone in the club. Now what is he correcting me on? I can't keep track of every fault he is listing."

Wouldn't it be better to listen

to everything the evaluator has to say and mull over it later?

Immediately after winning the best speaker of the evening prize on my icebreaker over four years ago, I thought of Toastmasters as a place where I would really get the recognition I thought I deserved for my natural abilities as a speaker. Why should I listen to critics? Oh, I was willing to hear the praise all right. Phrases like "well-planned," "good thoughts," "good timing" were heard, but everytime my critic finished with the sweet talk the rest of the words seemed to fall on deaf ears. You see, I *knew* those critics were wrong.

Of course, occasionally I would get one of those evaluators who "didn't want to hurt anyone's feelings," one who "just couldn't find anything to criticize." Then I would listen with rapt attention and walk away from the meeting with a feeling of real accomplishment. Only, later on I would ask, "What did he say? How did he help me?" The answer was obvious. He hadn't helped me one bit.

It was quite a long while before I got over that habit of listening only for the praise. I had finished the Basic Training course and was well along in my Beyond Basic Training be-



fore I changed my listening habits.

Now, what are you going to do about listening to your evaluator? The words of advice given orally by our evaluators can't be recorded, but the BT book and BBT book have written evaluator comments for each speech. So, first of all, you are going to look over any and all written comments given by your evaluators. Second, you will list those faults most often mentioned. Third, you will take positive action within the next week to overcome the major faults. The kinds of positive actions I mean are:

1. If you have too many "ahs,"

ask a Toastmaster to make an "ah-count" sheet for you, recording every "ah" you utter. You may be in for quite a surprise here.

2. If you have wild, meaningless gestures, practice your next speech in front of a mirror. See how ridiculous those flinging arms look to others.

3. If your grammar needs improvement, buy one of those "Improve Your Grammar" type books at your nearest drug store. Then USE it.

The evaluator is there to help us all. He points out our faults. To get the most value from Toastmasters we must listen to him and heed his advice.

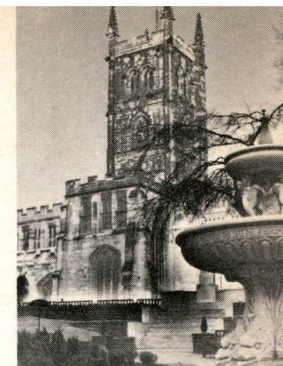


Clifford L. Lillo is a member and former president of Northrop Toastmasters Club 212-50, Hawthorne, California. He was editor of the District 50 Reporter in 1963-64 and is presently administrative assistant to the Area Governor, Area 4, District 50. Lillo is an electrical engineer at Hughes Aircraft Company, Culver City, Calif.

Courage is rightly esteemed the first of human qualities, because . . . it is the quality which guarantees all others. Winston Churchill

WOLVERHAMPTON, ENGLAND

Toastmaster Town of The Month



WOLVERHAMPTON, ENGLAND, located in South Staffordshire, traces its history back over 1300 years. Known in Saxon times as "Heantun" (meaning High Town), the hamlet was granted by royal charter in 985 AD to the Lady Wulfrun, sister of the Saxon King Edgar. In 994 AD Lady Wulfrun gave land to the monastery which stood on the same hill as the present Collegiate Church of St. Peter (this month's cover) and the name "Wulfrun-Heantun" first appeared.

The Collegiate Church-some parts of the present building date from the 13th century-has always been the town's focal point and its architectural glory. In the vestry safe are the Wolverhampton Registers, complete from 1603, which include an entry on the marriage April 19, 1757, of a Wolverhampton woman, Ann Bourne, to Button Gwinnett, one of the signers of the Declaration of Independence and the first governor of the State of Georgia.

Today Wolverhampton is a thriving, prosperous and progressive town of 150,000. It has a wide diversity of industries and is the British home of the Goodyear Tire and Rubber Company.

Although primarily an industrial town, Wolverhampton has at its doorstep some of Britain's most beautiful countryside. The Shakespeare country, the Vale of Evesham, the river scenery of Shropshire and Worcestershire, the Cotswold villages and the Welsh marshes are all within easy reach. The Civic Hall is the center for a thriving cultural life and in its Grand Theatre, Wolverhampton has the only surviving professional theatre in Staffordshire. It is also the home of the world-famous Wolverhampton Wanderers Football Club.

There is one Toastmasters club in the city, Wolverhampton Toastmasters Club 3127, part of the Territorial Council of the British Isles. The club has also been responsible for the formation of Toastmasters clubs in Sutton Coldfield, Halesowen and Solihull. *The Toastmaster* salutes Wolverhampton, England, Toastmaster Town of the Month.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

YOU NEVER KNOW when lightning may strike you — nor can you foretell when you might be called on to make a speech.

"Who? Me? I'm not a speaker!"

Yes, *you*; and you *are* a speaker, unless you're a mute.

Every time you talk you make a speech, whether you are talking to one person or to a dozen. And every time you attend a meeting at which speeches are in order, you risk being called upon to say something about something. It may not happen for months, or for years, but it is an ever-present danger.

In these days of multiplied meetings of numberless organizations, the only sure defense against having to "say a few words" is to keep yourself out of assemblies. With service clubs, chambers of commerce, lodges, fraternities, committees, church brotherhoods, business and professional associations, and a multitude of other excuses for people to meet and talk or listen to talking, a man must possess rare ingenuity to shun all the dangers.

Moreover, one misses much

that is enjoyable and helpful by becoming a recluse—an avoider of meetings — an assembliphobe. Safety and peace of mind can best be assured by being prepared.

There is a story told of Napoleon when he was a conquering hero. It is said that he had a habit of conferring honors on any soldier in his armies who performed a deed of heroism and thus won the favor of the commander. Any man on the field might find himself called before the great leader and dubbed a Knight of the Legion or a Field Marshal without a word of warning. Thus it came about, so the story goes, that many a soldier carried a field marshall's baton in his knapsack, so as to be ready when the time came. Every man counted himself a potential Field Marshal.

Today, every foresighted business or professional man prepares himself, at least in some measure, to respond if called on to speak. Even if he is never called upon in a meeting, he has the comfort of knowing that he is ready if the occasion arises.

Here is a simple plan for being

thus prepared.

Every time you attend a meeting at which speeches or discussions will be in order, test yourself. As you enter the room, or as you unfold your napkin at the table, say to yourself, "Suppose I were suddenly called on to say something to this crowd, what could I say that would be worthwhile, or that would at least not sound completely imbecilic?"

"That's silly," you say. "There is absolutely no reason why I should be called upon to do anything but listen to some dull speeches."

But it is just barely possible that the chairman might have a brainstorm, and call on you to report for the committee on elimination of traffic hazards at the intersection of Hogan's Alley and Rocky Road. You are a member of the committee, which has done nothing. How would you talk yourself out of a fine, or a stern rebuke for being a do-nothing?

Or a discussion might come up on a proposal to increase the membership dues, a proposal to which you are strongly opposed. Will you keep silence, reserving your comments until you get out on the sidewalk for the post-program session? Will you let the others go ahead and adopt an unwise course just because you think you can't talk? Maybe someone else will say what you

are thinking, and get the credit which might as well have been yours.

Or perhaps there is a speaker talking on some matter of public policy on which you have definite convictions. You can see the fallacies in his arguments. You would like to meet him on the sidewalk for a bit of argument, when you could express yourself without having to "make a speech."

When he gets through with his speech, there is a period for questions and discussion. Will you get up and ask a question which will puncture the speaker's argument and reveal hidden dangers in the proposal he advocates? Or will you cower in your chair, taking refuge in your inability to "make a speech?"

This imaginary situation is one in which any man may find himself any day of his life. It can happen to you.

That is one reason why you need to recognize your opportunity and your obligation to be prepared to say something when you have something to say.

The fact is that speech opportunities surround you at all times. There is no escaping them.

Next month we will look at the pleasures and privileges of communications, while facing the fact that it is a daily necessity.

F. D. R.

Reminiscences of An Era

By JAMES H. MULGANNON

THE STORY of President Franklin Delano Roosevelt's struggle against the crippling effects of polio is now known, but little has been told concerning his manner of communication and the preparation required whenever he was to address a gathering, pay a visit or give one of his famous "fireside chats."

I served at the White House from 1932 to 1942 in Security, as a White House officer and later as a Secret Service agent and have many fond memories of those times.

I remember the "fireside chats." A room on the surface floor, just underneath the Red Room, was utilized for this purpose. The talks were given at a time when the majority of Americans were at home.

For several hours before the

talk radio trucks would find their way into the South Grounds and the various broadcasting companies would be busy setting up microphones and related equipment. Robert Trout of the Columbia Broadcasting System and other broadcasters would be preparing their introductions. The press, represented by men like Fred Storm, William P. Flythe, Mark Sullivan, George Rothwell Brown, and a cub reporter by the name of Bob Considine, would be reading early releases of the speech.

Seats were arranged against the wall in the improvised radio room for members of the First Family and friends. As the hour drew near a shuffling of feet was heard emanating from the passage on the lower floor and soon the President and his entourage



would appear.

The President would be smiling as usual — creating confidence in all around him — as he greeted his family. The little ones, Sister and Buzzie, would be there. He would be assisted to the comfortable chair placed in front of the microphone... a director would call, "three minutes"... the President would arrange his papers "Quiet everyone"... a final countdown, then... the soft voice of Robert Trout... "The President is gathered with his family and friends in a small room here in the White House"... a few more well-chosen words and then... "The President of the United States"...

The President was a masterful speaker. He would begin with a ringing, "My friends," and then move into the intimate talks that warmed the hearts of Americans listening to their radios throughout the country. He would peruse his notes as he talked, looking from time to time at his family. He was very sincere in his manner, his voice rose and fell, his enunciation was excellent and his subject was presented so that everyone could understand him. He had a winning mannerism of varying the pitch of his voice to put over a point. He did this slowly and

with emphasis, in such a manner as to instill confidence in the millions of earnest listeners who believed in him.

He was not given to gestures in speaking. His hands were either relaxed in his lap or holding the cigarette holder in front of him. At times, though, he would gesture with the holder which was part and parcel of his personality. Also, to add emphasis, the President would sometimes give a jerk and tilt to his head. It was a new experience each time, no matter how many times you had seen him or heard him speak.

Preparations are always thorough whenever a President speaks but there had to be a little extra planning when President Roosevelt spoke in public. While one of his masterful writers put the final touches on the speech to be delivered, an advance man from the Secret Service would arrive at the site of the speech to begin checking all the entrances and exits and the rostrum. Knowing just about how far President Roosevelt could walk without suffering unduly, he would arrange for the Presidential limousine to be driven as close as possible to the rostrum area and for a ramp to be placed at the entrance.

Due to his paralysis, it was



necessary that steel braces extending from his hips down to his feet be secured. These steel vertical braces were in reality his legs. With a cane, his arm locked in the arm of perhaps his son James Roosevelt, and together with his great courage, President Roosevelt was able to walk the short distance to the rostrum. When he stood at a lectern it was always arranged so that he would have a strong enough support in front of him to enable him to extend his arms diagonally and rest them on the support as he talked. In this way the weight on his legs was eased. Also, whenever it was possible, a back support was placed in the small area of the lower spine. His courage is something to remember.

A sight I will always remember is that of the President of the United States being carried as a babe in arms. President Roosevelt usually traveled about the White House by means of a wheel chair. However, if there was a short distance to be trav-

eled within the White House grounds, Gus Gennerich or Tom Qualtars, both Secret Service men, would informally take the President in arms, not unlike a baby, and carry him to a waiting limousine or to a nearby room.

During my years in Washington I spent many hours "on the Hill" listening to the orators of the time. I remember Senator Bankhead with his ringing "Sovereign State of Alabama" . . . Congressman Fiorello "Little Flower" La Guardia with his squeaking voice and squinting eyes . . . Senator Robinson of Arkansas with his oratorical flourishes . . . soft-spoken Royal S. Copeland, the eminent doctor from New York . . . the grimacing Clarence Cannon of Missouri . . . the bombastic Huey Long of Louisiana . . . the explosive Hiram Johnson of California. But of all the men I saw and heard during my days in Washington, I remember most President Franklin Delano Roosevelt as he moved to the microphone and began, "My friends" . . .



James H. Mulgannon is a former United States Secret Service agent who served at the White House between 1932 and 1942. During World War II he was chief investigator at the Basic Magnesium Plant near Las Vegas, Nevada, and later was with the Bureau of Narcotics. He retired in 1961 and lives in Napa, California, where he belongs to Napa Toastmasters Club 2024-57.

CLUBS IN THE NEWS

Children's Day

A special Christmas meeting held by Arrowhead Toastmasters Club 788-F honored the members' children. All the kids participated, some in Table Topics and some in special presentations.

The theme of the meeting followed a basic spirit of Toastmasters, to teach and to lead. Over 40 members and children attended the meeting — plus Santa Claus.

Arrowhead Club 788-F
San Bernardino, Calif.

• • •

Old Timer's Night

An Old Timer's Night honoring the four active charter members who helped form the club in 1953 was held by St. Marys Toastmasters Club 1309-13. Honored were Norbert A. Arnold, William J. Bebble, Herman E. Hanes and Leo F. Simbeck.

District Governor Edward B. White and Gust N. Giamos, first lieutenant governor, attended the dinner that also installed the club's new officers.

St. Marys Club 1309-13
St. Marys, Pa.

• • •

A First

Naval Avionics Toastmasters Club

3059-11, Indianapolis, Ind., produced a first in Toastmasters history by using Video Instant Play-Back for evaluating speaking at a recent meeting.

The \$10,000 instrument confronted the speakers who doubted the human evaluators' statements. The club hopes to make a film showing the use of the instrument.

Naval Avionics Club 3059-11
Indianapolis, Ind.

• • •

30th Year

The 30th president of Hoosier Club 42-11, Robert L. Stambach, was installed at a recent meeting. The installation program included a humorous speech by veteran Toastmaster J. L. "Doc" Arnold. James Duncan, Area 10 governor, District 11, was a special guest at the meeting.

Hoosier Club 42-11
Indianapolis, Ind.

• • •

Graduation

Eight men were honored after completing the first presentation of Speechcraft by Farmington Toastmasters Club 2867-23, Farmington, N. M. Of the eight men who started and completed the course, seven joined the local club.

Farmington Club 2867-23
Farmington, N. M.



Acting Commissioner of Internal Revenue Bertrand M. Harding (left) accepts an honorary membership in the two Internal Revenue Service clubs, Tax-Masters 3657-36 and Revenooers 3653-36. Presenting the scroll were Tax-Masters President Tom McCloud, District 36 Governor L. Watson "Andy" Andrews and Revenooers President Roger Shockcor.



A five-foot gavel brought the charter meeting of the Bogalusa (Louisiana) Toastmasters Club 2352-68 to order. Acting Bogalusa Mayor Andy Overton looked on as the gavel was presented by District Governor M. M. Bearden to Don K. Preuss, president of the club.



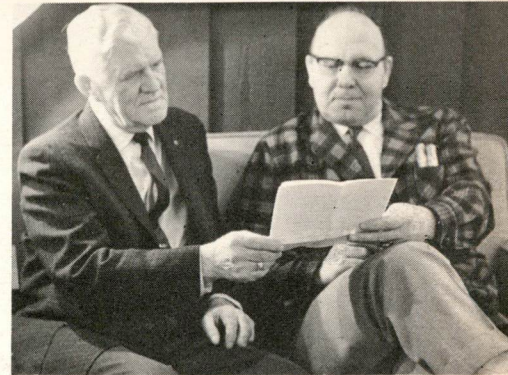
Carl Link, right, receives the Tape-Talkers Toastmasters Club 3648-65, Rochester, N.Y., Toastmaster of the Year trophy from William J. Kaiser, general works manager of the Rochester and Electromode Divisions of Friden, Inc. Kaiser donated the trophy to further the cause of Toastmastering.



Albert Wuelfing, governor of District 12, and Toastmasters International President Paris S. Jackson hold the banner presented at the charter party of Pleasant Valley (Calif.) Toastmasters Club 2119-12. Nearly 300 persons attended the event.



Larry Wallace was recently initiated into North Platte Toastmasters Club 2739-24. Presenting the Basic Training Manual to him was Administrative Vice President Vic Kuhlman. Wallace is the only blind Toastmaster in Nebraska.



Sig Wold and Ed Orbeck of Golden Heart Toastmasters Club 1240-67, Fairbanks, Alaska, put their Toastmasters training to good use recently when they successfully campaigned for the Alaska House of Representatives. And to prove that Toastmastering knows no party lines, Wold is a Republican and Orbeck a Democrat.



General Frank S. Besson, Jr., commanding general, Army Materiel Command (second from left), and Major General S. D. Smith, Jr., chief of staff (second from right), are shown receiving honorary membership certificates in the Army Materiel Command Toastmasters Club 3151-36. Making the presentations (left to right) are Lucius Young, secretary; Daniel J. Shearin, president; C. George Jones, deputy lieutenant governor, Western Division, District 36; and Frederick C. Muller, educational vice

Sub and Surface Toastmasters Club 2886-38, Philadelphia Naval Shipyard, Philadelphia, Pa., presented Captain J. J. Stilwell, commander of the Philadelphia Naval Shipyard, with an honorary membership. Making the presentation was Alfred Montaigne, president. Looking on were John Lowex, Gilbert Spitz, Joseph Mammino, Frederick Shahadi, Sr., Joseph Bloomer, Pierce Fitzgerald and Ruben Sutow.





Stalwart Toastmasters Club 3640-58, Charleston AFB, S.C., was presented an American flag that had been flown over the United States capitol building during September, 1964. The flag was the gift of South Carolina Congressman L. Mendel Rivers. Left to right are Sgt. Kramer C. Shank, secretary-treasurer; Sgt. Stanley Cullen, sergeant-at-arms; Sgt. James K. Shaw, administrative vice president; Sgt. Thomas C. Sanders, educational vice president; Paul D. Scabberry; Gilbert C. West, governor, Area 4; and C. Allen Poppleton, president-elect.



Mayor Beverly Briley of Metropolitan Nashville and Davidson County, Tennessee, congratulates Toastmasters International Director A. W. Stillwell (right) after Stillwell had presented a charter to Howard Boyd, president of Metropolitan Toastmasters Club 3819-63. Boyd is assistant fire marshal of Metropolitan Nashville.

Dale Smith, left, is sworn in by U.S. Congressman James Roosevelt as Acting Postmaster of Beverly Hills. Smith is a charter member of Los Angeles Yawn Patrol Toastmasters Club 3814-52.



Herbert Wellner, (second from left) manager of the Finance Department at World Headquarters, explains a "flow chart" for the processing of membership applications during a staff meeting. Over 24,000 applications are processed annually. Others in the photograph are Mrs. Flora Wiley, administrative services manager; Maurice Forley, executive director; G. B. Urias, publications manager; "Buck" Engle, membership services manager; and John Bartlow, production manager.

Finance Department

EDITOR'S NOTE: This is the third in a series of articles intended to familiarize Toastmasters with their world organization. Other articles will deal with other departments at World Headquarters, the Board of Directors, Districts and other constituents of the Toastmasters organization.

WHERE DOES OUR money go? What do we get for it? Who is responsible for handling it? These questions are sometimes asked by Toastmasters. As a non-

profit educational organization, Toastmasters International operates on an annual budget of over \$725,000 — the receipt and disbursement of which is the responsibility of the World Headquarters Finance Department.

Efficiency, courtesy and maximum service are the key words in the Finance Department, whose eight employees, headed by Manager Herbert Wellner, see to the receipt, custody, allocation and disbursement of Toastmasters funds.

Two National Cash Register Bookkeeping machines are used in the Finance Department to maintain all club, district and International financial records. In the photograph are staff members Marcela Powers and Ruth Baldwin.



How does the Finance Department do this?:

Wellner assists Executive Director Maurice Forley in the preparation and maintenance of the annual budget;

The department prepares and processes club semi-annual reports;

It issues regular periodic reports on district and International finances;

It acts as a purchasing agent for World Headquarters;

It bills clubs and districts for purchases by individual Toastmasters and authorized district officers;

It mails over 2800 statements monthly to club treasurers;

It has the responsibilities for payroll, investments, insurance, pension plans and per capita payments.

Also, the Finance Department handles all the financial aspects of the annual Toastmasters International convention. This in-

Carene Franklin works at the I.B.M. installation. All billing is now being done on I.B.M.



The Finance Department is responsible for the receipt, custody, allocation and disbursement of Toastmasters International's annual budget of over \$725,000. From the foreground back are Lois McCall, Carene Franklin, Manager Herbert Wellner, Betty Buchholz, Hilda Ostrofsky and Audrey Rugh. To the left of Wellner is Juanita Labate.

cludes registrations, travel allowances for district officers, members of the Board of Directors and speech contestants and miscellaneous financial items.

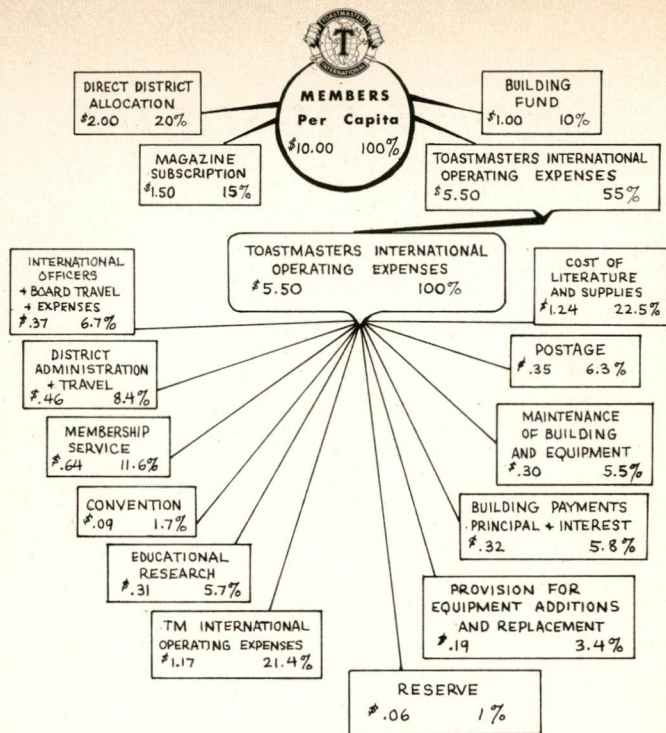
Between 100 and 150 orders are received and processed by the department daily from clubs and districts for the nearly 500 items in the Toastmasters Supply Catalog. Sales amount to approximately \$150,000 per year. Since most orders are for small amounts, the large volume of orders handled by the department during the year is apparent.

In addition, the Finance Department receives over 40 inquiries daily pertaining to club and district money matters.

According to Wellner, a certified public accountant who held

executive positions in private industry and in a firm of national auditors before coming to World Headquarters, the Finance Department has a policy of continuous self-evaluation to improve its service to the Toastmasters member. The department is currently in the process of installing punch card equipment to provide quicker and more complete membership information. All billing is now being done on I.B.M. equipment and further expansion in this field is under study.

Wellner received his C.P.A. certificate in 1942 and is certified in California, New York and New Jersey. He is a graduate of St. John's University and took advanced work in accounting at



the Columbia Graduate School of Business and Long Island University.

In explaining how Toastmasters funds are used, Wellner stated that of the annual \$10 per capita fee that each member pays to International, \$2 is allocated to the districts for reimbursement of expenses used in carrying out the Toastmasters program, \$1.50 is for a subscription to *The Toastmaster* magazine, \$1 goes to the World Headquarters Building Fund and \$5.50 is for Toastmasters International operating expenses.

The \$5.50 allocated for operating expenses is broken down

into 12 areas (shown in the above chart) — from the cost of literature and supplies to the maintenance of World Headquarters.

Periodically, consulting firms are called in to evaluate the operation of World Headquarters departments. It is a credit to the Finance Department that they have been unable to suggest any methods of improving the procedures of the department within the limits of the money and manpower available.

Toastmasters International strives to offer maximum services at a minimum cost — possible largely through the efforts of the Finance Department.

BOOK REVIEW

By DR. SETH A. FESSENDEN

Chairman, Department of Speech
California State College
Fullerton, California

PUBLIC SPEAKING WITHOUT PAIN. By Maurice Forley. New York: David McKay Company, Inc. 1965. 300 pp approx.

This book should have a wide reading audience of persons faced with the problem of making an effective speech on a designated occasion. This audience should also include those interested in speechmaking and who anticipate having the opportunity to speak in public. The book reads easily, so that the material can be covered quickly and "without pain." The author does not base his work on classical or traditional rhetoric. The book itself is true to the statement in the foreword that it is written for the person "who has neither the time nor the patience to wade through a lengthy college text."

The chapter titles emphasize this point, as each one begins with "How to . . ." Among them are areas seldom covered in textbooks. "How to Use Fear" is a great idea. We all have it; too many of us try to hide it. Here is a way to use it. "How to Accept an Invitation" is another unique approach, for it deals not only with the need to know about audience, occasion, and setting, but also with the elements of courtesy so often overlooked. Other chapters on handling question periods, presiding at meetings, and talking to special groups have sensible suggestions succinctly stated. But of these special chapters, the one I found most fascinating was "How to Find an Audience." Mr. Forley frankly faces the problem:

"Like athletes, speakers get 'rusty' if they do not perform. The best way to become a better speaker is to speak often — and to learn something from each new experience.

"You have the know-how and the desire. Where will you find your forum? How should you bring about an invitation?"

The chapter proceeds to answer the questions. It seems to me that the strength of the book lies in that it was not written as a textbook. The scholarly mind may be unsatisfied with the cursory development of many of the areas such as outlining and patterns of organization. The student of voice science may be disturbed at times. But as a practical, well-written book which does not revere rhetorical theory, **Public Speaking Without Pain** has great merit.

The book is mature, stimulating of ideas, well worth reading and then keeping for reference.

A FEW YEARS AGO a grocery chain in Oklahoma conducted a contest called "The Magic Number." When you purchased your groceries you received a card with a black dot on it. This card, when held under water, would reveal a hidden number within the black dot. Of course, the idea was to get the magic number.

We have a magic number in Toastmasters. It's 40. If you don't have 40 active and enthusiastic members in your club you don't have the Magic Number.

Many of our clubs are nothing more than a handful of members

huddled together in some small restaurant or out of the way conference room, growing old looking at each other, slowly dying on the vine for lack of new blood. So weak that they don't have the strength to participate in an area exchange program, to conduct a speechcraft class, to concern themselves with beyond basic, or to maintain an achievement manual.

Now, how have they gotten into this state? What has happened to them? Well, you and I know, for we are either in the same state or else have been. The reason is, it's so darn hard

to get new members. How do you persuade a man to give up his leisure hours and come to club meetings? To take on responsibilities? To do a job without pay? To write, rehearse, and deliver a speech and then be evaluated? Yes, it's hard. It's very hard. But it's not impossible. For the key to our problem are the present members we now have in each club. These men, no matter how few, if given the proper stimulant, guidance and push, can interest their friends in Toastmasters. And new members mean more enjoyment for your club. New members add new ideas and talents that benefit the entire group.

I offer you a four-point program. A program which is difficult. A program which calls for a tremendous effort on your part. A program which will make some people mad at you. And a program which I guarantee will bring in new members. Let's take a look at it:

First, the present members — It is up to you to develop what the Marines have long called esprit de corps. You must be sold on your club! You must honestly believe that Toastmasters, and your club in particular, has something worthwhile. Something so good that you

want to tell, no, not just tell, but show your friends.

Second, the club president — As soon as you get your little pinkies on that gavel and take command of your club, institute a recruiting program. Keep hammering on membership, membership, membership. Convince each member that he is a personal club recruiting officer. No matter how fat your club may get, keep singing this same refrain throughout your term in office.

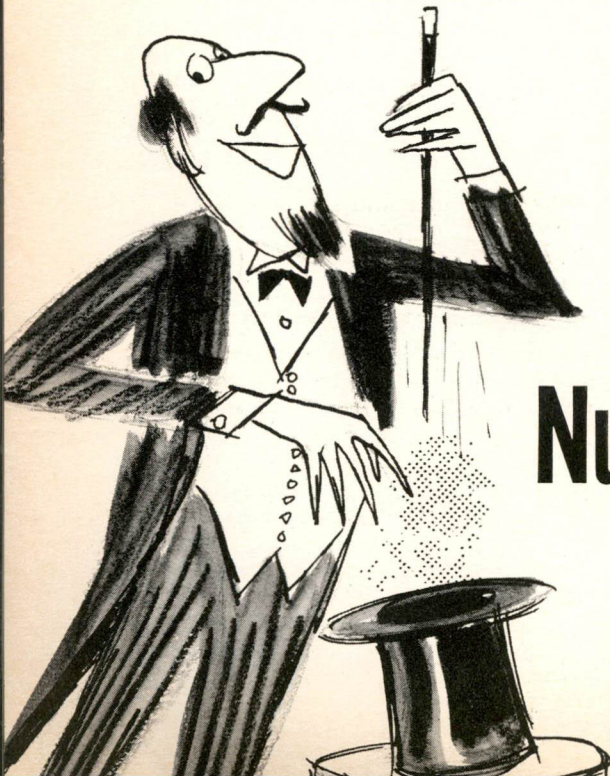
Third, the club administrative vice president — As soon as you take office organize a potential members roster. Insist that each member submit the name of one potential member. Then, once each week, call the member and see how he is getting along with his potential member. Keep after him. Ride him. Nag him. Don't let him work on anyone else but this one potential until he either joins or flatly says that he is not interested. Then, when the potential has answered, whether it be yes or no, get another name from your member and get him to switch his efforts to this new potential.

Fourth, the educational vice president — Now it stands to reason that if the president is preaching membership, and the



The Magic Number

By RUSSELL J. FISHER



administrative vice president is on everybody's back to bring a potential to the meetings, then you are going to have to provide a program that is worthy of the effort. Be sure that your participants are present, know what they are to do, and do a good job of it. Don't ruin an otherwise good recruiting program with late starting, disorganized, boring, overtime programs!

There are the four points. Try them on for size and see if they work. While you're at it, here are a few accessories:

Does your club meeting include a meal? It should. The meal adds class to your club. If your club treasury can afford it, how about taking the burden off the membership by offering to pay for the first meal of each bona fide guest? Do you have plenty of hand-out material for your guests — material explaining Toastmasters? Do you have name cards for your guests to wear? Do you insist that every member greet the guests and let them know how pleased you are that they attended? Do

you have a club bulletin? If so, publish the fact that your guests attended and mail the guests a copy. And here are two ideas that I recommend highly: organize an Influence Team and a Flying Squad. The Influence Team is composed of two or three of the more influential men who belong to your club. Have them go out together and call upon local business and professional men and discuss membership with them. The Flying Squad is composed of five of your most articulate speakers. Have them by invitation, and these are not hard to get, appear before service and fraternal groups or what have you, and present a capsule-size Toastmasters program. You will be surprised at the number of men in civic, service and fraternal organizations who may become interested in Toastmasters through this.

Well, there's a program for you. Remember that recruiting is a continual process. And remember also that the MAGIC NUMBER is 40. Four Zero!!



Russell J. Fisher is lieutenant governor of District 16 and a past president of Satanta Toastmasters Club 2761-16, Fort Sill, Oklahoma. He is a Civil Service member of the Department of the Army and serves as Schools Officer at the U.S. Army Artillery and Missile Center.

The Speaker's Page

SPEECH SUGGESTIONS FOR MARCH

March is a month abundant with topical speech material. A few ideas can be found in the following. The Lenten season begins with *Ash Wednesday* (3rd); followed immediately by *Lenten Cheese Week* (3-8); *Pickle Ways for Lenten Days* (3-17); *It's Fish 'n Seafood Time* (3-18); and *Raisins for Lenten Season* (3-18). On March 1st *Red Cross Month* begins; the annual *Easter Seal Campaign* commences (1-18); *Children's Art Month* starts (1-31); and it's *Spring Clean-Up Time* (1-30). Special weeks observed during March are *National Business Women's Week* (7-13); *Girl Scout Week* (7-13); *Campfire Girls Birthday Week* (21-27); *National Poison Prevention Week* (14-20); *Save Your Vision Week* (7-13); and *National Peanut Week* (7-13). On March 1st, 1867 Nebraska became a state; *St. Patrick's Day* is celebrated on March 17; Julius Caesar was assassinated on the Ides of March (15th); *Seward's Day* is the anniversary of the acquisition of Alaska from Russia (30th); and Casino, Ostende, Belgium has the *Bal du Rat Mort* (Ball of the Dead Rat) on March 6. March is also the birth month of four American Presidents: *Andrew Jackson* (15th); *James Madison* (16th); *Grover Cleveland* (18th); and *John Tyler* (29th). The swallows return to the Mission at San Juan Capistrano, Calif., on the 19th and Spring begins at 3:05 p.m. E.S.T. on March 20.

POINT OF EMPHASIS

The point of emphasis for March is "The Speaker's Tools." The tools of the speaker are ideas and words. A word is the name of an idea. If the speaker does not have the idea, how can he give it a name? And what is the use of an idea if you haven't the word for it?

For this month, concentrate on word improvement. First, learn some new words. Improve your vocabulary. Second, learn how to pronounce words correctly. Third, learn how to use words in the right places. Fourth, study action words — descriptive words.

FROM THE GRAMMARIAN

Assumption; presumption. A *presumption* is a supposition based on probable evidence; whereas an *assumption* can be made without any evidence at all, merely as the beginning of a chain of reasoning.

SPEECH STARTERS

It is better to debate a question without settling it than to settle a question without debating it.

— Joseph Joubert

Aversion from reproof is not wise. It is mark of a little mind. A great man can afford to lose; a little insignificant fellow is afraid of being snuffed out.

— Robert Cecil

A man who is contented with what he has done will never become famous for what he will do.

TOASTscripts



Toastmasters training pays off. In Tillamook County, Oregon, only three offices in last November's election had more than one candidate. It is interesting to note that all three winners in these contested races were either present or former Toastmasters.

C. Ernest Iseri, former member of Westwood Village Club 30-50, was elected County Commissioner.

Paul A. Hanneman, member of Tillamook Club 420-7, was elected an Oregon state representative and Delbert H. Walpole, also a member of the Tillamook club, was elected sheriff of Tillamook County.

Walpole says that his experience with Toastmasters gave him the edge over his opponent at public meetings. When given five minutes to speak he was always able to say what he wanted to within the allotted time while the other candidate wouldn't be halfway through when his time was up. According to Walpole, he won by only 409 votes and Toastmasters made the difference.

District 24 Toastmasters have been chosen to make up a Speakers Bureau for the Nebraska Centennial. Clubs throughout the state will select Toastmasters to prepare speeches on a local item of historical interest which will then be taped and played on radio stations throughout Nebraska.

The new edition of PQs (Psychological Quotes) is now ready, according to J. Gustav White, who authors the yearly booklet. Toastmasters interested in receiving copies can write Mr. White enclosing a large stamped envelope. The address is 215 S. Painter Avenue, Whittier, Calif.

District 5, comprising San Diego and Imperial Counties in California and Yuma, Arizona, recently held its annual High School Speech Contest.

Each year all the high schools in the district are invited to enter participants in speech contests at local Toastmasters clubs. Each club winner then goes on to compete in one of the eight area contests and the area win-

District 5 Governor Jim Burry (left) presented trophies to the winners of District 5's annual High School Speech Contest. Winners of the contest were Lynn Anderson, first place, and Steve Feldman, second place.



ners advance to the district finals. This past year over 60 high schools entered from three to eight students.

The topics for the finals were picked from three issues of Newsweek and U.S. News and World Report. Each student was given three subjects in a closed envelope 30 minutes prior to their scheduled speech.

According to Doc Keats, public relations director for District 5, this past contest was the most successful ever. Over 200 persons attended the finals held at the College Grove Community Center in San Diego.

CONGRATULATIONS: Toastmasters International Vice President for Organization **Lothar Salin** has been named

to the Parks and Recreation Commission of Marin County, Calif. . . . Past International President **Emil Nelson** has been elected president of the Minnesota Association of Realtors for 1965 . . . **A. C. Massingill**, member of West Knoxville Toastmasters Club 3117-63, was named Boss of the Year in Knoxville, Tenn . . . **Walter Muth** of Hales Toasters Club 3667-35, Hales Corner, Wisconsin, was named "Gagwriter-of-the-Month" for January by the National Association of Gagwriters . . .

OFFICIAL CONVENTION CALL TO ALL CLUBS:

In accordance with Article V, Section 4 (b) of the Bylaws of Toastmasters International, you are hereby notified that the 34th annual convention of Toastmasters International will be held at New York City on the 19th, 20th and 21st of August, 1965, at the Statler-Hilton Hotel.

All Toastmasters are urged to attend.

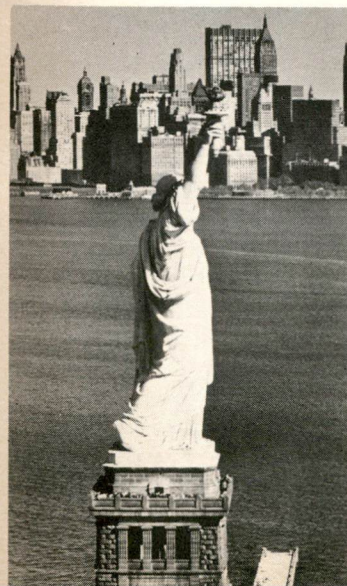
Board of Directors, Toastmasters International
by Paris S. Jackson, Chairman



Times Square at Night. Times Square is formed by the intersection of Broadway and Seventh Avenue. This view is looking north along Seventh Avenue from 47th St. The bright lights are of theatre marquees and neon signs from the Great White Way.

New York City Conventionland- 1965

The Statue of Liberty lifts her torch of welcome. Across the harbor are the skyscrapers of lower Manhattan.



Skaters cavort on the ice rink in Rockefeller Center. Sixty-foot Christmas tree above the rink lends festive touch.



TAPCO Keeps 'Em

By **ELLIS ROBERTS**, Editor
FRIENDLY FORUM

"THESE FELLOWS are good and don't know it. They do more useful things accidentally to make their club more attractive and interesting than many chapters do on purpose."

This thumb-nail tribute to Tapco Toastmasters 2968-10 is from Arthur E. Schikowski, who is qualified to speak. He has played both Mr. Inside and Mr. Outside roles.

As an employee of Thompson Ramo Wooldridge Inc. at TRW's Tapco Plant in Euclid, Ohio, a suburb of Cleveland, he has helped spark the Tapco Club as a member and former educational vice president. As former governor of Area 12, he has acquired perspective on Tapco's achievements through his visits to other clubs.

For a chapter that only recently reached the age of five (it was chartered May 12, 1959), Tapco Toastmasters is an exceptionally robust and self-sufficient organization. It's so healthy, in fact, that it shares its enthusiasm for speechcraft with employees of

neighboring firms.

Eighty percent of Tapco members turned out to stage a recent demonstration meeting for the sales and advertising people of a nearby meter company. Result: *two* clubs are being formed by these employees and at last report there were more than 80 applications for membership. These fellows consider Tapco Toastmasters the toast of the town.

These demonstration meetings (five have been staged so far) are the inevitable result of a group of men who aren't afraid to grab the ball and run with it. From the moment of charter they have sought ways to improve the organization, make it more rewarding to its members and the company they represent.

A casual thumbing of the club's historical manual (they saw an immediate need for such a record and, what's more, they keep it up to date) reveals a series of accomplishments. Singly they may be minor, but collectively they spell the most practi-

Interested



cal kind of progress.

*Trophy purchased for Best Speaker of the Week.

*"White Wash Brush" created for evaluator who fails to help his fellow member with genuinely constructive criticism.

*First social event — a Charter Party.

*Mileage voted for members attending district meeting.

*"Instant Night" staged to encourage quick thinking and fast footwork.

*Area exchange meeting hosted.

*Golf outing.

*Name tags provided, with an order to wear them.

*Gift subscriptions to The Toastmaster magazine awarded to honorary members.

*Pins purchased honoring past presidents.

*Member selected and boosted as candidate for area governor.

*Member assigned to make sure that progress of individual members is reported at regular intervals to the Personnel Office, where Toastmaster membership

and training achievements become part of their personnel folders.

*Stan Pace Award initiated for member representing club in annual area speech contest. (Pace is TRW vice president of the Equipment Group at Tapco).

*Joe Kolezar Plaque accepted with gratitude from his family. Kolezar, a charter member, passed away in 1960. The plaque is inscribed each year with the name of the member contributing the most to the club.

*Established a point system which gives three months of free membership to the member earning highest points for outstanding speeches, attendance, extra speeches and bringing in new members.

Again, none of these steps is significant in itself. But together they help make a solid organization that is acquiring a quiet pride and, as the years roll on, a sense of tradition.

Roger R. Clark, current president, says modestly, "I don't think we do anything differently

or even better than other clubs. I think the secret is the extremely high caliber of our members. They are the kind of men who can sustain enthusiasm and effort over a long period.

"Then, too, we all come from the same company, and we meet in a company room. That gives us something in common right off the bat."

Schikowski, who has seen other clubs in action, confirms Tapco's ability to keep members interested. "Over half of the members are beyond their basic training, and still are active and interested members. In too many organizations there's a tendency to drop out after basic training."

He lauded, too, Tapco's cooperation with Toastmasters International. "They jump right in; they're willing to contribute their time and talent to the over-all organization," Schikowski says.

Another important plus for the club has been the membership and interest of two men from the Tapco Activities Office. They have provided valuable assistance in staging the club's social outings and parties.

Finally, the club early discerned the wisdom of advertising its existence among the several thousand employees of Tapco. A publicity man is named along

with each new set of officers, and his is a working job. He gets acquainted with the editor of the company's monthly newspaper, and he sees that new developments are reported promptly and accurately in *News in Brief*, the company's daily news sheet which is posted for all employees. Pictures are taken of each new group of officers — elected for six-month

terms — and the popping of flash bulbs serves to further emphasize the fact that management considers this club a valuable asset to the total manufacturing operation.

Further evidence that it never hurts Toastmasters clubs to know their editor is the fact that the Tapco editor is writing this article. *Voluntarily!* This is because he admires Tapco Toastmasters for the enthusiasm they generate, for their acceptance of the premise that self-improvement is best obtained by hard work, and for the excellent speakers the club is producing.

Yes, these fellows don't realize they are as good as they are. They waste little time in back-patting. Rap that gavel! Let's get on with it. We've got a lot of work to do, a lot of people to help.



JUST IN JEST

An Englishman and a Scotsman found themselves on a raft after the ocean liner they were on broke up and floundered. As they drifted toward an unchartered island, the Englishman cried, "Good Lord, nothing worse than this could have happened to us!"

"Sure an' yer wrong, laddie," said the Scotsman. "D'ye know, I almost bought a round-trip ticket."

Successful Farming

Golf: a game in which a ball one and a half inches in diameter is placed on a ball 8,000 miles in diameter, the object being to hit the small ball but not the large.

A minister told his flock that he had a call to go to another church. One of the deacons asked him how much more he was offered. The minister answered, "Three hundred dollars."

"Well," commented the deacon, "I don't blame you for going but you should be more exact in your language, Parson. That isn't a call, that's a raise."

Subsidy: Formula for handing you back your own money with a flourish that makes you think it's a gift.

"Don't apologize," snapped the babysitter to the parents who came back late. "If I had a kid like yours, I wouldn't be in a hurry to get home either."

An argument in favor of TV from a 12-year-old: "Before TV, nobody even knew what a headache looked like."

A girdle is a device to keep an unfortunate situation from spreading.

The daughter of a couple we know insisted that, at 15, she was due for retirement from her paper route. She finally won her point by announcing that one of her male customers, about to give her the usual tip, had taken a second look and invited her in for a cocktail.

English Readers Digest

REMEMBER: To keep your *Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. If possible, include a mailing sticker from a previous magazine.

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

New Clubs

(As of February 2, 1965)

- 205-6 RED WING, Minnesota, *Red Wing*, 1st-3rd Wed. 6:00 p.m., St. James Hotel, Red Wing 388-4225
- 1050-F YUCAIPA, California, *Yucaipa Valley*, Sat. 7:15 a.m., Yucaipa Restaurant, Yucaipa, California 797-0133 797-0163
- 1554-6 MINNEAPOLIS, Minnesota, *Control Data EDP's*, Tues. 6:00 p.m., Richfield Legion Club 888-5555 Ext. 320
- 1746-30 CHICAGO, Illinois, *Western Union*, 1st-3rd Mon. 5:00 p.m., Harding's Restaurant & Western Union Conference Room WA 2-4321 Ext. 308
- 2423-43 CAMDEN, Arkansas, *Kraftsmen*, Mon. 7:00 p.m., Supervisors' Club of International Paper Company, Camden, Arkansas TE 6-3189
- 2519-57 IMOLA, California, *Imola NoAhs*, all except 2nd Thurs. 7:30 p.m., Employees' Dining Room, Napa State Hospital 226-7180
- 2779-31 BEDFORD, Massachusetts, *MITRE/ESD*, Mon. 11:45 a.m., The MITRE Corporation, Bedford, Massachusetts 272-0677
- 3083-63 KINGSPORT, Tennessee, *Kingsport Scottish Rite*, 2nd & 4th Mon. 7:00 p.m., Masonic Lodge No. 688, Kingsport, Tennessee 245-2613
- 3198-3 SIERRA VISTA, Arizona, *COCHISE*, Wed. 6:30 p.m., Military Inn, Fry Boulevard, Sierra Vista, Arizona 458-2634
- 3432-42 CALGARY, Alberta, Canada, *FIREMARK*, Tues. 6:00 p.m., Highlander Motor Hotel, Calgary, Alberta, Canada 263-5040
- 3516-39 McCLELLAN AIR FORCE BASE, California, *AEROSPACE*, alt Tues. 11:30 a.m., Marsh's Restaurant, 3542 "A" Street, North Highlands, California WA 2-1511 Ext. 21265
- 3859-61 LEVIS, Quebec, Canada, *Club Toastmasters de Levis*, 1st-3rd Mon. 6:30 p.m., Motel Round Point, Levis, Quebec 837-3651
- 3865-4 PALO ALTO, California, *Control Data*, 1st-3rd Wed. 12 noon, Uncle John's Pancake House, 3150 El Camino Real, Palo Alto 321-8920
- 3866-11 KOKOMO, Indiana, *PSI*, 1st-3rd Wed. 5:15 p.m., No. Division Headquarters, Public Service Indiana, Kokomo, Indiana 457-5511
- 3867-47 QUINCY, Florida, *Quincy*, Mon. 7:30 p.m., Jefferson House Restaurant, Quincy, Florida MA 7-7811
- 3868-42 CALGARY, Alberta, Canada, *Tuesday Nooners*, Tues. 12 noon, Cal Petro Club, Calgary, Alberta, Canada
- 3869-47 CAPE CANAVERAL, Florida, *Canaveral "Lift-Off"*, Sat. 7:15 a.m., The Crossways Inn, Cocoa Beach, Florida 632-3334

DISTRICT GOVERNORS 1964-1965

- F. H. Al Richardson 8927 E. Camino Real Ave., San Gabriel, Calif.
 2. Robert W. White P.O. Box 6024, Seattle, Wash., 98188
 3. George A. Morrison 2024 E. Hubbell, Phoenix 6, Ariz.
 4. A. Dewey Spiker 4184 Jan Way, San Jose, Calif. 95124
 5. James K. Bury 3919 Santa Cruz Ave., San Diego, Calif. 92107
 6. Warren K. Wildasin 1609 E. 4th St., St. Paul 6, Minn.
 7. Edward P. Miska 621 S.W. Alder St., Portland, Ore. 97205
 8. Leo F. Seiffert 1614 Scott, Cape Girardeau, Mo.
 9. Dana W. Maryvott E.14806 Valleyway, Spokane, Wash.
 10. Eldon H. Phillips 537 Carolyn Dr., Marion, Ohio
 11. Robert W. Leiman 3030 S. Harrison St., Fort Wayne, Ind.
 12. Albert Wuelfing 968 Eston St., Camarillo, Calif.
 13. Edward B. White 1535 Tuscarawas Rd., Beaver, Pa.
 14. Harold B. Causey 5454 Magnolia Ave., Savannah, Ga.
 15. Gail E. Miller 1091 Pacific St., Idaho Falls, Idaho
 16. Kenneth J. Hughes 305 S.E. Rockwood, Bartlesville, Okla.
 17. Edmund P. Sedivy Montana State College, Bozeman, Mont.
 19. Bernard L. Messmer 4518 30th Ave., Rock Island, Ill. 61201
 20. William A. Malaski 2906 Edgewood Dr., Fargo, N.D.
 21. Alan L. Hill R.R. #4, Vernon, B.C., Canada
 22. Rudolph Schmidt 5527 Linden, Mission, Kan.
 23. Carroll B. Mills 1330 45th St., Los Alamos, N. Mex.
 24. James T. Hansen P.O. Box 867, Hastings, Neb.
 25. John K. Myrick 1227 E. Farnham, Irving, Tex.
 26. Donald W. Paape 6049 Taft Court, Arvada, Colo.
 27. Warren E. Dow 5712 Mc Henry Ave., Modesto, Calif.
 28. Geoffrey T. Gray 7539 Dartmouth Dr., Lambertville, Mich. 48144
 29. William A. Swann, Jr. P.O. Box 8096, Pensacola, Fla.
 30. Hermas R. Gagnon US Naval Exam. Center, Bldg. 2711, Great Lakes, Ill.
 31. James P. Noonan 45 Annawamscutt Rd., W. Barrington, R. I.
 32. H. Boone Chittick P.O. Box 84, Manchester, Wash.
 33. Clark E. Crouch 1442 Alice St., Richland, Wash.
 34. Michael P. Vadala 222 William St., Elmira, N.Y.
 35. William A. Schilling 2457 N. 84th St., Wauwatosa, Wis. 53226
 36. L. Watson Andrews 903 Leesburg Pike, Falls Church, Va.
 37. Peter H. Gerns 815 Cutter Bldg., Charlotte, N.C. 28202
 38. Darrel O. Neidigh, Jr. 100 Neptune Dr., Newark, Del.
 39. Kenneth A. Olds 391 La Purissima Way, Sacramento, Calif. 95819
 40. Frank E. Thomas 4351 Carlo Dr., Dayton, Ohio 45429
 41. George W. Hastings 757 Lincoln S.W., Huron, S.D.
 42. Robert D. Kerr 502 Canada Permanent Bldg., Calgary, Alta. Canada
 43. Robert D. Osborne 14 Windsor Dr., Jackson, Tenn.
 44. Roy O. Thruston Box 98, Garden City, Tex.
 45. Joseph G. Hakanson 94 Leighton Rd., Falmouth, Me.
 46. James G. Kalley 418 Lee Ave., Rivaler Edge, N. J.
 47. Virgo E. Christiansen 3741 Rodby Dr., Jacksonville, Fla.
 48. Nick Saad 136 N. Foster, Box 1466, Dothan, Ala. 36302
 49. Howard W. Price 724 Hoomalu St., Pearl City, Hawaii
 50. William C. Reichel 200 W. Walnut Ave., El Segundo, Calif.
 51. Fred R. Ingraham 214 N. Holly Ave., Compton, Calif. 90221
 52. Ivan J. Deach, Jr. 1433 Broadway, Burbank, Calif.
 53. David A. Corey 5 Pepperidge St., Quaker Hill, Conn.
 54. John L. Lamb 710 S. Harlem, Freeport, Ill.
 55. Robert E. Keith 1032 Adams Ave., Rock Springs, Wyo.
 56. Vernon L. Chandler 8 West Park, Randolph AFB, Tex.
 57. Nathan J. Kuper 3031 Telegraph Ave., Oakland, Calif.
 58. Archie G. Lugenbeel 4438 Erskine St., Columbia, S.C.
 59. James S. Ketchel 2580 Dyer Way, Reno, Nev.
 60. Harold A. Baker Suite 905, 130 Bloor W., Toronto, Ont. Canada
 61. Donald E. Hart Kilmear, Quebec, Canada
 62. Ward W. Hubbell 1977 N. Whitehall Rd., Muskegon, Mich.
 63. Howard P. Perry 108 Empire Bldg., Knoxville, Tenn. 37902
 64. Leslie W. Sutton 305 Montgomery Ave., Winnipeg 13, Man., Canada
 65. Bernard W. Moore 95 Leander Rd., Rochester, N.Y. 14612
 66. William J. Boone 723 Shenandoah Bldg., Roanoke, Va.
 67. Thomas C. Harris 2401 Lord Baranoff Blvd., Anchorage, Alaska
 68. Michael M. Bearden % Rapides Bank & Trust Co., P.O. Box 31, Alexandria, La.

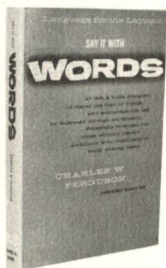
TERRITORIAL COUNCIL PRESIDENTS

- Australia — Dallas York 30 Carrington Ave., Carrington, N.S.W., Australia
 British Isles — Marshall F. Macaulay "Taynult", Drumclob Ave., Milngavie, Scotland

Reading With A Purpose

SAY IT WITH WORDS

By Charles W. Ferguson



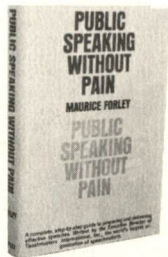
Say It With Words contends that love of language is the beginning of wisdom in its use. Author Charles W. Ferguson, a senior editor of *The Reader's Digest*, proposes an approach to communication which will assure enjoyment of every occasion when the use of language is important. (Code B-38)

— Price \$3.50

(Plus 10% shipping and packing charges — Calif. clubs add 4% sales tax.)

PUBLIC SPEAKING WITHOUT PAIN

By Maurice Forley



Public Speaking Without Pain was written by Toastmasters International Executive Director Maurice Forley. Although of primary benefit to non-Toastmasters, Toastmasters will find especially beneficial such subjects as "How to Organize and Write Speeches" and "How to Obtain Speaking Engagements." (Code B-2)

— Special Price to Toastmasters \$3.15

(Reg. Price \$3.95)

(Includes packing and shipping — Calif. clubs add 4% sales tax.)

ORDER FROM
TOASTMASTERS INTERNATIONAL SANTA ANA CALIFORNIA