



NOVEMBER, 1962

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



TOPEKA, KANSAS  
TOASTMASTER TOWN OF THE MONTH

IN THIS ISSUE:  
Road Sign to Friendship

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*... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,500 clubs in every state of the Union, every province of Canada and in 43 other countries.*

*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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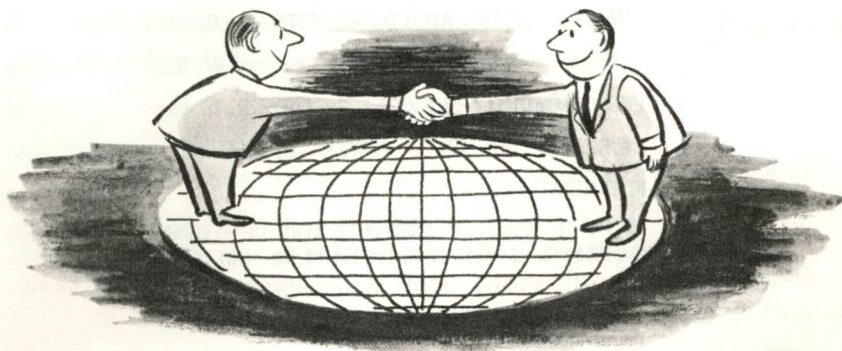
The Toastmaster, Santa Ana, California

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*The People-to-People  
program is a . . .*

# Road Sign to Friendship



By JOYCE C. HALL

President and Founder, Hallmark Cards

“GETTING TO KNOW YOU” is no longer just a song from “The King and I.” It’s fast becoming an international habit.

The delightful Rogers and Hammerstein ditty could be the theme

song of a movement involving millions of exponents of good will throughout the world and expected to involve many millions more. It is the People-to-People program.

People-to-People was founded by

President Dwight D. Eisenhower in 1956 to help build international understanding through communications and contact between Americans and individuals in other countries. In starting the program he urged Americans “to work out not one method but thousands of methods by which people gradually can learn a little bit more of each other.”

In many respects, Toastmasters International and People-to-People are moving on parallel courses toward the same goal. Although Toastmasters organize for self-improvement, one of the perquisites of their progress is good fellowship. And good fellowship among individuals of all nations is the ultimate goal of People-to-People.

For both Toastmasters International and People-to-People, communications is the key to success. The Toastmaster seeks to become proficient in verbal communication. The People-to-People participant communicates by any means—generally mail or personal contact—in an effort to know his world neighbor and help his world neighbor to know him.

In yet another way Toastmasters International and People-to-People are similar. To use advertising jargon, they might be called “frustration relievers” for the individual. Certainly, the Toastmaster who becomes proficient in public speaking relieves himself of the frustration of inarticulateness. And the People-to-People worker often conquers the frustration of feeling personally isolated from the weighty world problems that concern each of us. In “getting to know” his neighbor

in another land and building a friendship with him he can feel he is contributing in some degree to international understanding between individuals. Ultimately, he can hope, this may help toward better understanding among nations.

When People-to-People was founded in 1956 at a White House Conference, committees of leading Americans were set up to stimulate and coordinate individual-to-individual contact in specific fields, such as education, religion, business, science, sports, hobbies and so on. Initially, direction for the program was provided by the U. S. Information Agency.

Activities inspired or conducted by the committees included: foreign tours of American educators, scientists, farmers and others; exchange of “pen pal” letters between Americans and people abroad; “sister city” affiliations between American communities and communities in other lands; mailing of millions of books and magazines to individuals and organizations abroad; foreign tours of American sports teams and American tours of foreign teams; hospitality for foreign visitors in this country; hobby exchanges; youth group exchanges; and many other active contacts between Americans and individuals abroad or foreigners here.

## Reorganized in '61

Having proved its influence as a force for international friendship, People-to-People was reorganized in November, 1961, as a non-government operation, with General Eisenhower as its head. A number of distinguished Americans in vari-

ous fields are serving on the executive committee and board of trustees.

The national headquarters provides supervision and guidance for the various elements working to advance the People-to-People cause. In addition to its coordinating and supervisory activities, the headquarters is currently conducting several major programs:

*The University Program* to build friendship and understanding between American students and visiting foreign students on campuses throughout the nation.

*School affiliations* involving exchanges between classrooms in American grade and high schools and similar schools abroad.

*Community chapters*, organized at the local level to build understanding between individuals in other countries.

*A program to stimulate individual memberships* in People-to-People.

### What You Can Do

As a guide to what the individual can do in People-to-People, General Eisenhower has outlined 12 ways in which anyone can work for People-to-People. They are:

1. Get acquainted with exchange students from other lands.
2. Get acquainted with foreign-born persons in your community.
3. Get acquainted with foreign visitors who come to your community.

4. Write to acquaintances in other countries.

5. Encourage local schools to correspond with classrooms abroad.

6. Advocate more foreign language teaching in local schools.

7. Visit other countries when you can.

8. When travelling abroad, be a good "ambassador."

9. Invite persons from other lands to visit you.

10. If you have a hobby, exchange hobby ideas and material with hobbyists abroad.

11. Collect children's books and ship them overseas.

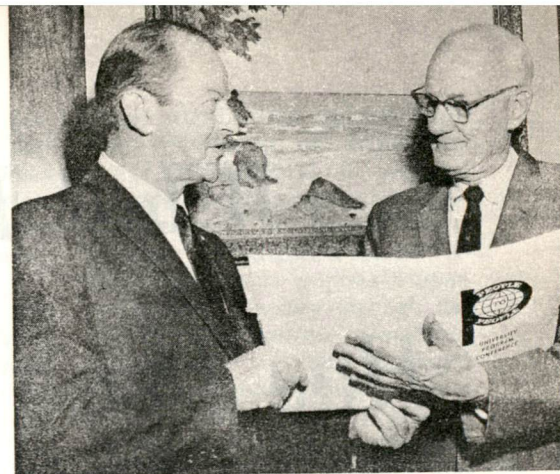
12. Join People-to-People, urge friends and neighbors to join.

### Force for Peace

We in People-to-People believe strongly that it can be one of the most powerful forces working on behalf of peace. In a

recent article in *This Week Magazine*, titled "How You Can Make A Better World," General Eisenhower described People-to-People as "A Crusade for Peace, the one means by which all Americans can start melting the many ice flows of the Cold War."

Toastmasters can help in that crusade. Like millions of other Americans and citizens of other lands, they can get involved in People-to-People work. But, they also can help in a special way, because of their membership in Toastmasters International. They are uniquely equipped to tell the People-to-



Joyce Hall (right) discusses People-to-People program with Maurice Farley, executive director of Toastmasters. Picture in background is an original by Sir Winston Churchill, presented by the artist to Mr Hall.

People story throughout the world. In doing so, they will be telling an interesting and very purposeful tale.

In this fast-shrinking world, peace is everybody's business. People are interested in peace as in no other subject. To all of us, it means survival. The awful specter of the mushroom cloud has brought this home to every literate individual.

So, an account of the progress of this Crusade for Peace and a delineation of means by which individuals can participate in it should make good speech material. The story is full of "you appeal." It can be larded with anecdotal examples of individuals working in the People-to-People spirit. Yet, its scope is as broad as any subject of our times.

The thread of friendship runs through all the activities of Toast-

masters International. In telling the People-to-People story as often as possible, Toastmasters can help to weave that thread into a pattern that may produce peace—even in our time. ♦

*Joyce Hall is president and founder of Hallmark Cards, Kansas City; president of the Hallmark Foundation; general chairman of the Liberty Memorial Rededication Committee and Chairman of the People-to-People Executive Committee. Entering the greeting card business at 17, he founded Hallmark Cards in 1910. As a patron of the arts, Mr. Hall has uncompromisingly sponsored quality television on the Hallmark Hall of Fame. In 1961 the National Academy of Television Arts and Sciences awarded him the first "Emmy" ever given to a sponsor for his "personal interest in uplifting the standards of television."*

*(Speech material on the program described by Mr. Hall may be obtained by writing to: People-to-People, Inc., P.O. Box 1201, Kansas City 14, Mo.)*

# What BBT Has Done For Me

By L. KENNETH WRIGHT

WE OFTEN HEAR people say we are living in an age of miracles. When we look at a few of our scientific and technological developments, we realize this is a fair statement.

What is true today won't be true tomorrow. The doctor's prescription of today will be out of date tomorrow. Much of the knowledge one acquires in college is obsolete on graduation day. The person who will be successful must pursue a continuous self-education program directly related to his profession, business, or occupation.

If I were to sum up, in one short sentence, all the benefits I have derived from Beyond Basic Training, I'd put it this way: *it made me tomorrow-minded*. It made me see I had to grow to meet the challenges of tomorrow. It made me *want* to

grow toward those challenges.

Up to about a century ago, man had never traveled more than 35 miles an hour—the speed of a fast horse. Then came the steam engine and the locomotive. It was almost the end of the century before the first train was able to reach a speed of 100 miles an hour. Now it is commonplace for a traveler to eat breakfast in New York City, leave for Los Angeles or San Francisco and arrive that same morning in time for a second breakfast.

Many of us have seen the automobile develop from a curiosity to a necessity of modern living. In less than a century, telephones have been installed in nine out of ten U.S. homes. In the past two decades, 54.5 million television sets have been installed in our living rooms. And in that time, de-



velopments in automatic data processing have been so fantastic that new words have had to be coined to express their speed of operation. And we all know the progress being made in conquering outer space.

In some way difficult to pinpoint exactly, Beyond Basic Training helped me to become more aware of these miracles of life and their limitless possibilities—to realize, as Thoreau wrote, “Only that day dawns to which we are awake.” Beyond Basic Training helped me—and can help anyone—discover the meaning of successful growth.

As a manager, I work with people and their problems. In that relation, I like to think of growth as a continuous process of acquiring human knowledge and using it with spiritual intelligence in the service of others for the enrichment of life. In this form of growing, it is essential that we acquire additional knowledge and keep up with scientific and technological development. We must recognize our strengths and build on them. In addition, this growing process requires the fusing together and moulding of many virtues into one image.

First, we need a good foundation on which to build. That foundation is expressed in these words from the Bible: “All things are possible to him that believeth.” This certainly does not mean we can have everything in life our hearts desire. What these words do tell us is that we have the God-given power to master defeat and overcome sorrow and depression of spirit. I learned in BBT that the

person who believes and has confidence in himself can reduce the size of his problems to his own size.

There is a personality development exercise in Beyond Basic Training that stresses a second virtue. That exercise impressed upon me that this journey through life can be a pleasant and rewarding experience if we have the right attitude. A good attitude is like cork—it can hold you up. A poor attitude is like lead—it can sink you. For instance, realizing that you like to work is a key to happiness. It is saying with the poet Henry Van Dyke, “This is my work, my blessing, not my doom.” The man who goes fishing only occasionally calls it great sport; the man who fishes to make a living calls it work. Which is it?

Remember Tom Sawyer? He had to whitewash the fence. By pretending it was a lot of fun he hornswoogled his friends into doing it for him, and even got them to pay him for the privilege. In that story Mark Twain demonstrated that the difference between work and play is only an attitude. Work is the meat and potatoes of our daily lives and recreation is the dessert. We lose our appetite for dessert when it's substituted for the main course.

The man who will grow must have courage to stand for something. There has been a shortage of this particular virtue from the time God created man up to this present day. In every community there are men at whom no one can point with a finger of scorn. They believe in motherhood, favor fair weather, object to sin.

But where are they when a controversy arises? One humorist answered that question by saying that they were away, attending a conference of the spineless wonders.

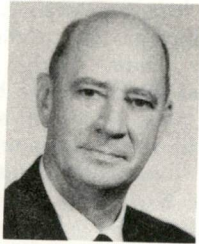
In my work, I spend more than 60 per cent of my time in conferences—working with people. It is important for me to have the courage to disagree with my associates and superiors but to know how to do it without making enemies. In BBT I learned how to be more skillful in disagreeing in a reasonable way. You don't disagree with the person; you never make the argument personal nor attack a person's integrity or intelligence. If you do, your ideas will be brushed off; tempers will rise and reasonable discussion will be impossible. To disagree, express your

opinion in a straightforward way, with unemotional words. Disagree with the idea, not the man who suggested it.

Toastmasters Beyond Basic Training is a refining process which helps men mould many virtues into one image. It is a process which removes defects and develops the capabilities of men to meet the challenges of tomorrow.

Steel shaped into horseshoes, I am told, is worth about \$5 a pound. Refined into needles, it is worth \$5,000 a pound. But when refined into watch springs, its value rises to \$50,000 a pound.

I am sure none of us claim to be worth \$50,000 a pound. But I join others who have completed Beyond Basic Training in the boast that this training has helped me keep out of that horseshoe class. ❖



*TMI Director L. Kenneth Wright is Division Director in the U.S. Department of Agriculture, Washington, D.C., and has received the Department's Superior Service Award for Outstanding Leadership and Managerial Ability. A member of Club 827-36, he is past governor of District 36 and was elected to the International Board of Directors in 1962.*

*This article was originally delivered as a speech at the Breakfast with the Founder, Twin Cities convention, 1962.*

*A man reaches toward spiritual maturity in the measure in which he overcomes his prejudices. Prejudice is a matter of the mind and of the emotions. But prejudices are as dangerous as firecrackers in the hands of a child. Therein is our immaturity, that we are still playing with firecrackers.*

—Arnold H. Lowe



## "You Gotta Have Heart!"

By BARNEY KINGSTON

**D**ID YOU EVER have the frustrating experience of hearing a Toastmaster, or for that matter any speaker, give a talk that was seemingly letter perfect but still left you unmoved?

A couple of months ago I was a guest evaluator at a club and ran into what appears to be a contradiction. The speaker gave, if you read it word for word, an almost flawless speech. The purpose was a worthy one; the opening was arresting, the supporting material was skillfully delineated with great clarity, and you couldn't ask for a more persuasive ending as far as the words went. But there was something missing in the delivery; somehow it didn't "reach" you. Because I couldn't put my finger on why it had failed to register, I'm afraid I gave what might be construed as a perfunctory type of evaluation.

All the way home I tried to think through the talk and come up with a logical reason why it had left me cold, but I couldn't come up with the answer. Surprisingly, sort of way out in left field, the answer came to me. I was listening to a "musical boxscore," a radio program which gives the major league baseball scores and throws in a song or two. The tune that gave me the answer was called "You Gotta Have Heart!" It comes from a musical comedy with the fetching name of "Damn Yankees." As you may know, the story is about a lowly major league baseball team that can't beat the mighty Yankees. The singer plaintively wails that although the team has lots of ability, talent and experience they can't win. And then comes the punchline—the reason why—"You gotta have heart!" which presumably nobody seems to have but the

Yankees. Let's take another category. I once heard two amateur pianists tackle Franz Liszt's "Second Hungarian Rhapsody"; it was in the finals of a New York high school contest. One played the piece perfectly, note for note—I know, because I'm somewhat of a musical dilettante myself. When he was through all he got was polite applause; he had played the notes, but there was no music. The other artist put *something of himself* into the same selection and the result was sheer genius; it was not surprising to see him win a standing ovation and the top award.

Have you heard Jack Lacey, the great sales-message speaker? He is about as unprepossessing in the virtues that are supposed to make a great speaker as you could find; he's a pencil-thin old man with a weak voice, little hair; he lacks the "color" you generally associate with top speakers. Yet I paid \$15 to hear him speak in an unairconditioned auditorium on a sizzling hot afternoon and was so exhilarated I came back for more the next day. When Lacey speaks you feel a tingling excitement that carries through for almost two hours. He inspires you, he excites you, he makes you feel selling is the greatest and most rewarding profession of them all. Why? Because Jack Lacey really thinks and feels that what he is saying is the gospel, and you "get the message," too.

About eight years ago I heard a talk, "Why I want my boy to be a salesman," by Bill Gove, who at the

time was associated with Minnesota Mining and Manufacturing Company. It was the most inspirational talk I ever heard on the subject. Bill Gove wasn't just talking about some interesting theory; no one gave him the topic and told him to make a speech out of it in the next few hours. He spoke from his heart; a lifetime of personal selling went into that talk.

What's the secret of a great talk? You could say that whatever it is that makes one speaker reach you and another leave you unmoved, is the answer. But what is that powerful ingredient that *moves* an audience?

The only satisfactory answer I can think of is, *heart*. But suppose you are evaluating a speaker who "plays all the notes" to perfection but you don't hear any music; *how do you tell him to get heart?*

You can tell a man how to get a better organization. You can tell a speaker he has to have a purpose or he won't come up with anything worth while. You can help a speaker get such things as gestures, voice modulation, more resonance, or how to keep from shifting his feet constantly. But how do you tell a speaker how to get heart?

I think we can spell out the answer in two ways, one comparatively easy, and the other much more difficult. For the first, recall any great speech that you ever heard. What was it the speaker did from the start that held your attention? He spoke with *great feeling*. So we could say our No. 1 rule for



"getting heart" is to speak with feeling. Naturally, if a speaker doesn't convey feeling, he can hardly expect his audience to receive any. The second rule is more difficult to explain or follow, because it involves a speaker's lifetime. For example, if you're a fellow who never had to worry about a job because you were lucky enough to be the son of a wealthy man, you could hardly be expected to move an audience of unemployed workers. If you're a fellow who cuts corners to get ahead in life, you might have difficulty in giving an uplifting commencement address. If you're a fellow who doesn't believe in the essential goodness of man, you'd probably be out of your element talking to a Sunday school class.

You can see this rule we're coming to evident every time you hear a speaker on television. Two men can talk on the same subject; one makes you feel he's as phony as a lead nickel, while the other man inspires you to action. What is this ephemeral quality—this elusive something that enables a man, like Billy Graham or Tom Dooley, to lift us beyond our own material interests?

I think this indefinable quality is a man's *philosophy of life*. I be-

lieve that no man really stands up and gives a talk of the moment; what he says is the product of his lifetime. What I am talking about here has nothing to do with how many books a man reads each month or how much education he achieved. It has nothing to do with the mechanics of speaking, either. It has everything to do with a man's complete *involvement* with life—with its success and failure, triumph and heartache, joy and tragedy.

It may sound corny, but if you would set your sights to move men, you've got to practice the Golden Rule, believe in the inherent goodness of man, try to make life a better moment for any who chance to cross your path, and above all, live life without fear of failure. A great philosopher once admonished, "No man reaches the top except on the shoulders of others." He is pushed to the top by the many he has helped.

The song says: "You gotta have heart!" Sure, we know the academic answer is, we all have a heart. But the trouble is most of us think of it as a vital organ rather than an inspirational organ on which to play great music. ❖

*Barney Kingston is past president of the Speakers Forum Club 371-30, Chicago, Illinois. He is merchandising director of Salesman's Opportunity Magazine, one of the world's largest sales publications, and author of many articles on merchandising, marketing and advertising for national publications.*



The job of educational vice president can be . . .

# The Big CHALLENGE

By ERWIN HERTZ

THE OFFICE of educational vice president is unique in that it is both the greatest responsibility and the greatest challenge you may encounter in your Toastmasters career. "It is better to give than to receive" is perhaps a cliché worn thin, yet only after you have given of yourself can you realize its true meaning. The greatest measure of gratification comes in seeing the fruits of your labors in the increased interest, participation and proficiency in attaining our primary Toastmasters goal of better speaking.

When you are elected to the office of educational vice president, you embark on one of the most exciting experiences a man could hope to have in his relationship with his fellow club members. In the officer training sessions you may think you are hearing a talk

defining the office, but in reality your instructor is placing in your hands the finely honed tools of many craftsmen before you, with which to mold and shape the destiny of your club. Here is a once-in-a-lifetime project that calls to the fore all the imagination and ability a man possesses. Any man attracted to the Toastmasters program because he feels a need to be fulfilled need not scratch himself very deep to find such latent talents only waiting to be exercised. You must make the whole club program meaningful and administer it in a manner to benefit every member of the club. For this is the heart, the core around which all else is built and without which all else is meaningless.

The first thing to do is to become familiar with each member and his record. How long has he

been a Toastmaster, what company does he work for and what is his job, what speech is he working on in the Basic Training Manual? Make index cards with this information so you may schedule programs properly.

You will find your kit from World Headquarters contains a wealth of material. Here are many suggestions time-tested and worthy. Of course they require imagination and embellishment, but they provide club procedures your club members might not see otherwise. You will find that the members in turn put forth more effort and therefore get more out of their club.

Be generous with your time and effort in planning programs. Even if you have always felt that you lack imagination, you'll be surprised to find how much enthusiasm you can inspire through activity. You can lead the way, and others will follow in a program they have helped to plan.

One of the quickest ways for a new educational vice president to find out what he needs to know about his club is to plan a symposium. All you need can be covered by four main topics:

1. *The challenge of Toastmasters.*
2. *The benefits of Toastmasters.*
3. *The ideal club.*
4. *The obligation of officers to the club.*

In the discussion following each topic it may become apparent that

there are many things members have always wanted to say, but lacked the opportunity. As soon as the ice is broken, a torrent pours forth baring the feelings of many members. An alert educational vice president can make notes on ideas which will last far beyond his term in office. Here are almost all the ingredients necessary to transform all programs into useful, informative experiences for every member of your club.

If yours is an average club you probably have a few very new members, a larger group of men who have been members a year or more, and a small group of old-timers who have been around a long time and sort of "big brother" the club along. Here is your greatest challenge. The newer and

intermediate members have something to spark their interest—the Basic Training Manual. But what of the old-timers? What do they have? Well, Toastmasters has something made to order for them—Beyond Basic Training. And it's up to you, Mr. Educational Vice President, to see that this is offered to them if they are not already participating.

I know many old-timers listen to each icebreaker speech with a feeling of nostalgia, wishing they could take that part of their training over again. Well, you can offer them that chance. But let's look at the broader aspect. You are literally doubling the base of your Toastmasters program. You are setting the stabilizer that will





lengthen the prospective term of your active membership. Your rate of attrition will drop because you are keeping active more of the members who have completed the Basic Training program. I am sure the annual membership drive will always be necessary, but wouldn't it be pleasant to say, "Well, we have openings for only four new members this year," just for a change?

About now you are probably asking, "And how do I get men interested in Beyond Basic Training?" It's simple. Just ask them. Some may take a great deal of encouragement, but others are just waiting to be asked.

One of the questions of the men about to enter Beyond Basic may be, "Who is going to evaluate us?" Here is your key and your cue. Your next step is to have the educational committee plan and execute a series of seminars on "How to Evaluate."

Evaluation is the one thing that Toastmasters has to offer that is not found in any academic speech course. You have in your grasp a tool possessed by no other teacher

and you don't have to be a college professor to use it. Everything you need is contained in the small booklet that comes to every Toastmaster in his original kit—"Speech Evaluation."

When it becomes generally felt throughout the club that the evaluation portion of the program has benefited from the instruction period—and it will—you will find that your once-hesitant candidates for Beyond Basic are eager to start on their new adventure. The announcement of this to the club will bring you that inner glow of satisfaction of a good job well done, and the glow will continue each time you hear the toastmaster of the evening introduce George Oldtimer giving a speech from Beyond Basic.

This, then, is your big challenge: to find what your club needs and to give the members a renewed, revitalized, re-oriented educational program. Only then can you fully understand that it is truly better to give than to receive. If you can give all this, then you have truly been an *educational* vice president. ♦

Erwin Hertz is past educational vice president of the Forty-niners Club 560-6. He is a sales representative for the Mirror Division and Contract Sales Division of Brin Glass Company of Minneapolis, Minn. During the recent International convention in the Twin Cities, he assisted the host committee for special events.



**H**AVE YOU EVER LOOKED back over your life and considered how certain events changed its course? It can be well worth the time, especially when looking for the good, as it shows up in so many ways if you watch for it. Let me tell you how I steered the course of events in my own life about two years ago, and how surprised I am the way things are turning out.

About this time my job was demanding more and more that I talk before groups of people. Since no one enjoys listening to a poor speaker, I decided some training in public speaking was in order. One day I was discussing this matter with a fellow employee and discovered he was very active in Toastmasters. He suggested I come as his guest to observe a meeting, for he felt my progress would be much faster in Toastmasters than if I

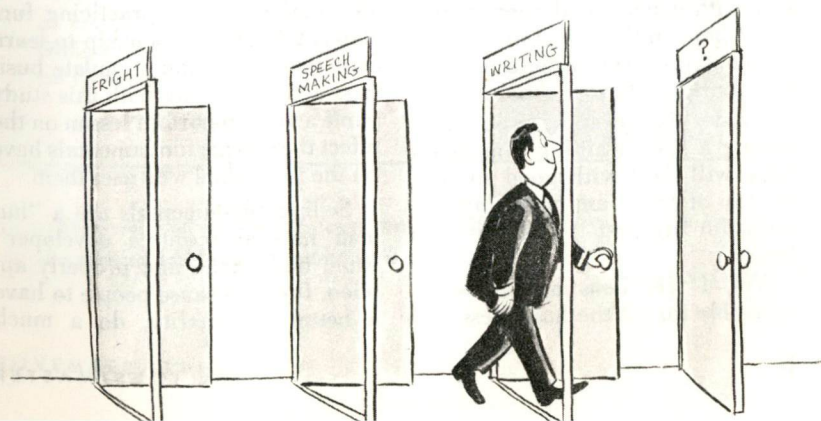
were to take public speaking at night school.

I must admit I found my first experience in Toastmasters trying indeed. When it came my turn to speak, I slighted the meal and was kept busy drying the palms of my hands on my table napkin.

But the ability to conquer this stage fright was only one phase of what began to take place. Perhaps even more important was the fact that unconsciously I was picking up techniques in meeting and program organization, in timing, and in carrying out program assignments. But you will be interested to learn that it really isn't any of these things that tops my list of benefits. It's not even that Toastmasters has improved my speaking

## The Case of the Added Benefits

By GERALD F. FINCH



ability, though I know it most certainly has. So let me describe what the twelve basic lessons have meant to me in terms of self-improvement that I value more than anything else.

The most important thing to me that I have received from Toastmasters is improved expression, and I value it most, not in the form of verbal expression, but rather as *written* expression.

I've always wanted to write but had great difficulty in putting thoughts down on paper. Now, the most natural thing to assume is that if I wanted to learn to write, I should take a writing course. But composition in high school and college proved to be little help.

About a year ago I made a startling discovery—*we talk the way we think and write the way we talk.*

Adding this up, the result is the more practice we get in thinking for talking, the better we get at writing and I feel my writing is improving in direct proportion to my speaking ability. I've done a lot of writing this last year and I have had several articles published, first on a local, then statewide basis. Only a few months ago, one of my articles appeared in a magazine with much broader circulation and I hope in the near future to get national and even international distribution.

I have written and am now producing a sales training film that I hope will meet with good success. On top of this I am gathering material for my first try at writing a book.

Yes, I feel Toastmasters is responsible for all the happiness and

satisfaction I'm getting from writing by having helped me discover the joy of expression. You know, there was never a problem so great it could not be solved if there was opportunity of expression to a point of understanding.

All the ideas, experiences, knowledge and purposes in the world do very little good for the man who keeps them to himself because he cannot convey his thoughts to others. Consider the great leaders in our history. They were experts at expressing their ideas, for people just naturally do not like to deal with others if there is any kind of a barrier between them.

I would hate to be a person who has to live all by himself with everything he knows. Some of this knowledge certainly could benefit others. So how is this newly acquired ability of writing through speaking going to serve?

Through expression, whether written or verbal, I plan to convey a message that I hope will be of benefit to other people. This message is based on many years of experience as a sales manager in a large marketing organization. I have made it my business to study the total results of practicing fundamentals of salesmanship to learn how they affect and stimulate business activity. Along with this study came a very important lesson on the effect these same fundamentals have on the individual who uses them.

Selling fundamentals are a "human natural resource developer" when understood and properly applied, for they cause people to have a better personality, do a much

better job at human relations, work at communications and become leaders.

This approach is different from the magic and miracle so often associated with the market of sales training, for it is directed at the human attributes given all of us at birth. It is not confined to those in the field of selling, but can be used in our everyday life. Certainly we are all salesmen whether we realize it or not. Every time we attempt to convey an idea or thought, or cause another person to act according to our wishes we are selling—or at any rate, we should be.

Recently I read an article by Luther H. Hodges titled, "How To Start Things Booming Again" and his opening statement was, "If you really want to find what's wrong with this country, then you ought to see how little we are trying to sell." This statement causes us to

realize that we should *all* be selling—we should be selling every day our way of life, and if we would do this, Communism would be faced with a severe, practically impossible obstacle to overcome. How many people think selling is only for those who are paid to sell, yet these fundamentals I refer to are so simple they are most times overlooked even by those who are supposed to be salesmen.

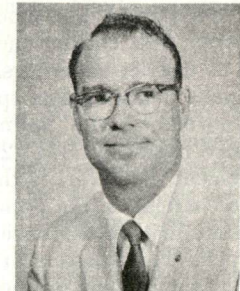
Our national strength depends on how intensely everyone of us feels about individual self-improvement and the contributions we can make to the ultimate cause of selling *freedom.*

I've learned another thing this last two years.

If we look for only one benefit in our Toastmasters endeavors, that is all we are apt to find.

Let me ask—what else have you gained from Toastmasters besides an improved ability to speak? ♦

Gerald F. Finch is past educational vice president of Sunrise Toastmasters 74-3, Phoenix, Arizona. He is employed as branch manager in Phoenix for the Ortho Division of the California Chemical Company.



*Every man steers himself down the path of life. Seldom does he take the path to advancement unless he is prepared.*

—Ralph E. Lynne

## Toastmaster Town of the Month

**T**OPEKA, KANSAS, IS LOCATED near both the geographical center of the United States and the geodetic center of the North American continent. With three national highways intersecting in the city and the service of four railroads, Topeka is readily accessible by air, rail and automobile, and has been termed the "crossroads of the nation."

In 1854 a pleasant spot near the Oregon Trail where emigrant wagons could cross the Kansas River by ferry, the growing community was chosen state capital when Kansas entered the Union in 1861.

Topeka's strength is its diversification of industry and its stable economy. The Sante Fe Railroad maintains here one of the world's largest repair shops and railroad office buildings. Meat packing is handled on a world-wide basis. Goodyear Tire and Rubber Company, Du Pont Company (cellophane manufacture), the world-famous Menninger Neuropsychiatric Clinic and home offices for five major insurance companies bolster Topeka's commerce. Add to this the impact of a powerful agricultural region and the result is a community of almost unsurpassed economic balance.

From a population of 78,000 and an area of 12.5 square miles in 1950, Topeka today has a population of over 120,000 and covers an area of 36.4 square miles. It is understandable that in this climate of superior physical assets and progress that Toastmasters should flourish.

Topeka Toastmasters Club 361 was chartered in April, 1946. Its first president was Frank Woodburn, a past president of Sioux Falls (So. Dak.) Club 210-41. Mr. Woodburn was governor of District 22 in 1947-48. Two other club charter members, Francis Stone and James L. Quinn, served as district governors, in 1949-50 and 1959-60 respectively.

Topeka Toastmasters sponsored the John Morrell & Company Club (now dormant), the Salina (Kansas) Club 2025-22 and the Forbes Air Force Base Club 3311-22. Perhaps their most noteworthy sponsoring achievement, however, is the Kaw Valley Gavel Club 15 (1957), composed of patients at the Topeka State Hospital. Since its inception, several other state institutions have established similar programs.

Topeka Toastmasters are always alert to opportunities to gain valuable experience and promote Toastmasters International, from staging demonstration meetings before service clubs and other organizations to individual speeches. Judging high school state debate finals, Toastmistress local and regional speech contests and Optimist Club speech contests, and presentation of charters to Boy Scout troops are regular activities. Community leaders know they can depend on Topeka Toastmasters Club 361-22.



### Club Holds Congressional Hearing

A simulated Congressional Hearing was held at a recent meeting of Saturday Morning Club 2035-37, Charlotte, North Carolina. The announced objective was to discover if members favored a 12 month term for club officers.

One member was appointed to serve as defense attorney for all witnesses while another represented the Congressional Committee—composed of members of the club's executive committee. The entire program was taped, and both still and moving pictures were taken.

Club members were called before the committee and gave their opinions during an hour and a half of heavy questioning. The vote at the end of the hearing stood 18-4 in favor of continuing the present six month term.

Club members now feel that if ever they are called on to appear at a real Congressional Hearing, they will know what to do. Furthermore, they report, it was one of the most interesting special meetings in club history.

**Saturday Morning Club 2035-17  
Charlotte, N. C.**

\* \* \*

### "This Is Your Life"

Honoring its own special "Mr. Toastmaster," Huntington Park Club 14 recently staged a "This Is Your Life" program for Olin Price, who founded the club in 1933 and is still an active member. Over 100 Toastmasters and guests



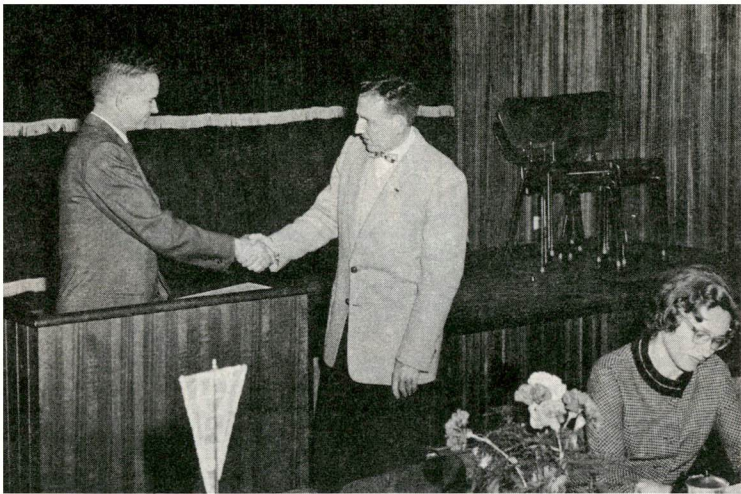
Norton Tolles presents TMI Past President Olin Price (right) with resolution commending him for his long years of service to Toastmasters.

were present to hear Gordon Easterly, Carl Johnson, Charles Rowley, Sid Dawson and Dr. G. R. Howard recall incidents of their early association with the club.

Norton Tolles, secretary, presented Price with a special resolution adopted by the County Board of Supervisors commending him for his "long and devoted years of promoting the Toastmasters movement." The resolution was prepared and introduced by Supervisor Frank Bonelli, a past president of the club.

Price, a former president of Toastmasters International, is an independent fee appraiser and former real estate man.

**Huntington Park Club 14-51  
Huntington Park, Calif.**



At Vulcan Club 1768-U (Keflavik, Iceland) Club President CDR. J. O. Stephens, USN (left) presents TM pin to Lt. Col. Robert Schmitz, USAF, on completion of ice-breaker. Mrs. Stephens (right) acted as grammarian; scored husband for "talking too much."



Mrs. R. H. Benefield and Mrs. Jerry Morrow (shown L-R) were two of 25 secretaries honored at a special meeting of Directorate of Supply and Transportation Club 3348-14, Robins AFB, Ga. At right is Herman A. Glass, club president, and center, P. W. Abraham, club educational vice president.



Philippine Island club enters TMI fold as Quezon (Lucena City) Club President Luis Lagdameo (3rd from left) receives Charter 2337-U from Teodoro Kalaw, Jr., president and founder of Tamaraw (Manila) Club 1164.



At Spangdahlem Air Base, Germany, Col. Thomas D. DeJarnette (left) 49th Tactical Fighter Wing Commander, presents Charter 3489-U to MSgt. Charles J. Watkins, president of newly-organized Forty Niner NCO Club.



Paul Boyer (left) demonstrates do-it-yourself barbering ability during No. 4 speech, "A Penny Saved is a Penny Earned," for Club 2837-40, Dayton, Ohio. Victim is administrative V-P Bob Cook; evaluating at a safe distance are Rollo Dawson, Frank Thomas and Otto Morgenson.

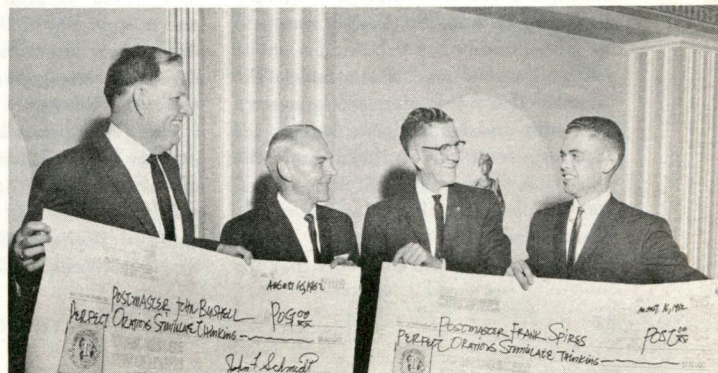


George Boardman Perry (seated, left) is inducted into club he helped to found 16 years ago. (See story Pg. 22.) Seated, right: Carlos Harrison, past Dist. 8 governor; standing, left to right: William C. Barnett, John Longmire and William Fagan, charter members of Club 461-8, Webster Groves, Mo.



TM Bob Meyer starts obstacle race at summer picnic of Spaulding Fibre Club 2906-5, Tonawanda, N. Y. Held at Veterans' Park, the affair was a great success, with over 50 people attending.

As part of nation-wide campaign to acquaint Postmasters with Toastmasters, John Phillips, Lt. Gov. Dist. 47 (left) and John Schmidt, Pres. Berkeley (Calif.) club 57, (right) present checks on Toastmasters Bank of Benefits to Oakland Postmaster John Bushnell and Berkeley Postmaster Frank Spires.





East St. Louis Mayor Alvin G. Fields and other city officials pose on gangplank just before departure of the Mississippi Belle on a four-hour river tour co-sponsored by East St. Louis Club 845-8 and the city's Chamber of Commerce.

### Meeting Aweigh

East St. Louis (Ill.) Club 845 had 68 outstanding guests at a recent meeting. They included the entire City Council and the area's top business and industry leaders. And not a soul left until the four hour meeting was over.

The meeting was aboard a chartered double-decker river boat, and was held in cooperation with the East St. Louis Chamber of Commerce. It began with an idea for a club meeting on the Mississippi River which would include speeches on river lore. But at the time the meeting was planned there were a number of news stories about efforts to beautify the riverfront and to move the National Museum of Transport from St. Louis County to the Illinois side of the river.

The Toastmasters club asked the Chamber if it would like to co-sponsor a river tour and let the civic leaders see what they were talking about from the water side. They would and did—in fact, they handled all ticket sales and underwrote all expenses.

The trip was such a success that the

Chamber is now talking about a repeat performance in the spring, on a larger boat. The Toastmasters Club was able to make a sales pitch on its Speechcraft class with the result that a record class attendance ensued. Photographic and news coverage were given by the Evening and Sunday Journal in East St. Louis (including a full-page Sunday layout), the St. Louis Post-Dispatch, the St. Louis Globe-Democrat and the American Waterways Journal.

The Chamber, impressed by Toastmasters, gave a half-page endorsement in its monthly newsletter to the Speechcraft class and urged business and industry to pay part of the Speechcraft fees for promising employees.

### East St. Louis Club 845-8 East St. Louis, Ill.

\* \* \*

### Veteran Member Returns

When George Boardman Perry was recently inducted into Webster Groves (Missouri) Club 461-8, he returned to a club which he had helped organize more than 16 years ago.

Perry, for 30 years editor of the "American Painter and Decorator," was presented as an active member by William C. Barnett, an attorney whom he had brought into Toastmasters in 1946. A Toastmaster for 18 years, Perry was a member of St. Louis Midtown Club 283-8, and served as club president in 1946 and as governor of District 8 in 1950-51. After his recent retirement as editor, he decided to change membership to a club closer to his home.

Perry has spoken in many parts of the country in his capacity as editor, and has given hundreds of speeches as a Toastmaster.

### Webster Groves Club 461-8 Webster Groves, Mo.

### "Honors Night"

Election night was also "Honors Night" for Occidental Toastmasters 613-51, whose members are employed by Occidental Life Insurance Company of California. Named to the presidency was Mike Szentkiralyi, a former inmate of a Communist Hungarian concentration camp. Szentkiralyi was also honored for his recent receipt of the Certificate of Achievement for completion of his Basic Training.

The election was possibly an exhibition that the isolation of life in a political concentration camp creates an urge to communicate. In addition to President-elect Szentkiralyi, the club's administrative vice president-elect, Dan Sonntag, is also a former inmate. Sonntag was in a Nazi concentration camp during World War II.

Also honored at the meeting were Past President Stewart Lim for his elevation to the post of governor of Area 2, District 51, and President Arthur Hays for his appointment as secretary-treasurer of the same area.

Other officers elected at the meeting were: educational vice president, Jim Birmingham; public relations officer, Dan Tilles; secretary, Bill Jacobson; treasurer, Harvey Room and Sergeant-at-arms, Malcolm Cochrane.

### Occidental Club 613-51 Los Angeles, Calif.

\* \* \*

### Toastmasters Featured

Toastmasters of Columbus (Ga.) Club 2589-14 are jubilant over a two-page article featuring their club which recently appeared in the magazine section of the Sunday edition of the Ledger-Enquirer. Titled "Watch Out for Pitfalls in Public Speaking," the article by Staff Writer Jane Gullatt presents an interesting picture of the work of the club and of Toast-



Lynwood and Firestone Toastmasters debate "lobbying" at a recent joint meeting.

masters International. The article is accompanied by some excellent pictures, including one of club officers Charles Ables, president; Bill Mullins, educational vice president; Lyle Hermann, secretary-treasurer; Bill King, sergeant at arms and Louis Willis, administrative vice president.

### Columbus Club 2589-14 Columbus, Ga.

\* \* \*

### Interclub Debate

Believing that debating develops better thinking, one of the primary objectives of Toastmasters, Lynwood (Calif.) Club 423-51 has for some time made a practice of challenging neighboring clubs to a formal debate. Recently they battled the question: "Should the practice of lobbying be permitted in the State of California" with Firestone Toastmasters 340-51 of Los Angeles. Lynwood, taking the negative side, came out winner but Firestone immediately challenged for a return match.

Pictured above from left to right are Lynwood Toastmasters Eldon Conyne, Dick West, Dick Hargrove and club President Fred Anhorn and Firestone Toastmasters Bill Ireland, Jim Strathdee and Tom Henderson.

### Lynwood Club 423-51 Lynwood, Calif.

# Let's Be Experimental

By LAURENCE W. ROSS

THERE WERE THREE of us competing in the annual speech contest of White and Gold Toastmasters this year. Afterwards, when Don McKelvey had won the cup and the right to compete in the area contest, I learned to my surprise that all three of us had used speeches which were frankly experimental!

All three of us are hard-headed Toastmaster veterans, and we know what kind of speech is our strongest. Don is the sincere type, but that day he made a conscious try for laughs; Sam Dyer is a powerful persuader, but he embarked on pure philosophy; my long suit is humor, but I came out fighting on social issues (and finished last).

Why would three old-timers independently decide to experiment when the club championship was at stake? I believe the answer is that experienced speakers who are still trying to get something out of Toastmasters are *always* experimenting. To stop experimenting, to be satisfied with an adequate performance, is to stop learning. Even the Beyond Basic Training Manual will not guarantee a complete speaker automatically.

White and Gold has had its share of complacent speakers, most not-

ably the Club Humorist of two years ago. He'd split our sides every time he spoke. His take-offs on politics were particularly hilarious, and he'd bring the house down even in table topics. But, to the best of my knowledge, he never made a serious speech.

The Club Humorist neglected the most important thing in speaking: *growth!* He was a stunted ornamental tree in a forest: very artful and very ornamental, but a stunted and incomplete specimen just the same.

The sturdy oaks of Toastmasters are those who are still striving upward. They are striving for highest achievement, and so they will often be found experimenting. Even with the club championship at stake they will experiment.

There is a lesson in this for every Toastmaster. Almost every Toastmaster finds himself, at some time in his career, in danger of falling into a rut. After a certain number of speeches he has discovered his major strengths and weaknesses, has formed a distinct style, and has consumed his best speech ideas. This often seems to happen after the seventh or eighth speech. Even though the Toastmaster reads his manual and becomes steadily more proficient in the technical sense, his

speeches begin to sound alike and he begins to lose the freshness—if I may call it that—which he brought to the club. We have seen this happen again and again in White and Gold.

To blast out of the rut, White and Gold recommends a planned program of experiment. The individual speaker, having reached the point I have described, deliberately experiments with the types of speech which give him the most difficulty. For many veteran speakers this might be the humorous type of speech, a type which seems to be especially difficult for many, even experienced speakers. Less experienced speakers often have trouble in delivering argument or logical persuasion.

The experiment usually consists of *reading* a selection whose mood the speaker wishes to convey. The problem of material then solves itself, leaving the speaker free to experiment with the image he wishes to project. Speech Number 7 of the Basic Training Manual can be used for this purpose very neatly.

Is it humor you wish to work on? Simply string together a series of gags in coherent fashion; several books, for instance Bennett Cerf's, will even classify the jokes for you, or perhaps you are a Robert Benchley or H. L. Mencken fan (caution

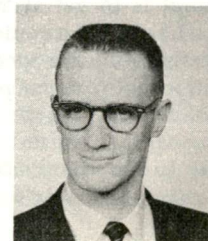
—Mencken is not everyone's idea of a humorist). Sincerity? Your daily newspaper has a whole page devoted to persuasion, and there are numerous magazines with their particular axes to grind, and one of them is sure to have your point of view. For deeper thoughts, go to the writings of the great—Washington or Lincoln perhaps—or to the poets and novelists. Poetry is a most effective way to open or close a speech.

These are merely examples. The reader has doubtless thought of some ideas himself. The important thing is conscious experimenting in order to learn new skills in speaking. The speech material itself is secondary to this consideration.

Occasionally things do not turn out so well. One of my experiments was labelled "your worst speech." Another fellow composed a really funny monologue, but froze in the act of delivering it, which underlines the importance of choosing a text you *know* will sustain you, leaving you free to concentrate on delivery. Even so, you will probably learn more from your failures than from your successful experiments.

Years of speaking still do not guarantee a perfect speaker. Experiment—and learn. ❖

Laurence W. Ross is a member of White and Gold Club 1322-14, of the Georgia Institute of Technology, Atlanta, Ga. Trained in chemical engineering, he is technical information specialist of the Engineering Experiment Station of Georgia Tech.



# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## On Boring and Being Bored

Some people seem to be born to be bores, while others learn the art by experience. In either case, it is a skill to be avoided, but one which many people acquire without knowing it.

There are many ways of boring others. One of the best, if you really want to know, is to be a "detailer"—to try to tell everything about something. This is a guaranteed time killer, and a very good method of losing friends.

Suppose someone greets you with, "Well, how are you today?"

Then you respond by telling him all about your operation, or your fallen arches, or how you caught cold, or what the doctor said to you and what you told him. The other person is not interested. He was merely being polite in his inquiry.

Voltaire remarked, more than a century ago, "The secret of being a bore is to tell everything."

Someone else has said, "No one minds how much you say, if you say it in a few words."

The point is to get at the point quickly, by as direct a route as possible, whether you are speaking in conversation or from the platform. Don't go into all the particulars. Don't be an "itemizer." Leave something to the imagination.

You can practice conciseness and

clearness in your daily conversation, as well as in your public speeches; and never forget the wise words of Cicero, who said, "Brevity is the best recommendation of speech, whether in a senator or in an orator."

## Ten Years Ago

Ten years would be approximately 3,650 days, which have elapsed since the November, 1952 *Toastmaster* magazine came from the presses.

If we had started right then, and established a new club each day from that time to this, we should have organized 3,650 clubs. But at that date, a decade ago, we had already 1,185 clubs in operation, so it was necessary to create only 2,365 new chapters to bring us up to our present number, some 3,550. If some clubs had not passed out of existence, we might even now be past the 4,000 mark.

Our real concern, however, is not to increase the size of our organization for the sake of bigness, but to increase our usefulness by making our training available and helpful to an increasing number of men. We can do this by organizing more clubs, or by making present clubs more attractive and useful to their members.

The way to do this is by planning our meetings and our programs so that each member will gain definite results from every meeting, and so that no man will miss a single meeting unless by reason of insuperable necessity. This is possible in any well conducted club, whose officers and committees discharge their normal duties in a reasonably effective manner.

In my page on "Progressive Programming" in that issue for November, 1952, I emphasized the very items which are vitally important today. There was emphasis on the need for planned programs, with assigned speech subjects, and with a theme and a purpose for every program. Attention was called, also, to the importance of the speech title, as a means of attracting interest to the speech, and giving direction to the speaker's treatment of the subject.

These matters are still of greatest interest to today's Toastmaster and his club. Our approach to them must have improved by experience, but the problems still exist in most of the clubs. It seems to be time for us to apply ourselves seriously to them.

In that ten-year-old magazine, attention was given to the question of finding "speech material." At that time, we were publishing folders on this subject, pointing out the existence of speech material in one's everyday life and experience, as well as in reading and observation.

Today, we have the Reading Plan as a means of enriching and enlarging our supply of such material. Many men have been mak-

ing good use of this plan, adding to their own knowledge and to their scope of speech subjects. Many more may gain benefit by working on this Plan.

November, in the old days, was our month for special emphasis on finding speech material. Today, emphasis may well be put on this subject every month.

One other item stressed in 1952 was the improvement of our work of evaluation. Members were urged to study their little book on "Speech Evaluation," and to look upon assignment as evaluator as being quite as important and challenging as the opportunity to make a speech.

It is interesting, perhaps stimulating, or perhaps even a bit discouraging, to find that we Toastmasters of today are still concerned about the problems which troubled our friends so long ago. Does this mean that we are not progressing?

Not necessarily so, for there are so many new clubs and new men going through the process that it is natural for them to meet the same problems which we encountered; but it should remind us that we who have been at it longer should seek to build on the past to help make our clubs more successful and more effective in conducting our affairs, for our own benefit, and for the good of newer members.

These problems, like the poor, whom we always have with us, are a permanent challenge. Do not shrink from the challenge, but meet it firmly, for your own sake as well as for the good of your fellow Toastmasters. ♦

*We organized a speakers bureau . . .*

# *For Community Service*

By JAMES R. DI MEOLO

A WONDERFUL PUBLIC relations opportunity to bring Toastmasters to the community and the community to Toastmasters—through new members—is through a speakers bureau. This is a three-fold effort; it might be compared to a triangle. This triangle consists of the Toastmasters as the speakers, the speakers bureau as the means of communication, and the community as the recipient of the combined efforts of the Toastmasters and the members of the speakers bureau.

When the Toastmasters of Kent, Ohio, decided to organize a speakers bureau, we recognized three main purposes:

- a) to offer community service;
- b) to provide additional training in public speaking for our club members;
- c) to keep our Toastmasters club active and alive in our community.

The Toastmasters club has something extra-special to offer the community. This is the ability to present speakers—trained speakers—who have a communicative impact. They can, as well,

present an extremely positive image of the Toastmasters club.

We started our Kent speakers bureau by setting up two card files. First we collected basic information from each of our members. All information pertaining to the member's qualifications, interests, speech subjects and previous speaking assignments was placed on a 3x5 inch card. This card also contains the record of each speaking assignment made by the bureau. The cards were then placed in the file in alphabetical order.

In the second file, speeches are listed alphabetically under subject headings. The speakers available, their phone numbers and other pertinent information is located in this file. These two files serve as a valuable cross reference. By setting up particular speech topics as well as speakers available for each type of speech we can quickly fit the proper speaker to the proper speech and the proper audience.

Our Kent speakers bureau is set up under a central authority.

One member of the club is responsible for its administration. We feel there are several important advantages to this type of administration. In the first place, all bookings can be channelized and centralized, and a complete and accurate record can be kept of all our speakers' assignments, with type of speech, occasion, title, number of audience, place and group, purpose. We can also keep a record of the evaluation of the service, by speaker, group, or both.

In the second place, past records of the speakers can be secured and noted for future bookings. By thus co-ordinating our services under one centralized administration our club avoids the overloading or the overlooking of our club members. It is most important that no one be worked to death and no one neglected. The success of such a project, we feel, depends upon full and equal participation by all members.

After completing the organization of our bureau, the next step was to announce the availability of our members to the various community organizations. We did this in two ways. We prepared newspaper releases announcing the formation of the bureau and we contacted the local organizations by direct mail.

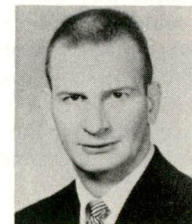
Right here I think I should say that we have found one most important feature in organizing a

speakers bureau is the *timing*. By this we mean the distribution of the speakers bureau notices of services available to the community organizations we wish to reach. The timing of the mailing should correspond as closely as possible to the coming in to office of the new officers, especially the program chairmen. This is usually in the month of January, but it is a wise precaution to determine the dates for each organization and have those dates listed for reference. Many program chairmen like to schedule their programs a year in advance, and will be grateful for the suggestions offered by the bureau.

Our club hopes eventually to compile a booklet describing the speakers bureau and listing the various attractions and services we offer to the community. This will be available to all organizations within the Kent area. It's an ambitious project, but one that we feel will be well worth while.

The Kent Toastmasters Club operates on the principle of service to our members, the community, the nation. Through our speakers bureau we hope to extend that service by engaging in projects which fill public needs. Our speakers bureau is still in its developmental stage, but we feel sure that, with constant revision and review, it can function usefully and be an important factor in the life of our community. ♦

*James Di Meolo is the elementary school principal at the Aurora (Ohio) schools. He is at present working on his Doctor of Education degree at Western Reserve University, and has served as sergeant-at-arms and administrative vice president of Kent Toastmasters 1568-10*





If you want to say what you really mean . . .

## Increase Your Word Power

By HUGH A. HAMILTON

WOULD YOU LIKE to make your speeches sizzle like a steak on the broiler or sparkle like tinsel on a Christmas tree? Of course you do. But how?

It's simple. Just increase your word power. Learn how to say what you really mean, and you will build sizzle and sparkle into your speeches.

Let's see what can be done with a simple statement: *As the woman crossed the room, the men watched her.* Obviously, here is a plain, flat, unattractive sentence. Using the vocabulary of the scientist, we might elaborate upon it to make it more factually exact: *As the female specimen of the human race moved across the cubical enclosure on her pedal extremities, the male species focused their peripheral organs of vision on her anatomy.*

Well, maybe it's factual, but even scientists don't actually talk that way—we hope. It lacks imagination and humanity.

Here's a second way our original sentence could be stated:

*As the groovy chick cut out of the pad, the boy hipsters thought, dig that crazy cat.*

Now we have changed the sentence to incorporate imagination,

at least. But we have resorted to a specialized vocabulary only beatniks use. We have vulgarized the whole concept and thrown it into a specialized area. And we have almost completely eliminated any factual words.

Neither of these two modifications of the original statement is suitable for our use. So how can we modify it to say what we really mean?

At this point I might suggest that there are two books which you should have available as a supplement to the dictionary. The first is Roget's *Thesaurus*. This book enables you to find a more appropriate synonym for the word you are using, or a word which comes a little closer to the exact shade of meaning you wish to convey.

The second book is Rodale's *Word Finder*. This book helps you find the right adjective to go with a particular noun—or an adverb to go with a verb. It helps you find words to supplement those you already have in mind.

Now let's use these books to help us add sizzle and sparkle to our statement.

First of all, of course, let's ex-

amine that statement to find out exactly what meaning we wish to convey. For one thing, just exactly *why* did the men watch the woman cross the room? There could be a lot of reasons: the men might have been secret service agents and the lady an international spy. She might be a grandmother and they concerned lest she stumble and hurt herself. Or—most obvious—they might simply be indulging in the masculine pastime of admiring beauty.

Let's pick the latter. The woman, then, was beautiful. But let's refer to Rodale to see if we can come closer than that. How beautiful was she? What is the picture we want to convey? What type of beauty? Fresh, springtime, delicate, or voluptuous, luscious, curvy? We clarify our mental picture with the help of Rodale and decide that *voluptuous* is the word which fits.

Next, perhaps we can find a preferable synonym for "woman." We need something more descriptive, more definite. We pause at the word "wench" but reject it; it carries a connotation of vulgarity that is just a little too much—ah, here we have it. Starlet. Our voluptuous creature is a starlet.

So she crossed the room—but how? Did she walk, run, totter, glide, stumble, march? Once again, consult your picture; it's coming clearer now. Well naturally, she *glided*. But we still feel the need of a suitable adverb.

How does she glide? Why, of course, she glides *sinuously*.

Let's get back to the men. They certainly had some reaction while watching. They didn't merely look. They admired! Do we need a suitable adverb? How about "unrestrainedly"? That's it.

Now we can restate our sentence so that it really has zip and conveys our exact meaning: *As the voluptuous starlet glided sinuously across the room, many male eyes unrestrainedly admired her beauty.*

Isn't that better?

What have we actually done? Well, we have chosen some definite words in place of indefinite ones. We used some verbs which described some action: *glided* and *admired*. We modified these verbs with some good, definite adverbs. We added some sparkling adjectives. By the power of words we have changed an indefinite sentence that could mean many different things to different people, and presented a strong, clear picture that could not be misunderstood.

You, too, can add zip, sizzle and sparkle to your speeches. It's not difficult. There are only two things to do: clarify your own thoughts, and then use all the power of words at your command to convey that thought. Use your words to say exactly what you mean. You'll find the results more than satisfactory. ♦

Hugh A. Hamilton is manager of commercial chemical development for General Mills, Inc., of Minneapolis, Minn., responsible for marketing research and sales development for new chemicals. He is past president of Russell H. Conwell Club 82-6, and past governor of Area 2, District 6.



# TOASTscripts



**The Toastmasters Reading Plan** was developed to broaden the interests of members and to make them better informed speakers. But according to a survey conducted by the Audits and Surveys Company in consultation with the Advertising Research Foundation, reading also has a relationship to success.

The survey revealed that one or more newspapers is read each day in 86.4% of all U.S. households. Forty-nine per cent of these daily newspaper readers reported they would feel lost without their favorite newspaper. Only 28% reported they would be lost without TV.

Two-car households reported an average 91.1% newspaper readership, while one-car households averaged 81.4%. Those making \$7,500 to \$9,999 annually read the most (94.1%), followed by households making over \$10,000 per year (92.9%). Households headed by higher executives showed a 97.3% readership, while readership in the households of unskilled laborers was 82.3%. Those making less than \$3,000 annually averaged only 69.9% readership.

The survey was concerned with the readers of newspapers, but we'll wager the results would be equally interesting if regular read-

ers of magazines and books were surveyed. If you haven't already done so, we suggest you write World Headquarters immediately for your free copy of the Reading Plan brochure and catalog.

\* \* \*

**O. Franklin Beumer**, lieutenant governor, Southern Division, District 11, has learned that it pays to be a Toastmaster. More precisely, it pays to be a member of Mead Johnson Toastmasters Club 3148-11 (Evansville, Ind.), and to attend the International Convention.

At the Twin Cities convention last August, Governor Beumer saw the L. G. Balfour display of Toastmasters jewelry. Each year, the Balfour Company, which is the official jeweler for Toastmasters International, includes a guessing game in its convention exhibit. This year, Toastmasters and their families were asked to guess the number of artificial jewels on a revolving ball. The prize for the male winner was a \$500 14K gold Hamilton wrist watch. A ladies watch of equal value was the prize for the distaff winner.

Beumer soon found it was impossible to count the jewels on the revolving ball, but he was sure there were more than 3,000. In a moment of desperation and haste, he wrote

down his club number—3148.

Since his two children were not feeling well, the Beumer family left the convention Saturday morning. On the way home International Director Joe Ellis passed them on a tollway. He motioned them over to the shoulder and told the surprised lieutenant governor that he had won the watch. He also brought the news that another Indiana Toastmaster, Robert Garton of Columbus Club 549-11, had won the International Speech Contest.

Who won the ladies watch? It was won by the young daughter of Past International President and Mrs. Herman E. Hoche.

\* \* \*

If you want recognition for your club and increased member interest, start a speakers bureau. That's the advice of Selfridge Officers Club 2669-28 (Selfridge Field, Mt. Clemens, Mich.).

Twenty-one of the club's 28 active members are participating in the speakers bureau and during the past nine months have presented 64 programs for civic groups, fraternal organizations, church fellowships, college and high school assemblies and scouting groups. A total of 12,258 people have heard talks on a wide variety of Air Force subjects. Club President Capt. Frank Mugford addressed an audience of 1900 on the subject, "American Youth Physical Fitness and Its Effect on National Defense." Administrative Vice President Lt. Ted Eckert spoke to 1255 high school students and teachers on "The Mission of the Strategic Air Command."

The club reports that it has not limited its speakers bureau assignments to the Selfridge Air Force Base area. Nine of the 64 presentations have been made in Ontario, Canada.

Although the speeches have run as long as 2 hrs., 35 min., the average time has been 55 minutes. Visual aids are frequently used by the speakers to supplement their presentations.

"There is a distinct improvement in the quality of the speeches at our weekly meetings," writes Administrative Vice President Eckert, who organized the bureau. "We credit this to the additional experience our members gain through the outside speakers program."

"Considering the success of our program, we would like to recommend that each Toastmasters club, particularly those in the military where opportunities are so readily available, engage in an active outside speakers program. It may take a little work, but it pays big dividends."

\* \* \* \*

**CONGRATULATIONS:** To J. O. Grantham, vice president of Personnel Relations for the Northern Natural Gas Co. A past director of Toastmasters International, Grant-ham was featured in the August issue of Nation's Business for his contributions to a new executive leadership program developed by his company . . . To John Keeble of Pershing Point Club 2662-14 (Atlanta, Ga.), on being elected president of the National Mutual Funds Association, an organization of mutual funds salesmen.

# FINANCIAL REPORT

As at June 30, 1962

BOARD OF DIRECTORS  
TOASTMASTERS INTERNATIONAL

WE HAVE EXAMINED THE BALANCE SHEET OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1962 AND THE RELATED STATEMENTS OF MEMBERS' EQUITY AND OPERATIONS FOR THE YEAR THEN ENDED. OUR EXAMINATION WAS MADE IN ACCORDANCE WITH GENERALLY ACCEPTED AUDITING STANDARDS, AND ACCORDINGLY INCLUDED SUCH TESTS OF THE ACCOUNTING RECORDS AND OTHER AUDITING PROCEDURES AS WE CONSIDERED NECESSARY IN THE CIRCUMSTANCES.

IT IS THE POLICY OF TOASTMASTERS INTERNATIONAL TO EXCLUDE THE INVENTORY OF LITERATURE AND SUPPLIES FROM ITS FINANCIAL STATEMENTS.

IN OUR OPINION, THE ACCOMPANYING BALANCE SHEET AND RELATED STATEMENTS OF MEMBERS' EQUITY AND OPERATIONS PRESENT FAIRLY THE FINANCIAL POSITION OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1962 AND THE RESULTS OF ITS OPERATIONS FOR THE YEAR THEN ENDED IN CONFORMITY WITH GENERALLY ACCEPTED ACCOUNTING PRINCIPLES APPLIED ON A BASIS CONSISTENT WITH THAT OF THE PRECEDING YEAR WITH THE EXCEPTION NOTED IN THE PRECEDING PARAGRAPH.

FRAZIER AND TORBET  
CERTIFIED PUBLIC ACCOUNTANTS

JULY 31, 1962

## ASSETS

### CURRENT ASSETS:

CASH ON HAND AND DEMAND DEPOSITS .....	\$ 168,831
CASH IN SAVINGS ACCOUNTS .....	42,500
ACCOUNTS RECEIVABLE .....	27,302
PREPAID EXPENSES .....	4,950
UNDISBURSED LOAN FUNDS .....	49,352

TOTAL CURRENT ASSETS .....

\$ 292,935

### RESTRICTED RESERVE FUNDS:

STOCKS AND BONDS, AT COST, (MARKET VALUE AT JUNE 30, 1962, \$91,767) .....	\$ 88,034
U. S. TREASURY BONDS, AT COST .....	15,790

TOTAL RESTRICTED RESERVE FUNDS .....

103,824

### PROPERTY AND EQUIPMENT, AT COST, LESS \$36,962

ACCUMULATED DEPRECIATION .....

639,210

### OTHER ASSETS:

DISTRICT RESERVE FUNDS .....	\$ 61,844
LESS LIABILITY TO DISTRICT RESERVE ACCOUNTS .....	61,844

DISTRICT RESERVE FUNDS, NET .....

—

NOTE RECEIVABLE AND OTHER ASSETS .....

23,100

TOTAL ASSETS .....

\$1,059,069

## NOTES TO BALANCE SHEET

NOTE A—INVENTORY: IN 1955 THE BOARD OF DIRECTORS RESOLVED TO RETURN TO TOASTMASTERS' PREVIOUS POLICY OF NOT INCLUDING INVENTORIES IN THE BALANCE SHEET. THE INVENTORY AT JUNE 30, 1962 AND 1961 WAS \$61,210 AND \$50,400, RESPECTIVELY, STATED ON A BASIS OF COST (FIRST-IN, FIRST-OUT) OR MARKET, WHICHEVER IS LOWER. EXCLUSION OF THE INVENTORY FROM THE BOOKS RESULTED IN AN UNDERSTATEMENT OF NET INCOME FOR THE YEAR ENDED JUNE 30, 1962 OF \$10,810 AND AN UNDERSTATEMENT OF NET INCOME FOR THE YEAR ENDED JUNE 30, 1961 OF \$2,168.

NOTE B—MEMBERS' EQUITY: THE MEMBERS' EQUITY IS DIVIDED INTO TWO ACCOUNTS LABELED RESPECTIVELY "RESTRICTED MEMBERS' EQUITY" AND "UNRESTRICTED MEMBERS' EQUITY." AT JUNE 30, 1962, THE "RESTRICTED MEMBERS' EQUITY" AMOUNTED TO \$103,824 PURSUANT TO THE RESOLUTION AS ADOPTED BY THE BOARD OF DIRECTORS ON AUGUST 7, 1962, BASED ON THE ANNUAL REVIEW OF THE FINANCIAL REQUIREMENTS. THE RESTRICTED FUNDS ARE INVESTED IN SECURITIES WHICH ARE AUTHORIZED BY LAW FOR INVESTMENT OF TRUST FUNDS UNDER THE LAWS OF THE STATE OF CALIFORNIA. ALL CORPORATE BONDS, COMMON STOCKS AND U. S. TREASURY BONDS HELD BY TOASTMASTERS INTERNATIONAL AS OF JUNE 30, 1962 TOTALING \$103,824, REPRESENT THE INVESTMENT OF THE RESTRICTED RESERVE FUNDS.

NOTE C—FEDERAL INCOME TAXES: THE INTERNAL REVENUE SERVICE RULED ON JULY 13, 1962 THAT TOASTMASTERS INTERNATIONAL AND ITS CLUBS ARE ENTITLED TO EXEMPTION FROM FEDERAL INCOME TAX UNDER THE PROVISIONS OF SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE.

## LIABILITIES AND MEMBERS' EQUITY

### CURRENT LIABILITIES:

ACCOUNTS PAYABLE AND ACCRUED EXPENSES .....	\$ 109,601
ACCRUED TAXES PAYABLE .....	6,999
ADVANCES FROM TOASTMASTERS INTERNATIONAL FOUNDATION .....	1,142
ADVANCES FROM MEMBERS FOR CONVENTION REGISTRATION .....	1,211
DUE TO DISTRICT FUNDS .....	5,251
CURRENT PORTION OF NOTE PAYABLE .....	15,272

TOTAL CURRENT LIABILITIES .....

\$ 139,476

### LONG-TERM DEBT:

NOTE PAYABLE, FIRST WESTERN BANK AND TRUST COMPANY, SECURED BY LAND AND BUILDING, NET OF CURRENT PORTION .....	344,728
---	---------

TOTAL LIABILITIES .....

\$ 484,204

### MEMBERS' EQUITY:

RESTRICTED .....	\$103,824
UNRESTRICTED .....	471,041

TOTAL MEMBERS' EQUITY .....

574,865

TOTAL LIABILITIES AND MEMBERS' EQUITY .....

\$1,059,069

## STATEMENT OF MEMBERS' EQUITY

	TOTAL	RESTRICTED	UNRESTRICTED
BALANCE, JULY 1, 1961 .....	\$519,398	\$215,465	\$303,933
ADD: EXCESS OF INCOME OVER OPERATING EXPENSES FOR THE YEAR ENDED JUNE 30, 1962 .....	55,467	—	55,467
REALLOCATION OF MEMBERS' EQUITY PER RESOLUTION OF BOARD OF DIRECTORS .....	—	(111,641)	111,641
<b>BALANCE, JUNE 30, 1962 .....</b>	<b>\$574,865</b>	<b>\$103,824</b>	<b>\$471,041</b>

## STATEMENT OF OPERATIONS

For the Fiscal Year Ended June 30, 1962

<b>INCOME:</b>	
PER CAPITA PAYMENTS .....	\$295,400
MAGAZINE SUBSCRIPTIONS .....	105,664
SERVICE CHARGES .....	69,243
CHARTER FEES .....	15,600
LITERATURE AND SUPPLY SALES .....	150,137
INTEREST AND DIVIDENDS .....	8,642
GAIN ON SALE OF SECURITIES .....	24,764
OTHER INCOME .....	7,665
<b>TOTAL INCOME .....</b>	<b>\$677,115</b>
<b>OPERATING EXPENSES:</b>	
EXECUTIVE DEPARTMENT .....	\$ 67,068
PUBLIC RELATIONS DEPARTMENT .....	105,094
EDUCATION AND RESEARCH DEPARTMENT .....	67,757
MEMBERSHIP SERVICE DEPARTMENT .....	47,122
PRODUCTION DEPARTMENT .....	168,485
FINANCE DEPARTMENT AND ADMINISTRATIVE EXPENSE .....	166,122
<b>TOTAL OPERATING EXPENSES .....</b>	<b>\$621,648</b>
<b>NET EXCESS OF INCOME OVER OPERATING EXPENSES .....</b>	<b>\$ 55,467</b>

*A man's thinking is exact only to the degree that he has words to make it so. We can think in nothing but words. When our words run out, we come to the end of our thinking; all we can do is to repeat ourselves.*

—Elmer G. Leterman

*Some helpful suggestions  
from World Headquarters ...*

# FOR YOU AND YOUR CLUB

IS YOUR CLUB making use of these valuable educational, administrative and public relations materials available from your World Headquarters?

	Code No.	
EDUCATIONAL	206	Speech Engineering ..... \$ 1.00
	B-16	What to Talk About—1001 Ideas for Speeches ..... \$ .85
	B-46	Speakers Handbook of Humor ..... \$ 4.95
	B-5	Roth Memory Course ..... \$ 3.95
	166	Parliamentary Kit ..... \$10.00
	Code No.	
ADMINISTRATIVE	212	Conference Leaders Guide ..... \$ .50
	358	Officers Training Aids ..... \$ .15
	1110	Club Achievement Manual ..... \$ 2.50
	B-60	Handbook of Parliamentary Procedure ..... \$ 3.75
	Code No.	
PUBLIC RELATIONS	1148	Public Relations Manual ..... \$ 1.00
	366	Display Counter Cards ..... \$ 3.00
	127	Speakers Bureau Pamphlet ..... No charge
	1156	The Club Bulletin ..... No charge

This is only a partial listing of the many helpful items available at the World Headquarters. Full descriptions can be found in your 1962 Supply Catalog, which has been furnished to every club secretary.

When ordering, be sure to give club and district numbers for prompt service. Add 10% for shipping and packaging; California clubs add 4% sales tax. Order from:

TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIF.

# Letters to the Editor

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

"The Kern County Gavel Club" and "How to be a Winner" by Milton Charlton, our 11 year old TM, articles in the September issue of *The Toastmaster* were grand! I am sure you will hear from many educators and receive inquiries about Gavel Clubs. I feel this movement of Toastmasters training in the elementary schools, as we have here in Kern County, will help our young people in the world of tomorrow to speak up when the chips are down. Will this make the slim difference in the never-ending struggle we have today, between Good and Evil? Something to think about.

Will you please send me about 20 copies of the September *Toastmaster* for distribution in the school system to those who have made this possible, the many teachers and administrators. I am sure they would appreciate this.

John Bozoky  
Past Gov., Dist. 12  
Bakersfield, Calif.

The Uptown Club heartily recommends Dr. McFarland's records that were mentioned in the July issue under an article entitled "Record Review." Dr. McFarland's speeches exemplify the desired qualities of enthusiasm, voice control, humor, change of pace techniques, and illustrative stories that magnify and are relative to the point the speaker wishes to imbed into the mind of his audience.

Dr. McFarland has written a book, "Eloquence in Public Speaking." His book is no text book, but rather proceeds on the principle that "one cannot speak with sincerity and conviction unless he is a sincere person, who lives by his convictions." Dr. McFarland also "seeks to help you develop your own

dynamic philosophy of living that is so essential to continued success in public speaking."

All of Uptown's Toastmasters have heard some of the records and six of us have heard Dr. McFarland speak in Oklahoma City. We all agreed that Dr. McFarland was one of the finest speakers we have heard.

I look forward to receiving *The Toastmaster* each month. Its content overlaps with no other magazine. What each TM reads in *The Toastmaster* can be found only in *The Toastmaster* magazine.

Leo C. Morrison  
Pres., Club 627-16  
Oklahoma City, Okla.

In the August issue of *The Toastmaster* Mr. Salin's otherwise excellent article "Reading With a Purpose" insults my profession.

In this article he writes: "We wait in a doctor's office, leafing over dull, outdated trash." If Mr. Salin's doctor's office has this kind of reading material I suggest that he change doctors immediately.

A. G. Henrich, M. D.  
Los Angeles, Calif.

(Or perhaps his doctor should subscribe to *THE TOASTMASTER Magazine*?—Ed.)

It would be interesting to know what the letters L. H. D. behind the Founder's name stand for.

L. D. Mann  
Sec., Club 113-U  
Johannesburg, South Africa

(Dr. Smedley received the degree of Doctor of Humane Letters from his university, Illinois Wesleyan, in 1950.—Ed.)

As a prospective member of Toastmasters International, I was given a copy of the June edition of *The Toastmaster*, which contained Mr. Kingston's paradoxical article, "How to Nurse New Members."

I say paradoxical since the illustration accompanying the article depicting the inferior-looking character as a new member was not at all complimentary and approached the point of insult. This apparent attitude of superiority on the part of existing members will do little to encourage new Toastmasters, I'm sure. However, I am thankful to say that this feeling does not exist among the membership in this area. Their invitations have been most cordial and sincere and I would consider it an honor to be accepted as a member of this group.

Lynn F. Parrott  
1st Lt., USAF  
APO 231, N. Y.

(We are sorry Reader Parrott interpreted the intended look of bewilderment of Artist Interlandi's character as one of inferiority.—Ed.)

According to Mr. R. W. Treimer in your September issue "Keep It Non-Political", we are relegated to the same topics as bridge parties. Let's face it: we are men, we can't talk about babies, etc., as convincingly as do the ladies. This severely limits the emotional impact of our discussion. The best and liveliest table topic we had this year was on the subject of the steel price roll back. It had the emotional impact needed to get the boys thinking and talking.

Let's consider the fact that this country was founded on controversy, has grown and prospered on continuing controversy. I agree with Mr. Treimer in one respect only; it should not be personal. I would also like to remind Mr. Treimer that the greatest prose, spoken and written, in our country

was politically inspired. I would say, let's keep it political but not personal.

After all, another man's religion or attitude regarding women does not often create any problems for me directly, but his attitude on politics does. Politics is a continuing thing which ties all of our lives together. I repeat: keep it political but not personal.

Dick Blaker  
Club 94-7  
Portland, Ore.

I have just glanced through the September issue of *The Toastmaster*, and in the best spirit of the Toastmasters, offer two criticisms.

In the short excellent article by Dr. Ralph Smedley "Personally Speaking," in the last paragraph "A Program Suggestion," Dr. Smedley speaks of "communication." In my opinion any such series would need to be called "communications." Probably the dictionary definition would support Dr. Smedley's use of the term, but there is a growing usage which calls for clarification between "communications" and "communication." The latter term is best reserved for the penetration of one personality into another, while the former is valid for the "means" of communicating.

Also in the picture on the back of the magazine of the banner of Club No. 100—surely the apostrophe is wrongly placed? Is it Business Men's or should it be Business Mens'?

(Rev.) Tom Johnson  
Pres., Club 1889-U  
Willemstad, Curacao,  
Ned. Ant.

(The use of "communication" vs "communications" has not yet been definitely clarified. At present, both terms are used to mean "the art of communicating." "Business Men's" is correct.—Ed.)



# JUST IN JEST

"And what do you think of the common market?" the interviewing reporter asked the movie starlet.

"Goodness, I wouldn't know," she replied. "You see, my cook does all the shopping."

*It's all right to keep your feet on the ground, but it's a lot better if you keep them moving.*

Boss to employee: "It should be a great satisfaction to you, Mr. Simpkins, to know that it's costing us \$250,000 to replace you with a computer."

*Samson used the jawbone of an ass to end a war. Today that's what is frequently used to start one.*

"Ladies and gentlemen," said the guide at Niagara Falls, "this is the greatest cataract in the country. Now if the ladies will only be silent for a moment, you will hear the deafening roar of the waters."

*One way to get an education is to drive a school bus.*

*Golf is a fine game. You can be a pedestrian without being run over.*

The artist was showing a friend his new picture. "When I started this," he said proudly, "I had no idea what it was going to be."

"Tell me," said his friend, "after you finished, how did you find out what it was?"

*So live that your fellow man will not get a good laugh out of the inscription on your tombstone.* —Grit

*Money may not help you get friends, but it certainly does get you a higher grade of enemies.*

"Quick, quick," screamed the small boy rushing into the drug store. "My pop's hanging by his pants legs from a barbed wire fence."

"What do you need?" asked the druggist. "Is he hurt or do you need help in getting him down?"

"No, no," shouted the boy. "Just give me another roll of film for my camera." —Quote

*Diplomacy is the business of handling porcupines without disturbing the quills.*

Two slightly inebriated gentlemen were wandering through the zoo. They came to the lion's cage and stood watching the beast for several minutes. Suddenly the lion let out a loud roar.

"Hey, let's go," said one. "You go ahead if you want to," said the other. "I'm going to stay and watch the movie."

*People are like tea bags—you don't know your own strength until you get into hot water.*

*The only trouble with some of those fine new homes is that they're located on the outskirts of your income.*

*Behind every successful man stands a woman who couldn't be more surprised.*

## DISTRICT GOVERNORS

1962-1963

- F. John Leo Martin
  2. Paul Barlow
  3. E. C. (Sid) Friar
  4. Mark Rodman
  5. Cy C. Campbell
  6. Bjarne Buan
  7. John A. Mathews
  8. Jerome R. Marrin
  9. James Sonsteli
  10. Paul W. Glass
  11. Loring D. Dalton
  12. Paul Rush
  13. LeGrand W. Perce
  14. H. G. Chandler
  15. Allen J. Manning
  16. W. Don Buckner
  17. Clifton O. Monson
  19. Melvin Thompson
  20. Gib Bromschenkel
  21. A. R. D. Robertson
  22. H. J. Ellenberger
  23. Russell Bert
  24. Richard F. Martin
  25. Truman Thomas
  26. J. Donald Wagner
  27. O. R. Rooker
  28. William Langdon
  29. A. C. Tricou
  30. James E. Knowles
  31. Forrest O. Rathbun
  32. Everett R. Wolford
  33. Walton H. Lloyd
  34. Robert L. Jones, Jr.
  35. Gene Haluschak
  36. Quentin R. Verdier
  37. Dr. Max Samfield
  38. Louis Rubenstein
  39. Albert Burlingame
  40. D. Jack Lang
  41. James E. Kirk
  42. P. Podmaroff
  43. Edward Lott
  44. Wendell Heiny
  45. Albert M. Garrett
  46. Cleve L. Campbell
  47. Larry A. Webb
  48. Sidney R. Donaldson
  49. George W. Pail
  50. Dr. Robert Seaman
  51. Lynn E. Frazier
  52. Richard E. Lucas
  53. Richard A. Smith
  54. Tommy A. Campbell, Sr.
  55. Cyrus Hall
  56. T. N. (Tommy) Belew
  57. Phil Horton
  58. James Hollingsworth
  59. Joseph Cowperthwaite
  60. Frank Hurst
  61. W. Huggins
  62. Harvey Van Kampen
  63. Mark E. Underwood
  64. Dan S. McNeill
  65. Guy S. Beach
  66. V. T. Strickler
  - 67-P. Walter E. Jerde
- 18430 E. Foothill Blvd., Azusa, California  
 15614 19th Ave., S. W., Seattle 66, Washington  
 4408 N. Longview, Phoenix, Arizona  
 615 West 39th Ave., San Mateo, California  
 10800 Trent Way, La Mesa, California  
 3225 Celia Street, Duluth 11, Minnesota  
 4307 S. E. 102nd, Portland 66, Oregon  
 R. R. #6, Bradfordton Road, Springfield, Illinois  
 West 311 Barnes Road, Spokane, Washington  
 3602 Ridge Road, S. E., Warren, Ohio  
 315 N. Kenmore Road, Indianapolis, Indiana  
 242 South C Street, Oxnard, California  
 232 South Richard St., Bedford, Pennsylvania  
 320 Clairmont, Warner Robins, Georgia  
 513 No. 12th, Pocatello, Idaho  
 1902 Johnstone Place, Bartlesville, Oklahoma  
 3104 9th Ave., No., Great Falls, Montana  
 2524 57th Street, Des Moines, Iowa  
 1801 4th Street, No., Fargo, North Dakota  
 3161 Service Street, Victoria, B. C., Canada  
 610 Neosho Street, Emporia, Kansas  
 902 Gordon, Silver City, New Mexico  
 1804 N. 75th Ave., Omaha, Nebraska  
 P. O. Box 4266, Shreveport, Louisiana  
 935 W. Berry Ave., Littleton, Colorado  
 5200 Crest Drive, Atwater, California  
 208 White Street, Blissfield, Michigan  
 1100 Maritime Building, New Orleans 12, Louisiana  
 300 Chicago, Downers Grove, Illinois  
 29 Beecher Street, Warwick, Rhode Island  
 906 7th Avenue, N. W., Puyallup, Washington  
 904 Bonne Brae Street, Walla Walla, Washington  
 329 Onondaga Avenue, Syracuse 4, New York  
 7023 W. Hampton Ave., Milwaukee 18, Wisconsin  
 P. O. Box 585, Washington 4, D. C.  
 915 W. Knox Street, Durham, North Carolina  
 1207 Knorr Street, Philadelphia 11, Pennsylvania  
 1115 Rodeo Way, Sacramento, California  
 50 Gahl Terrace, Apt. A, Cincinnati, Ohio  
 618 West 3rd, Mitchell, South Dakota  
 2215 Juniper Road, Calgary, Alberta, Canada  
 62 Webber Street, Jackson, Tennessee  
 1503 Travis, Amarillo, Texas  
 10 Lloyd Road, Waterville, Maine  
 11 Slayton Drive, Short Hills, New Jersey  
 403 Duray Street, Jacksonville 8, Florida  
 661 Maple Street, Fairfield, Alabama  
 3245 Lower Road, Honolulu 14, Hawaii  
 2405 Sepulveda Blvd., Manhattan Beach, California  
 4011 W. 176th Street, Torrance, California  
 5301 Zadell Ave., Temple City, California  
 5 Rockview Drive, Cheshire, Connecticut  
 Box 237, Lyndon, Illinois  
 P. O. Box 151, Chadron, Nebraska  
 3200 Kirby Drive, Houston 6, Texas  
 1372 Jenkinson Drive, Concord, California  
 540 Calhoun Street, Sumter, South Carolina  
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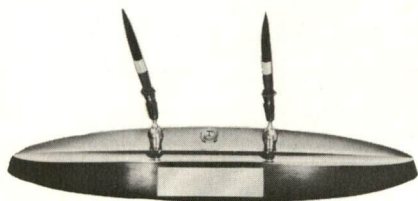
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