


SEPTEMBER, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



LYNWOOD, CALIFORNIA
TOASTMASTER TOWN OF THE MONTH

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Your Job Interview

Success or Failure?

By VIRGIL YORKE

BENJAMIN DISRAELI ONCE said, "There is no index of character so sure as the voice."

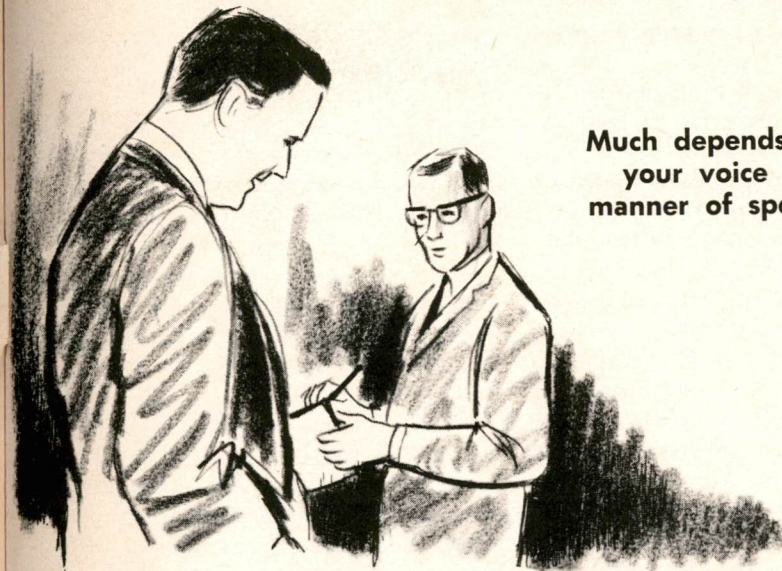
The impression you make is greatly influenced by your voice and speech. You cannot talk for long without revealing your interests, your achievements, your philosophy, or your emotional state. Hence, success in employment interviews depends to a great extent on the skillful use of language.

What is an interview? One definition of an interview states that it is a "conversation with a purpose." It is a communication between two individuals.

There is a great difference between what a man has in his head and what he is able to communicate to others. You may

know your own life like a book, but do a sorry job of telling your life story. Your job at an interview is taking facts out of your own head and getting them clearly into the head of your interviewer. You can do this only by putting them into words, extemporaneously, dealing with the facts in whatever sequence the questions of the interviewer will permit.

Your personality has much to do with the success of the interview. It is surely worth while to examine yourself to see whether there is anything you can do to improve the impression you make. Do you speak clearly so that the interviewer does not have to strain to follow you? Does your voice carry interest,



Much depends upon
your voice and
manner of speaking

or is it a monotone? Have you any unfortunate speech mannerisms?

At the interview, naturally, you want to be yourself at your best. But most of all, you want to be *yourself*. Don't try to be somebody else. However you may act, your actions will be best if they are natural, if they stay in character.

Many other factors are involved with achieving successful interviews, but we will be primarily concerned with the voice, words, and how to use them in an interview successfully.

Many interviewers have check lists which they check off after the interview. Here are some examples of these questions which the interviewer may be asked to

check off as "yes," "no," or "undecided."

Talks energetically, shows strong conversational interests. Sells himself well in conversation without overdoing it.

Forceful in his arguments without rubbing you the wrong way.

Talks to the point; doesn't beat around the bush.

Maintains a calm, friendly approach during the interview; doesn't get nervous or overly excited.

Attracts attention, holds attention and arouses your interest.

Other interviewers use rating scales for recording their impression of the applicant. They check off the appropriate phrase.

Example: "Consider his ability

to express himself. Are his statements clear and simple? Does he use good English?"

1. Gets tangled up frequently. Has poor command of English.

2. Is hesitant in expression. Frequently uses poor English.

3. Is somewhat hesitant in expression, but uses good English.

4. Has fairly easy, informal expression, but occasionally makes a grammatical error.

5. Expresses self easily and accurately. Uses good English.

Do you wish to receive top grades on these questions? Of course you do! You must recognize that no matter how qualified you are, if you can't express yourself competently, you will probably not get the job offer you are seeking.

Let's see where the voice is important.

The interview begins the moment you walk into the interviewer's office. Your appearance has already told him something. Now he is going to hear your voice and your manner of speaking. You should approach this initial contact something like this:

"Good morning, Mr. Jones. My name is Harry Brown."

This is it! At this moment the interviewer forms a favorable or unfavorable decision. This moment determines whether you are fighting a winning or losing battle. You should have a pleasant resonant ring to your

voice, speak the interviewer's name clearly, and above all act proud of yourself and your name and pronounce it distinctly, especially if your name may be difficult to pronounce.

If you have executed this properly, you are off to a good start.

After you are seated, the interviewer may initiate the questioning with, "Well, Mr. Brown, tell me something about yourself."

Watch it! The interviewer is giving you the ball and sitting back and watching. You must carry the ball and you must score points. Take this opportunity to present information that you want the interviewer to remember. These are your first words and the most important.

"Mr. Jones, I have 10 years of increasingly responsible experience as a credit manager and have always performed my duties to the highest satisfaction." This opening statement should be totally positive and concise. The reminder of your answer should substantiate your opening statement.

After you have answered this question, the interviewer may get down to specifics with the following question:

"How did you like working for the ABC Corporation?"

If you answer with an "Oh, they're all right," you have missed the golden opportunity

to score a significant impression of solidness and mature emotional adjustment. You should have begun your answer with, "They're a fine firm, and I enjoyed working with them." You were happy there. You speak nothing but good of them. Your voice shows it. You reek with sincerity.

These are elemental questions in interviewing, and if you don't answer positively with the proper inflection in your voice, you will be thrown for a loss.

The tone of your voice can cancel the importance of what you say. From it the interviewer gets the impression of your mental and emotional attitude toward your job seeking efforts. For instance, a flat monotone sounds as though you aren't interested in the position, so how can you expect the company to be interested in you? A belligerent tone gives the impression that you are on the defensive and unsure. A gloomy tone casts a pessimistic outlook over your thoughts. A harsh tone projects an altogether unlovely picture of what's on your mind and heart.

An overwhelming amount of negative reaction is caused by the tone of your voice, or its emotional color. The interviewer will find himself responding as much to the emotional tone conveyed by you as to the actual words. Beware of allowing sarcasm or ridicule to appear in

your voice. Avoid a condescending, patronizing tone if you wish to establish "magic chemistry" with the interviewer.

A pleasant, well-modulated voice and clear, well-chosen words always make a good impression. Careless enunciation and crude language cannot fail to cause unfavorable reactions.

Pauses are the punctuation marks of speech. They tend to dramatize and make more forceful what you say. They also give you time to think of what you will say next. Use pauses for important facts in your background that you wish to embed in the interviewer's mind. Pauses help you slow down if you speak too rapidly. Sometimes, words punctuated by the lift of an eyebrow, a grimace, a movement of the hands, say more effectively what is intended than words alone could.

Another point to remember is to use a conversational voice. Do not make a speech as if on a political stump. But, do not appear too casual.

Success in an employment interview may be compared with success in giving a speech. The success is based on planning. You must know your facts—anticipate the questions to be asked and how you will answer them. Know the audience—find out all you can about the company. What is the purpose of the speech? It is to make the sale,

to get the job offer.

In order to achieve a successful employment interview, the following factors dealing with voice and the personality it reflects should be observed:

a. *Have advance knowledge of the position, the company and the interviewer, if possible. Know all the information in your resume very well. Words will flow more freely if you know what you are talking about.*

b. *Rehearse the interview with someone. If you have said something once before, it is easier the second time. You should profit from mistakes made in unsuccessful interviews.*

c. *Determine to like the interviewer. Feel it. Don't be too obvious, but let it come through. This will help you with the warmth of your voice and assist you to gain the rapport between you and the interviewer that is necessary before a job offer is forthcoming.*

d. *Adopt a wholesome, constructive and positive attitude toward the interview so that*

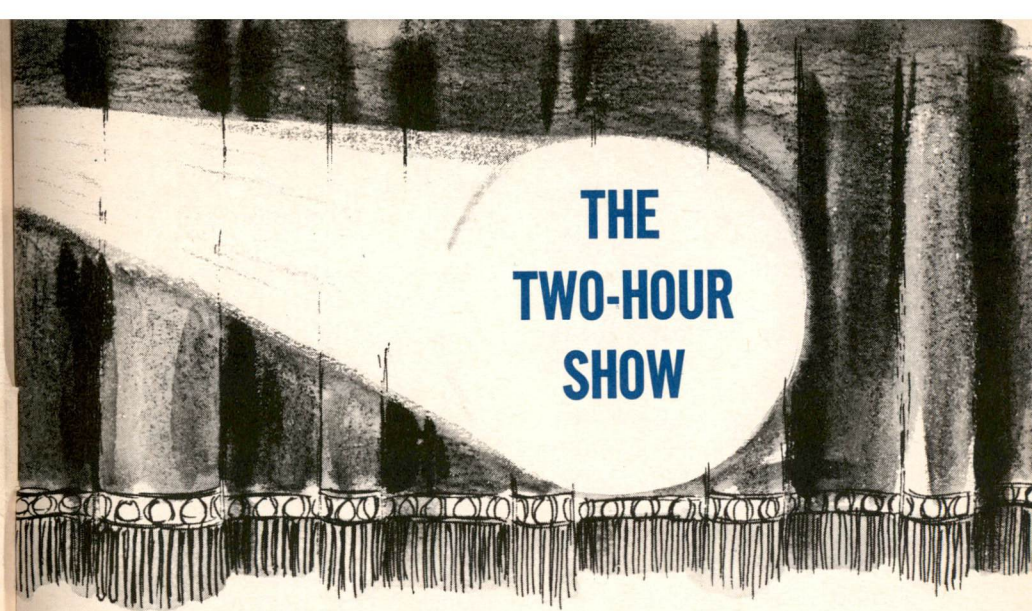
your personality can do you some good. The overriding factor that often determines the success or failure of an employment interview is the personality and attitude of the applicant.

After all the qualifications of the various candidates are weighed and compared, the job often goes to the applicant whom the employer liked the best—liked personally, not for his qualifications or for what he could be.

Employers will tend to disregard the qualifications requirements they have set up if they meet a candidate toward whom they are strongly drawn. Employers have frequently said to me, "Brown isn't the best qualified man by any means nor does he have the experience I'm looking for, but I think he'll fit in better than the other applicants."

It's the way you tell your story, your salesmanship more than your background, that determines whether you will be considered favorably for the job you want. ♦

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By RAYMOND E. REES

EVERYBODY STATES the problem. They call it "membership and attendance."

By this they mean, of course, that not enough new members come into the club, and when they do, they don't stay long enough or attend regularly enough.

And everybody has solutions to the problem. You hear these solutions at district meetings, you read them in Toastmasters publications: Have a guest night. Start a membership drive. Start a contest. Give a door prize.

I submit that these suggestions are all wet. No worthy man ever joined Toastmasters for a free meal, or to help a friend win a contest. You know what he joined for. So give it to him!

Why not look the matter squarely in the face? The man we want in Toastmasters will join and stay and attend regularly—if he gets what he was looking for from the organization.

Now we come to the Rees plan, which I offer here to anyone who cares to listen. I say that membership and attendance problems can be solved by attention to just one item: *the Two-Hour Show*.

Your meeting may be set up for one hour or for three. Let's call it two hours.

What impresses the guest? What prompts a man to join? What keeps him in the club and keeps him coming to meetings? It's what happens in that two-hour meeting period.

Excuse me for being overly simple. There is a reason: it seems to me that many club officers are busily treating symptoms when they should be correcting a basic malady. We are worrying about the lace pants for the lamb chops when we should be serving meat and potatoes.

Let's take an example. Two good members invite guests to a meeting. Fine. This is the way we grow. *But what do the guests see?*

Well, first, they see a late-starting meeting, opening with a few apologies. Then comes the announcement that this or that key participant failed to show (nobody knows why), but the participants will carry on somehow. Then the timing device is out of order; the time keeper will improvise. Speakers have asked for five minutes, ten minutes and 15 minutes. At least one of them will run considerably over his time.

And so on. You know how it goes. What kind of man wants to tie in with an outfit like this? And even if he does, how long will he stick it out if he learns that this is the typical pattern for a meeting?

My suggestion for building membership is *building the two-hour show*.

I can tell you specifically how to do this. First, the officers meet. They decide: for a three-month period we are going to have

sparkling, precise, model meetings. Forget the long haul. Just resolve to accomplish this one specific task.

The officers will have to work. During this period it might even be necessary to have a planning session on an evening prior to each regular meeting. Every participant will be thoroughly informed of his duties and his time limits. Every participant will show up at the meeting, or follow a specific procedure in getting a substitute.

During this period, every meeting will start on the dot, and finish the same way.

Every speaker, every critic, and every other participant will be held strictly and courteously to the time limits provided.

Nobody will ever apologize for anything.

Of course I haven't covered all the details which make up planning for a good meeting. But there's nothing really new to this. Most of it is in "Helpful Suggestions for the Club President," available from World Headquarters.

The trick is to use it faithfully for 90 days.

May I state the theory in another way? Run a good meeting and you'll have a strong club!

There are certain basic practices and devices which I believe are essential to a good meeting. One of them is to have the executive committee meet regu-

larly, for an entire evening, and to transact the bulk of the club's business in executive meeting. Any business which reaches the floor of the club should be handled swiftly and expertly.

Another basic practice is to make available to all members a written copy of club policies and procedures. This is TMI material from World Headquarters adapted and augmented to fit the local club. It will tell each man, for instance, just what is expected of him when he is Toastmaster of the evening. What are the time limits? Who introduces whom? To whom should he report if it is necessary for him to be absent? These matters should not be left in doubt for any of the participants.

Another fundamental procedure is the orientation of new members. Right after he joins, the new man, or a group of new men, should meet with a few senior members of the club for an evening or at luncheon to hear Toastmasters explained.

They are told just what their specific duties will be when they are part of the program. Thus they can get off on the right foot!

I can summarize my thesis this way: Let's take a meeting with, say, only eight members present. Let the president start on time, overflowing with happiness at the quality of the intimate group. Let every step of the meeting move with precision. Let there be no apologies. Let the meeting end on time with members wishing it might have been longer!

Now, what have we done? We have put on a meeting satisfying enough so that those who were there won't want to miss the next one. Everyone will be there, probably with a guest or two. Before long, you'll have not eight but 18, or 38 members enjoying the satisfaction of being a part of the vigorous program Toastmasters was meant to be.

May I commend to your attention, the *two-hour show*? ♦

Raymond E. Rees is past governor of District 12 (Calif.) and past president of Bakersfield Toastmasters 270-12. He is the owner of the Bakersfield Printing Co.



Sea-Going Speechmakers

By F. F. MORRISON

ALWAYS LOOKING FOR NEW TWISTS to enliven their bi-monthly conclaves, New London (Conn.) Toastmasters 1782-53 held a summer meeting aboard the Coast Guard Academy's yacht Petrel, a 72-foot yawl. Commander James Moreau, Chief of Plant and Personnel at the Academy, and the secretary of the New London Toastmasters, kept the Petrel on an even keel while the group filled the sails with table topics and icebreakers.

Eighteen Toastmasters made the sail from the Academy, stood down the beautiful Thames River to Race Rock Light, Block Island Sound, in a gentle breeze and calm seas. Club President Dick Welsh, although somewhat of a landlubber, managed to keep everyone's attention to business as the salt spray swept the decks now and again.

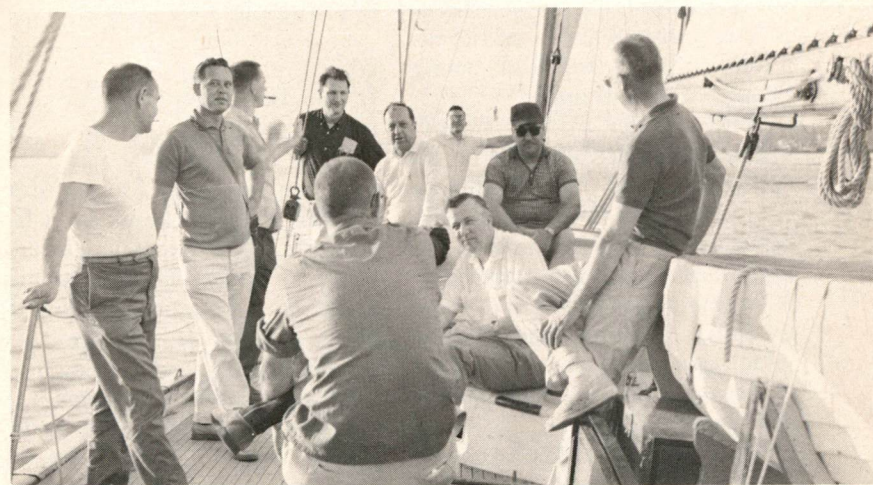
It was rather difficult to keep one's mind on speechmaking with a gorgeous New England sunset lighting up the sky. The hubbub of altering course or changing tack proved to be somewhat distracting for Walt Snyder, Bob Norris and Dick Welsh, who managed their speeches while ducking booms, jib headsails and sheets. Bob Norris was Number One in oratory that evening without a scratch on him. Phil Biscuti was voted the best critic and was subsequently cast adrift in the yacht's dinghy without oars. Frank Morrison delivered the invocation and was one of the "hot seat" speakers along with Francis Carlin and Phil Biscuti.

New London Toastmasters hope to go to sea again soon. Stand by to cast off! ♦

Time out from sailing chores as the group joins in a salty song for Toastmasters.



Academy yacht Petrel, a 72-foot yawl, seen here leading the pack in the 1962 Bermuda ocean race.



"Shooting the breeze" are, left to right, John Moreli, Donald Giles, Francis Carlin, Richard Hecht, Stephen Piszczek, Walter Snyder, Philip Biscuti, Robert Norris, Richard Welsh and James Moreau.

Pensive planner Cdr. Jim Moreau charts a safe course to follow through tricky waters in Block Island Sound.



Participation in a Toastmasters club is . . .

A Practical Education

By J. OWEN EISTER, JR.

ADULTS TODAY are interested in education. Last year, according to statistics, more adults attended school than did young people of school age.

With this in mind, Toastmasters who are anxious to increase their club membership or to assist in the founding of new clubs would be wise to stress the idea that Toastmasters training is a practical education for adults. It includes many things which adults can and will use to great advantage in their everyday lives.

With our new technology allowing more time for recreation, people seem to be turning to education for assistance in what to do with their spare time. The participation of adults in the practical education of Toastmasters training will serve them well in their leisure time just as it aids them in their business and professional careers.

Just how do Toastmasters go about selling the idea of a practical education to prospective

new members? There are a number of points they should stress.

1. Toastmasters training is an education in the art of listening. It has been demonstrated that people retain only a small percentage of what they hear. But they can keep much more information if they learn to listen properly. Toastmasters learn to listen for ideas. They listen because they have become interested in ideas, and because they are continually seeking new material as a source of speeches.

During a meeting, the Toastmaster listens carefully to the speeches of his fellow members. He judges their statements for correctness and accuracy. He listens to see if justice is done in the evaluations. He listens for grammatical mistakes — not to be critical or to feel superior, but to improve his own sentence structure and eliminate the use of poor English.

2. Toastmasters learn to observe. They learn to see the humor, the philosophy, the

beauty and importance of small, everyday things, and their observations make life fuller and more interesting. They use the material from their observations for their speeches.

3. Toastmasters learn to research. The Toastmaster soon finds that after he has selected a speech topic, he needs more knowledge on the subject. He learns how to discover and use the various sources of information available. He learns to gather his material from books, magazines and newspapers, from lectures, from talks with individuals who are expert in a particular field. He learns how to correlate his material and keep a file on it. All this enables him to broaden his knowledge and to put that knowledge to work.

4. Toastmasters organize their material. Once the individual has collected the background material for his speech, he puts it down on paper. As he writes it down he finds he must clarify his statements so that what he has in mind will come out log-

ically and clearly in writing. He therefore gets practice in composition and in the use of the English language.

5. After the material has been written, the Toastmaster must attempt to verbalize his ideas. The transferring of the ideas from the thinking part of the brain to the verbalization area often causes confusion. By continually practicing this transference, the Toastmaster eventually overcomes and defeats this confusion. In presenting his ideas, the Toastmaster must be able to have all the people who are listening to him understand exactly what he is trying to say and what ideas he is getting across.

If your club is looking for good, interested, ambitious new members — and what club isn't? — I suggest that you advertise Toastmasters as a practical education. Point out, explain, that it is an education valuable in reading, writing and speaking. It is an education of value to all participants. ♦

J. Owen Eister, Jr., is employed by the Riverside (Calif.) City School System as a counselor at Polytechnic High School. He is a member and past educational vice president of Rohr Club 2536-F.



PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

September in Your Club

It seems hardly possible that another Toastmaster half-year has rolled past. Only a few weeks ago, we were getting ready for the summer, installing newly elected officers, and making plans for the six months ahead. Now we are looking back on this period as finished, a *fait accompli*, and we should be turning our thoughts to what is to come.

First, we must prepare for the election of new officers, for their training, and then for their installation. About the first of September, the retiring president will receive a packet of materials for the information of the new officers. He is expected to hand this packet to his successor in office, who will then proceed to inform and inspire his associates, so that each one may know just what his responsibilities are.

Second, take this opportunity, as you start the new term of office, to study and evaluate your club. You may very well devote an evening's program to a careful discussion of what the training is good for, and how it can be improved. Study the methods of evaluation now in use, and try to discover how this vital part of

our training can be improved. Urge every member to read again his copy of *Speech Evaluation*, that he may better understand how to use this technique for improving himself and his fellows.

It is unfortunately true that speech evaluation is one of the weakest spots in most of our clubs. This is true because the men do not give proper attention and study to the subject. They mistake "criticism" for something unpleasant, instead of realizing that good criticism is fair, frank and friendly, intended to help rather than discourage.

I know of no place outside of a Toastmasters or Toastmistress club where one can get the kind of criticism or evaluation which we offer. We cannot afford to neglect the wonderful opportunity for self-improvement through learning something about how we appear to other people.

A well-planned, well conducted Toastmasters club meeting should give to each man present something definite on which he can put his finger. That meeting which lets a man depart without having gained something worth while is not worthy

of the cause and the occasion.

Concentrate on evaluation in September — evaluation of speeches, of conduct of the meeting, of the benefits offered to the members of the general worthiness of the work; and then set to work to improve in every way. Make the meetings so helpful to the members that every man will feel bound to be present, lest he miss something which he needs. **Little Things Count**

Life is made up, to a great extent, of little things. This is well stated in the old familiar bit of rhyme by Julia Fletcher Carney, which runs:

*Little drops of water, little grains
of sand,
Make the mighty ocean and the
pleasant land.
So the little moments, humble
though they be,
Make the mighty ages of eternity.*

And it is quite true that the "little things" in a speech can make it either successful and satisfying, or ineffective and disappointing. Every speaker needs to watch himself on what may seem to be unimportant and yet may mean the difference between success and failure.

For instance, the man who wears spectacles needs to guard against misusing them. I know a man who is an able speaker and presiding officer, but who has a nervous habit of taking off and putting on his glasses as he talks.

I have seen him perform this act at least ten times in five min-

utes, and I am frequently led to wonder why he wears the glasses at all, since he seems to see as well without them as with them. Certainly he should put a stop to his habit of on and off with the spectacles.

Then there is the habit, with many chairmen, of "turning over" the meeting. Now if the meeting has gone topsy turvy and needs to be set right, there is a reason for turning it over, but if things are in order, as they usually are, I would much rather see the chairman "surrender control," or "hand the gavel," or "call to the chair," or simply introduce the one who is to have charge. It may be just a personal aversion, but I must admit that it irks me sore to have the meeting "turned over" in this fashion.

Another "little thing" is the habit of some chairmen in calling for a vote. You have seen a chairman put something to vote. "All in favor say aye," and then continue with "Those opposed, by the same sign." It just goes against nature to say "aye" when you mean "no." Watch yourself to see whether you ever call for "aye" as a negative, and remember that "no" is quite as easy to say as "aye."

These are just a few of the little things which impair the effectiveness of a speaker or a chairman. If you are afflicted by any of these, or others like them, try to correct the bad habits.

Looking for interesting programs?

Imagination Does

By THOMAS E. STROTMAN

I NEVER CEASE to be amazed when some Toastmaster asks me, "How can I keep the programs in my club interesting?"

Well, how do you keep your job interesting? The answer to this can be found in the letter "I." Three of them, in fact. Not the negative of "I can't," "I haven't the time," "I don't think that would work." But the positive "I's" of *imagination*, *ideas*, and *initiative*.

Does a business grow and become a leader in its field if it does not dare to deviate from its procedures or change the styling of its products to meet the changing needs and times? Look at the programs of the leaders of our great industries and this question answers itself. The leaders of the great industries are men with the imagination to create new ideas and the initiative to put them into practice. The successful Toastmasters club is the one whose program chairman can use his imagination to come up with new ideas and who has the initiative to put them into operation.

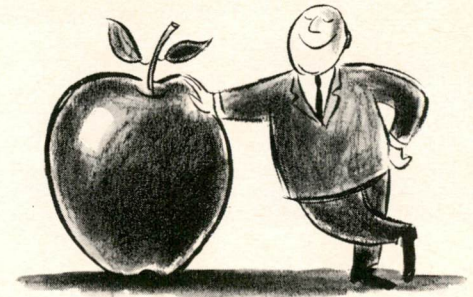
Let's take the simplest kind of example. Suppose I were to hand you an apple and say, "Create an entire Toastmasters program around this." Could you do it?

Yet within the apple's red skin are stories dating back to Adam and Eve, each of them containing material for a prepared speech.

Remember your Greek mythology? There is the story of beautiful Atalanta and the foot-race involving the golden apples. Who does not know the tale of William Tell and the apple he shot from his son's head? In early America there was the fabulous frontiersman Johnny Appleseed who roamed the Midwest, planting apple seeds. Some of the trees that grew from his seeds still bear fruit.

Do you have the imagination to develop a table topics program around this apple? I can think of a dozen pertinent questions. Its color — red — could be the basis for an entire session. Why do they paint barns red? Why did the Communists adopt red as the national color? Why

the Trick



do red roses stand as the symbol for love and devotion?

What of the fruit itself? Are there questions here? Why do you think apple is the most popular of all pies? Cranberries complement turkey; why do apples complement pork? Is there any truth in the statement, "An apple a day keeps the doctor away"?

This is merely one idea. There are literally millions of others awaiting the opportunity to be turned into challenging and effective programs. The club program, regardless of what part you play in it, is a chance to develop and use one of those principles we speak of in our Toastmasters aims: *for better thinking*.

If you are to plan and guarantee interesting and effective programs, then you must dare to be different. Don't be afraid of ideas. Use them. Your Toastmasters club program can be the springboard for your ideas. If you apply the same principles of creative imagination to planning your club programs as you apply

to your business or profession, your club programs will automatically become alive, stimulating and vital.

Build your programs on the idea of generating enthusiasm, and your fellow club members will become imbued with the desire for participation. And if your programs arouse in them the challenge of competition, if you inspire them with the desire to become better leaders, then you can consider yourself a success.

All it takes is the *imagination* to think up new *ideas* and the *initiative* to put them into action. How about it? Do you dare to be different? ♦

Thomas E. Strotman, formerly of Covina, Calif., is now owner of an insurance agency at Santa Ana and a member of Business Men's Toastmasters 100-F. Strotman still functions as TMI co-ordinator with Gavel Club No. 1 at the California Institute for Men, Chino, and is a frequent contributor to THE TOASTMASTER magazine.

LYNWOOD, CALIFORNIA

Toastmaster Town of the Month



LYNWOOD, CALIFORNIA'S ONLY All-American City in 1962, is situated in the southern half of Los Angeles County. Its oldest landmark is nothing more romantic than a dairy barn, at one time part of the Don Antonio-Maria Lugo Rancho. Lynwood's first city hall was a one room real estate office which burned in 1927. Today Lynwood is proud of its debt free \$350,000 city hall (cover picture) and its \$500,000 Community Service building.

Despite the lack of a long, glamorous history, Lynwood residents are proud of their well balanced, progressive city with a population in excess of 33,000. The city's motto is, "The Best Place to Live Best."

Practically every fraternal and service organization is represented in Lynwood. Many specialists and practitioners of medicine live here because of the outstanding facilities of St. Francis Hospital, the largest privately owned hospital west of the Mississippi.

Lynwood is also famous as the headquarters of International Toastmistress Clubs.

Lynwood has two Toastmasters clubs, 423 and 823, District 51. Club 423 was started by a group of Rotarians in 1946. The club meets at 6:45 a.m. every Thursday and is one of the most successful breakfast clubs in existence: membership is always at capacity, and average attendance for the past year was 28.8 — almost 100%.

Club 823 is an active club whose membership consists of employees of Western Gear Corporation. It, too, is one of the outstanding clubs of District 51. The clubs frequently hold joint meetings, and both are active in area and district affairs.

Two of Club 423's recent achievements were a meeting aboard the aircraft carrier USS Yorktown, and a birthday cake for every club member during 1962. The cakes were baked by Toastmaster Van Nation, better known as "the little old cake baker."

Toastmasters of Lynwood extend a hearty welcome to all Toastmasters to drop in, for breakfast with Club 423 or for an evening with Club 823. The latch string is always out. ♦



Club Boosts Achievement Program

Awarded top honors in club achievement at the Spring Conference of District 38, Delaware Toastmasters Club 1378 of Wilmington, Delaware, has been a strong booster of the program from its beginning.

Chartered in April, 1956, the club's first action was to initiate the Club Achievement program, according to first President Neil D. Hardy. Detailed records of each member's attendance, participation and achievements were kept. This resulted in the Delaware Club's name being inscribed on the Area 7 plaque as top club — an honor repeated for six consecutive years, until finally the club was awarded permanent possession of the trophy. In its second and fourth years of operation, Club 1378 also won second place in District 38 competition.

Each successive Delaware Club president has made a point of telling club members that the points given for various activities are really secondary to a much more important factor. That is, that the Club Achievement program is a highly effective guide or road map toward a better rounded, more satisfying and stimulating program of education in "Better listening, thinking, speaking," for Delaware Club members.

Delaware Club 1378-38
Wilmington, Del.



Club Pres. Olav Ween (right) and Educational V. P. Eugene Mahoney (left) present trophy for triple achievement to Past President Ernie Ehrke, San Pedro Club 111-51.

Three Star Performance

A surprise trophy, 24 inches high, was presented by San Pedro (Calif.) Club 111-51 to Past President Ernie Ehrke. Inscription on the trophy reads: "In Recognition of Toastmasters International Awards for Merit, for Achievement, and for Informed Speaking." Ehrke is the first member of his club to complete Basic Training, Beyond Basic Training and the Toastmasters Reading Plan.

Ehrke, who is also past governor of Area 3, District 51, commented, "It's great to know that I can really keep it — that I don't have to bring it back next week or next year."

San Pedro Club 111-51
San Pedro, Calif.



Eye-catching feature of the La Mirada (Calif.) Gras parade was the float entered by La Mirada Club 2555-F. Designed by TM. Darrell Harmon and built by club members, the giant gavel with world in background symbolized theme of the float.

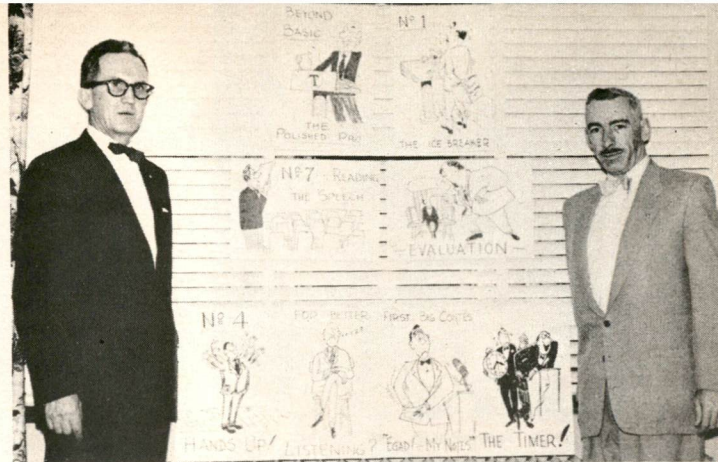


J. J. Smith (left), KNX radio newscaster, enables R. Webster of Inglewood (Calif.) Space Center Club 2189-50, to expound on table topic presented by P. Brady (right). Club meeting was taped and later broadcast.



There are no skunks in a Toastmasters meeting, but the Hamilton Defenders 3579-57 (Hamilton AFB, Calif.) recently held a meeting on The Skunk — highly publicized railroad train. Picture shows officers of Club 3579 and kneeling, right, Pres. Jack Lewis of Willits Club 2515-57, which was host to Defenders on trip to Brooktrails Dude Ranch.

On a recent Ladies Night, Engineers Club 2579-61, Montreal, Que., used blow-ups of cartoons from *The Toastmaster* magazine to illustrate aspects of training. Club President George Tustin (left) and Joe Cain, who prepared the sketches, pose before the exhibit.



Past Pres. Leo J. Hickey (left) of the Westinghouse Air Arm Club 3026-36, Baltimore, Md., presents incoming Pres. George M. Fulton with giant gavel as symbol of his authority. The club presents each new president with this gavel, inscribing his name on the plaque. Decisions of the chair are rarely appealed at club meetings.

Four Alaskans who traveled to the Region I conference at Walla Walla, Wash., were welcomed by Charles C. Mohr, TMI vice president for organization, and H. Walton Lloid, District 33 governor. Left to right: Lloid; Everett Calhoun, Sitka; Walter Jerde, Anchorage; Mohr; Tom Fink, Anchorage; and Maj. Norman Goodwin, Eielson AFB, Anchorage. Jerde is District 67 governor; the other three are lieutenant governors.



Toastmasters Club 3095-U at Incirlik Air Base, Turkey, had Turkish girls in native dress selling Turkish souvenirs as part of the American Youth activities carnival on July 4. Over \$150 was raised by the club for AYA.





Columbia Toastmasters and Federal Toastmistress Clubs hear contest-winning speaker Carol Quindlen at joint meeting.

Program Features Prize Speaker

Miss Carol Quindlen was an honored guest and speaker at a recent joint meeting of Columbia Club 848-36 and Federal Toastmistress Club of Washington, D.C. Miss Quindlen, a sophomore at St. Mary's Academy at Alexandria, Virginia, won an American Legion Oratorical Contest in Alexandria. She has also participated in a debate at Richmond, and shortly after her appearance with the Columbia Toastmasters, participated in a Debate Congress held at Pittsburgh, Pa. Miss Quindlen added spice to the program with her talk, "The Constitution of the United States." Under her presentation the Constitution became a living, breathing, exciting document.

This was the second joint meeting of the Columbia and Federal Clubs. The picture shows, left to right, Mrs. Eleanor Peterson, president of Federal Toastmistress Club; Jim Sheehan, area governor; Joe Pileggi, president, Columbia Toastmasters 848; Miss Quindlen and John Choroszy, toastmaster of the evening.

Columbia Club 848-36
Washington, D.C.

Literature Displayed

Toastmasters literature was much in evidence at the recent National Office Management Association 44th International Conference and Business Show recently held at Pittsburgh, Pa. The literature was displayed on a "pick-up" basis at the registration desks at the Penn-Sheraton and Hilton hotels, and at the Business Show information desk at the Penn-Sheraton. Thousands of copies of TMI literature were picked up, according to Floyd L. Rice, public relations chairman of District 13, Pennsylvania.

District 13 Pennsylvania

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Speak Up on TV

"Speak Up" was the title of a television series put on by clubs of Areas 2 and 4, District 65. Seven Toastmasters clubs and one Toastmistress club participated in the series of eight weekly half-hour telecasts over WNED-TV, the educational television station of Buffalo, New York.

Toastmasters clubs participating were Pioneer 506, Frontier 2738, Delaware Y 2276 and Engineering Society 1747, all of Buffalo; Whirlpool 3135 and Niagara Falls 543 of Niagara Falls, and Spalding Fibre 2906 of Tonawanda. For the final program, the Niagara Falls Club shared the evening with Cosmic Echoes Toastmistress Club of the Niagara Falls Air Force Base.

All Toastmasters who participated state that they enjoyed the experience and will welcome a second chance to appear on the small screen.

Areas 2, 4, District 65
Buffalo, N.Y.

Past D.G.'s Present Program

Merritt Toastmasters Club 539-57 of Oakland, Calif., recently held an unusual meeting in which six past district governors conducted the program. The program, conceived and directed by Past Governor Bruno Franchesi, followed the basic theme of "Toastmasters Bank of Benefits" adopted by Franchesi during his administration. Special guests were members of Oakland Real Estate Board Club 70.

Invitations were extended to all past district governors now living in District 57, even though some had been governors of parent District 4. Those accepting and participating in the program were, as shown in picture left to right, H. (Gabe) Gabrielsen, 1948-49; Davis Brown, 1951-52; Ben Yates, 1954-55; Lothar Salin, 1957-58 and current International director, 1961-63; Roy Kahn, 1960-61, and Bruno Franchesi, 1961-62.

Bruno Franchesi was toastmaster of the evening, Frank Harris, assistant Area 4 governor, gave the invocation, Leonard Arscott, governor Area 4, acted as grammarian, George Melchonian, past publicity chairman, District 57, was official timekeeper, and Merritt Club President J. T. Jackman presided.

Merritt Club 539-57 Oakland, Calif.

Club Wins Honors

The Dan Patch Club 1280-6 of Richfield, Minn., won the Club of the Year award of District 6 for the 1962-63 season. The award is given each year to the club which has shown outstanding performance while in measured competition with other clubs in District 6.



Past governors of District 57 conduct meeting of Merritt Club 539, Oakland, Calif.



Dan Patch Club takes District 6 honors.

Last year Dan Patch finished third, but put on a burst of speed worthy of its famous racehorse namesake, and this year attained the number one spot at the conference held in Minneapolis.

Picture shows in the foreground at left, Jim Pickard, Area 3 governor, presenting the award to Ernie Unger, Dan Patch president. In the background, left to right, are Ernie Allen, educational vice president; Keith Frost; Bob Simonson, assistant Area 3 governor; Woody Davis; and Sherm Kemmer, sergeant-at-arms.

Dan Patch Club 1280-6
Richfield, Minn.

Stimulating Sessions

Under the leadership of Dr. Stephen Seech, educational vice president, Executive Toastmasters 412-50 of Los Angeles, Calif., have been enjoying some novel and stimulating sessions.

A few weeks ago the entire meeting was devoted to a full scale trial by jury. Past President Palmer Johnson (an attorney) was judge and two other member-attorneys conducted the defense and the prosecution. The plaintiff, defendant and their witnesses had prepared an interesting case, involving damages. Each non-participating member, as a juror, made a speech after the trial and announced his decision and the reasons for it, and the amount of damages, if any.

A subsequent meeting became an investment seminar. Four members, an insurance agent, a realtor, a stock and bond man and a mutual trust fund specialist were selected; each gave a seven minute speech on his specialty. Then the four, together with a moderator, constituted a panel to answer questions from the audience. Finally, each member gave a short speech telling how he would invest his personal savings, and why.

As several of the club members are

amateur magicians, Dr. Seech plans a magic session soon.

Such novel presentations contribute greatly to the success and to the capacity membership and attendance of Club 412, according to Past President R. W. Treimer.

**Executive Club 412-50
Los Angeles, Calif.**

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Anyone for Paris?

Northwestern Club 766-28 of Detroit, Michigan, is organizing a group fare trip to Paris. The group plans to leave New York on October 4, 1963, and return October 24. An invitation is extended to all Toastmasters and their immediate families to join in a truly international meeting and enjoy a different and exciting vacation.

It should be noted that this is a club project, organized and promoted by the club and not sponsored by Toastmasters International. All interested in receiving more information about the trip should write to:

**Mr. W. F. Peacock
15300 Stahelin St.
Detroit 23, Mich.**

**Northwestern Club 766-28
Detroit, Mich.**

JOHN D. PUDDINGTON

Past International Director John D. Puddington of Canton, Ohio, died unexpectedly on Sunday, July 14, 1963.

Mr. Puddington was a member of American Legion Post No. 44 Toastmasters Club 637-10. He served as governor of District 10 from 1958-1959. He was elected to serve on the International Board of Directors from 1959 through 1961. His many contributions to Toastmasters and his genial personality won the esteem of all who knew him, and his loss is a loss to the entire organization.

Speak the Speech I Pray You

By W. B. SHERRELL

IT IS ALMOST certain that sometime during his Toastmasters career, the club member will hear Shakespeare's famous advice to his play actors (Hamlet, Act III, Scene 2) quoted as a standard admonition to fledgling speakers. You recall that the great bard has his melancholy prince instruct the actors to "Speak the speech, I pray you . . . trippingly on the tongue," and not to "mouth it, as many of your players do."

Few Toastmasters will find much if anything amiss with this simple and specific coaching. But upon careful inspection, it becomes apparent that effective speaking involves more than the two vocal mechanics specified in the well known quote.

Many Toastmasters appear to lean heavily on this simple Shakesperian formula. And for many purposes it is quite adequate. Indeed, it is splendid advice for beginners in quest of good speaking. The simple, direct, conversational approach has its rightful place in Toast-

masters. However, to rely on it entirely produces a definitely limiting effect which can help erect a formidable roadblock on the highway to effective communication.

Believe me, I am not being critical of beginners in Toastmasters. On the contrary, my purpose here is to inspire the veteran Toastmaster to raise his sights above the target of mediocrity. Logically there comes a time when a Toastmaster should graduate from talking to speaking.

By the time he completes the 12 projects of the Basic Training Manual, he should raise his abilities to a higher plane in communicating — *speaking*.

After all, talking is no more closely related to speaking than walking is to running. Talking is the primary method of verbal communication; walking is the primary means of mobility. Motor powered vehicles have added the dimension of speed to transportation. Speaking augments vocal communication with the speed of force and feeling.



Of course, there are times and situations when talking is the ideal means of communication. It is adequate to teach, to inform and to entertain. Talking is ideal to convey ideas, but it seems seriously lacking in conveying feeling and enthusiasm. A talk on "The Sex Life of the Titmouse" would serve the purpose of a science teacher quite well. But if that same man were concerned with the outcome of a major project wherein people must be stimulated to act in unison, with purpose and design, a speech would be more effective than merely a talk. How many crusades would have enlivened the pages of history if there had been no enthusiastic, emotion-charged speakers to promote them?

Let's consider some of the qualities which differentiate between talking and speaking. It seems reasonable to state that speaking can achieve all that is claimed for talking: it can instruct, entertain and inform. But it has other qualities. To be truly effective, communication must be warmed with emotion and reinforced with enthusiasm. There must be emotional involvement on the part of the speaker. Words must not only convey ideas; they must impart feeling. The master speaker delivers his oration in such a manner that many of his hearers achieve a vicarious sensation of having made the speech themselves. How often have we

heard someone under the spell of a great speaker remark, "He seemed to take the words right out of my own mouth!" A great speaker is able to play his audience as the master musician plays his instrument. He enables his audience to identify with him and makes them feel as if he were expressing their own feelings and ideas.

As long as Abraham Lincoln confined his oral expression to informal talks and story telling while tending store in Illinois, he remained a frontier hack, a backwoods wit — sort of an early Will Rogers. When Lincoln became emotionally involved and contagiously enthusiastic about saving the Union, he began to speak and to inspire others to take a stand and to act. He became a great national figure — President of the United States and one of the foremost American heroes.

Great speeches live on and perpetuate the names of those who make them. Informal talks and casual chats are transient, and soon become flotsam and jetsam on the ocean of time. Famous speeches and excerpts from them still thunder down the classroom, the auditorium and the workshop. They continue to work their magic on the minds and hearts of people.

If there were any casual talks going around the day Mark Antony delivered his famous ora-

tion over the body of Julius Caesar, history has failed to record them. The speech that was made that day lives on. It was a speech highly charged with emotion and electric with feeling — "I come to bury Caesar, not to praise him." The words continue to inspire those who love speaking and consider it an art worth studying. Any Toastmaster feeling the need for a deeper understanding of speech making can do himself a favor by reading and re-reading this classic oration.

From the Sermon on the Mount to embattled Churchill, great speeches have served as the medium of communication which can sway the destinies of men and nations. They are still quoted in situations where it is necessary to encourage and inspire people to press on against great odds.

Nathan Hale was not merely talking when he said, "I only regret that I have but one life to lose for my country." Patrick

Henry achieved the status of a great speaker by his impassioned appeals to the Colonists to resist the British. William Jennings Bryan was speaking when he delivered his famous "Cross of Gold" speech of a half-century ago. The speeches of these men generated enthusiasms for the ideals they espoused. Honesty, sincerity, logic and power of persuasion, energized with feeling and humanized with emotion, were the dominant characteristics of their highly effective speaking.

A Toastmaster should not be content with merely talking. He may begin by using the talking approach to speaking, but as he gains in confidence and experience, he should strive to speak the speech "*feelingly* on the tongue," and not to "talk it, as many of our Toastmasters do." A progressive Toastmaster is one who seeks to speak meaningfully, enthusiastically and inspirationally, for the goal of Toastmasters is effective communication. ♦

W. B. Sherrell, who recently retired from the Navy after 20 years of service, is now studying for his doctorate at North Texas State University. He is a member of Club 965-25, Grand Prairie, Texas.



Talking To Teens

By CARROLL L. CAUDLE



I'M BECOMING accustomed to accepting strange speaking assignments outside my own club. But when Melvin Thompson, one of our club's greatest boosters and a longtime Toastmaster, asked me to participate in a Toastmasters demonstration before a group of 8th grade boys at a church youth gathering, I couldn't help but entertain a few misgivings.

"What job do you want for this demonstration?" asked Mel, who happened to be our district governor as well as a fellow club member.

I remembered that Mel had recently unloaded onto my shoulders the job of trying to convince the members of our local Ad Club that they should vote affirmatively on a civic bond issue. This assignment had forced me to spend two or three days in intensive research to convince myself that a "yes" vote on the

issue was in the best interests of the city.

Fortunately, my appearance before the Ad Club had resulted in only minor heckling during the presentation and a crude comment or so afterwards. And a few Ad Club friends reassured me later that they had actually heard worse and less convincing speeches.

But to get back to my story. I told Thompson that the job of toastmaster looked like the job for me on this assignment. All the while I was thinking that this job might be some kind of recompense for having had to suffer through presenting a highly controversial issue before a tough group of ad agency boys.

So in company with four colleagues from Club 625-19 of Des Moines, Iowa, Thompson included, I journeyed to the church and arrived at the appointed hour—5 p.m. We were promptly

ushered into a Sunday School room where we came face to face with our hosts—15 boys who seemed to be about 13 years of age.

If you know boys of this age, you know how coolly they can appraise their elders. And appraise us these youngsters did, tilting their chairs back to a comfortable angle against the wall as our district governor introduced me as toastmaster of the occasion.

We began with the customary topics portion of the program. Four of us spoke on subjects we thought would interest a group of this age. I was asked to give my opinion of hot-rods, so with my limited knowledge of four-barrel carbs and high speed camshafts, I attempted to win the attention of the group by pointing out how responsible hot-rodding can have inherent safety benefits.

As the demonstration proceeded, you could detect a great deal of restlessness among the group. Thus, when our first speaker, an able young attorney of the city, started his speech, he got away to a slow and rather uncertain beginning. His subject was "Boyhood Activities," and he was soon set upon by hecklers.

Warming to his subject, our attorney proceeded to inject more life into his talk, but the heckling was so well established by now that the bulk of his

speech was confused. He spent most of his time having to parry and thrust, albeit effectively, with the hecklers.

District Governor Thompson was the second and final speaker for this demonstration. He called upon a young man from the audience—one of the most violent hecklers during the previous speech—to stand at attention during his talk. The young heckler managed to stand quiet and still during the presentation, which seemed to prove Thompson's point that what this country needs is mental discipline as much as physical fitness.

Because of the limited number of Toastmasters available for this demonstration, a colleague and I had to double as evaluators for the speakers. My evaluation here will necessarily be different than it was for the demonstration. I would like to list several things I learned from this exercise.

First, in talking to this age group, you must first of all speak with authority. This calls for plenty of volume in the voice, lots of variety, and perhaps most important, no hesitation. If these kids detect an uncertainty or faltering manner in your delivery, you've had it! They'll set upon you like a pack of hungry wolves, and you'll be heckled as never before.

Teenagers seem to feel a growing sense of importance and like to exercise it. But they do re-

spect authority and do secretly understand that they're not yet mature enough to be boss of the situation. They will accept direction if your manner commands respect.

Then, you must be sincere. If you have ever worked with children or teenagers, you know how quick they are to spot insincerity and know when you're faking. A "phony" to a child is worse than a "square." Insincerity can be disastrous! Know what you want to say, and mean it.

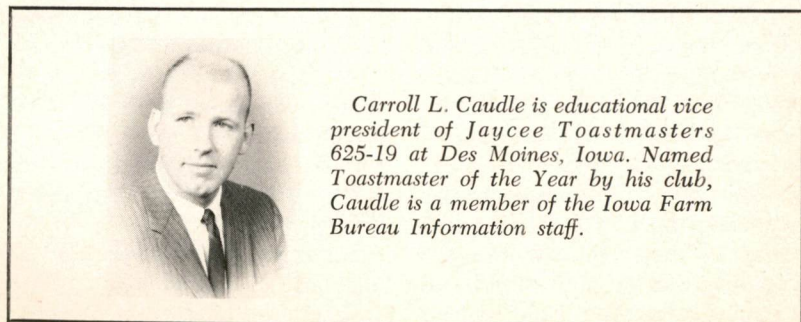
Talk on their level. You can be really effective if you can remember how you were at that age, and how you reacted to situations then. These particular kids we were talking to had been sitting in a school classroom all day. In this after school situation, they were letting off steam. Some restlessness was to be expected. Remember, it does no good to nag. There are ways of gaining their confidence. Talk to them as if they were adults, but make sure they can understand

what you are saying.

Be enthusiastic. This is a growing, restless age group, and many of the young people of today are insecure. For as long as they can remember, they have heard talk of nuclear annihilation. We of the older generation didn't have to grow up with this Damocles sword over our heads. We should not think it strange if today's young people question the generation that spawned them. Yet they are mystified too, and expect positive, enthusiastic, and sincere direction. They won't sit still for stuffed shirts.

In summary, I can say that I learned much more than I had expected to learn from a Toastmasters demonstration before a group this age. I would add that this is a splendid exercise for any club to undertake when given the opportunity.

As for my own evaluation in my job as toastmaster, I'll have to wait until our next meeting. I had to bug out early — it was my night to sing at church. ♦



Carroll L. Caudle is educational vice president of Jaycee Toastmasters 625-19 at Des Moines, Iowa. Named Toastmaster of the Year by his club, Caudle is a member of the Iowa Farm Bureau Information staff.

BOOK REVIEW

WHEN IT'S LAUGHTER YOU'RE AFTER, by Stewart Harral, University of Oklahoma Press, Norman, Okla. Price \$4.95

"GET A LAUGH AND YOU'VE GOT AN AUDIENCE," says Stewart Harral, director of Public Relations Studies at the University of Oklahoma and one of the nation's busiest after-dinner speakers. In his new book, Mr. Harral gives some practical advice on how to get that laugh.

Starting with an analysis of humor — "What's Funny and Why," the author analyzes the styles of many of today's professional comedians, and shows how they draft and shape their humor to fit their own particular styles. He shows how to select and polish a gag, how to pre-test it, how to plan build-up and timing. He offers excellent advice on breaking down audience resistance and for turning a momentary defeat into a triumph.

"Humorists are scarce — and people want to laugh," says Mr. Harral. And he adds, "But we must never forget that humor must have a wallop — which is to say that people don't want to be 'short-changed.' They want you to impart some vision — some inspiration — some encouragement for the future — but, in comic form. What's more, they want to be told about the things they like to hear — not so much about the things they ought to be told. Not many people can be saved — nor can the course of history be changed — in an after-dinner speech. So — *make 'em laugh* and now and then throw in a touch of common sense."

The section of the book entitled "For Laughing Out Loud" is an invaluable treasury of more than 4,000 laugh-getters: epigrams, quips, boners, gags, quotations, illustrative stories, wisecracks and ad libs. Grouped and arranged under comprehensive subject-headings, these are modern, fresh and sparkling, easily adaptable to almost any situation which may arise for the humorous speaker.

For veteran or amateur, here is a truly clear and workable application of psychological principles that have been tested by many professional humorists. "When It's Laughter You're After" may not turn you into a Jack Benny or a Bob Hope, but it will take away much of the uncertainty that besets the new adventurer into the field of humorous speaking. The book is also fun to read. ♦

TOASTscripts



A couple of late arrivals at a recent breakfast meeting of Carmichael Toastmasters Club 2213-39, Sacramento, Calif., thought they had stumbled into the maternity ward of a local hospital. Not too awake at the early morning meeting, the tardy members were surprised to see a man feeding a baby on top of a table. They backed out of the room and bumped into the waitress who assured them they were in the right place. Returning to the meeting room, they discovered that member Dick Clark was explaining the care of an infant as his No. 4 Basic Training speech and was using his infant son as a live prop.

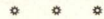


The Toastmasters training program has earned the support of military men in all branches of the service. Latest to encourage the men of their command to participate in Toastmasters are Rear Admiral John E. Clark and Major General Frederic H. Miller.

Admiral Clark is commanding officer of the Pacific Missile

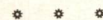
Range at Point Mugu, Calif. Speaking at an all-officer meeting, he said the need for good oral communications is apparent as both naval and civilian personnel representing the Navy are more and more called upon to address local civic organizations on a variety of subjects. He urged the officers to join one of the four Toastmasters clubs on the base.

General Miller is commanding officer at Olmsted Air Force Base, Middletown, Pa. Commenting on a visit to the Olmsted Toastmasters Club, General Miller said, "I was very favorably impressed with the quality of programs and the abilities being developed among the members. Anyone, especially those of us who give briefings and presentations, can benefit from this kind of fellowship and planned practice. I urge the men of this command to consider the advantage of joining Toastmasters."

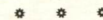


When Past International President John W. Haynes was a featured speaker at the Washington

Management Practices Conference of The Specialty Advertising Guild International, he felt quite at home among the Guild's officers. President of the 800 member association is William J. Copeland, a member of Gavel Toastmasters Club 11-51, Long Beach, Calif. Vice president of the association is John M. Doak, past governor of District 22 (Kansas).



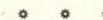
The Toastmaster magazine doesn't accept advertising, but we do feel we should say a nice word about Minnie's Restaurant at Stockton, Calif. Minnie's is the meeting place for Stockton Toastmasters Club 80-39. Recently the management of the restaurant announced that the price at the next dinner meeting would be \$1.20. Twenty cents would go to the waitress and the remaining dollar would be donated by the management to the club's treasury. If you're going through Stockton, stop at Minnie's and let her know that Toastmasters appreciate such fine support.



There was no attendance problem at the Area 2, District 47 Spring Speech Contest. Miami Beach Toastmasters Club 3089 saw to it by holding the contest at the Playboy Club. Pictured above are some of the playboys from the Miami Beach Club, hosts for the contest, with their



"bunny" friends. We don't ordinarily publish speech contest pictures due to space limitations, but we feel this one has real news value.



CONGRATULATIONS . . .

To Read Wynn, immediate past president of RESCAP Club 2116-56 (Ellington Air Force Base, Texas), for his appointment as head of the U. S. Navy's Recruiting Publications and Visual Aids Department in Washington, D.C.

To Talladega Club 3080-48 (Talladega, Ala.) for providing Talladega's "Outstanding Man of the Year" for the past four years. Winners of the award have been Otis R. Burton, Jr., T. Jack Landham, Boyd Christenberry, all past presidents of the club, and Maxie Mitchell, past administrative vice president. Christenberry is the new governor of District 48. Only four years old, the Talladega Club believes it has set a Toastmasters record with its four "Man of the Year" awards. ♦

No, No, Mr. Kingston!

A number of letters have been received by the editors of THE TOASTMASTER magazine challenging Toastmaster Barney Kingston's article, "Look, Ma, No Notes!" (July, 1963). Here are some opposing viewpoints:

I READ THAT ARTICLE in *The Toastmaster* magazine for July, "Look, Ma, No Notes!" and it haunted me. I read it last night, and told myself someone should answer it right away.

This morning about 5 a.m. I woke up, and the first thing that entered my mind was that article again. On the one morning when I usually stay in bed late, I crawled out before 7 a.m. and started banging away on the typewriter. Look, Ma, no anger. I've quit shaking.

Dr. Smedley's article on the value of controversy in Toastmasters and the need for diplomacy in the July issue of *The Toastmaster* was never more timely. In that same issue I ran into Barney Kingston's "Look, Ma, No Notes!" in which he extolled the virtues of using notes. I could hardly disagree with him more!

In the name of diplomacy, I will admit that he and I agree on two points: (1) Speech content is of prime importance, and (2), from a worthwhile speech, both speaker and audience get something, if it is presented in an understandable manner.

Now may I be frank, if not diplomatic, and say I believe the writer has issued a clarion call to mediocrity in Toastmaster speech delivery. In spite of the vulnerability of sweeping statements, let me say that I think notes are a crutch *always*, and anyone who can get along without a crutch is wise to do so.

My own rule of thumb is that if I have to use notes on a regular five to seven minute speech—the length of speech we Toastmasters are drilled on year in and year out—then I have been lazy and just haven't prepared enough. Toastmaster Kingston says it takes a week to know a speech well enough to give it without notes. Is that bad?

What he apparently doesn't realize, and what I'm afraid many of us don't fully realize, is that the preparation, in anticipation of giving the speech, is some of the best training you will ever get from Toastmasters. Don't be afraid to put in long hours on a speech, both in preparing the content and in practicing the delivery. You'll find this is one of the best investments in time you'll ever make.

No Notes? Yes!



What's wrong with notes, anyway? In many cases they call for the use of a lectern on which Toastmasters drape themselves ungracefully, completely immobilizing their hands. In all cases, notes seem to hinder and restrict hand gestures.

Notes hinder delivery and voice gestures also, with many Toastmasters giving most of their speech to the notes and ignoring the audience. Notes hinder the vital exchange that should pass between the speaker and his audience. The audience cannot feel the warmth of the speaker's personality when the speaker's attention is torn between the notes, which he clutches for dear life, and his audience. The speaker cannot observe and play upon the emotions of his audience, because his mind and attention are alienated.

I repeat, notes are always a crutch, but in the interests of diplomacy, let us admit that sometimes a crutch is needed—but not as a regular practice. If you are giving a speech considerably longer than you are in the habit of giving, or if you are called on to speak with very little preparation time, notes may be a life saver. Let's admit, however, that a worthwhile speech

is worth giving, even if you have to give it standing on your head. Let's also agree that a Toastmaster speech is more noteworthy, without the use of notes!

Clinton Raymond
Governor, District 9
Spokane, Washington

* * *

From time to time *The Toastmaster* contains an article on the use of notes. This is the second time in the last five years or so I have felt impelled to register a protest. The article by Barney Kingston in the July issue of *The Toastmaster*, entitled "Look, Ma, No Notes" prompts this letter.

Mr. Kingston says, "When you see a Toastmaster (or, for that matter, any other speaker) step to the lectern without notes, you can be sure that the speaker has given the speech before or he is giving an extemporaneous talk on a subject with which he is very familiar." This is an erroneous statement because when this occurs in a Toastmasters club you can more frequently be sure that the speaker has thoroughly prepared his speech.

I am enclosing a copy of an article I wrote for *The Toastmaster* in September, 1951. Essentially it contains my convictions, and I am sure that a majority of Toastmasters share my sentiments to a considerable extent.

"Notes are all right in their place. But don't let them get out of place or they may wreck your career." So said Founder Ralph Smedley many years ago and so say all good Toastmasters today.

"Certainly notes are permissible at times and occasionally are absolutely necessary when material is too detailed, too much involved with facts, figures and quotations, or too lengthy to be safely left to unaided memory. Also, notes are a valuable help to the inexperienced speaker who needs something to fall back upon. However, as a constant aid they are a crutch, and like crutches, they should be discarded when the speaker is able to walk unaided. . . .

"The use of notes comes down

to a matter of common sense and good judgment. Generally, an experienced Toastmaster should not need to use notes for a short speech as is usually delivered in Toastmasters club meetings; and, of course, *they should never be used in five to seven minute contest speeches.*

"It is an important part of our educational process to guide new members in the use of notes, and the older members should, when necessary, be cautioned against that very human tendency to "cover up" insufficient speech preparation by the use of notes.

"As this article opened with words of wisdom from our Founder, so it concludes with these words from another outstanding Toastmaster, Past International President "Cap" Sias, who said, 'You will never learn to swim if you always wear your water wings.'"

Hugh E. McEvoy
Past International
Director,
Omaha, Neb.

When the editors informed Author Kingston that the heat was rising, he replied:

"If you think you've had blasts, you should be around these parts. I've had about 11 phone calls from the Chicago area, six letters (two of them unsigned), yesterday a phone call from Charlotte, N.C., and two clubs in this area are debating the article . . . I think in the heat of emotion a lot of fellows who wrote me missed the point of the piece. I didn't say you should always use notes; I simply said, and this is my whole point, you should use a few notes, a lot of notes, a written talk, no notes, or whatever you feel comfortable with. But don't think the best and only way is no notes!

Only, please, no more calls at 3 a.m., and I'm not answering any more doorbell rings after 1 a.m. either.

Barney Kingston



JUST IN JEST

A public speaker should choose his words carefully lest he be misunderstood. As an example, a young clergyman speaking about the excessive use of cosmetics by young girls closed his remarks with, "The more experience I have with lipstick, the more distasteful I find it."

He wondered why so many of the congregation smiled.

—Quote

Not long after a boy graduates as a Cub Scout, he becomes a girl scout.

For making a man repent his sins, there's nothing quite as convincing as catching him.

A professional master of ceremonies was down on his luck. After floundering around for a long time, he finally had to settle for a job at the Union Station announcing incoming and outgoing trains.

"All rightie, folks," he called over the public address system, his first day on the job. "Now coming in on track number three from Chicago, the El Capitan — exactly 10 minutes ahead of schedule. Let's give it a great big hand!"

The sum of the parts can be greater than the whole — as people find out when they start re-packing that vacation suitcase.

Vacation is a wonderful time. After a couple of weeks of it you feel good enough to go back to work and so poor you have to.

A couple of be-bop characters were walking through a Florida swamp. Suddenly one yelled, "Help, help! An alligator just bit off my leg!"

"Which one?" cried his friend.

"How should I know?" he replied. "All these alligators look alike."

—Automotive Service Digest

The average woman's vocabulary is much smaller than that of a man, say the researchers. It must be there's a larger turnover.

A woman usually knows what's behind the headlines at breakfast time — her husband.

An efficiency expert is a man who spends all day getting out of an hour's work.

A lion and his mate were strolling through the jungle casually seeking their dinner when they came upon six gnus. With just six slashes of his razor-sharp claws the lion killed them all.

"That," he announced pontifically, "is the end of the gnus. The time is now 9:29."

"No," said the club wit. "I never said he was conceited. All I said was that if I could buy him at my price and sell him at his own, I'd make a darn good profit."

A lot of people believe they have the world by the tail until they try to swing it.

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)

It was with great interest that I just completed reading the excellent article on page 14 of the July 1963 issue of **The Toastmaster** magazine entitled "A Glorious Adventure," by Toastmaster Glen V. Hoople.

Since I have given at least seven Beyond Basic Training speeches, I most sincerely trust that I may be eligible to participate in the new Toastmasters Reading Plan, and will sincerely appreciate receiving a categorical list of the selected books to be read.

I have been an avid reader for many years, but only recently since I am semi-retired have I had sufficient time to read good books. I positively know that the greater part of my education was acquired from reading and my long membership with Carondolet Toastmasters Club 286-8 of St. Louis, Mo.

Oliver G. Ellmers
Club 286-8
St. Louis, Mo.

On April 1, 1963, Federal Toastmasters Club 832-2 of Seattle, Wash., celebrated its 13th anniversary. Since 1950 it has had 27 presidents. Recently, Watson (Bull) Thornton, educational vice president, eyed the current roster and discovered that 17 past presidents were still members and active, so he decided to hold a Past Presidents Night. He let them all know they might be called upon for an impromptu performance at the meeting of May 9.

Twelve showed up so four had to be content with participation in table topics. Toastmaster of the evening was Past. Pres. Cromie Wilson, whom current Prexy Dex. Larson aptly described as "a Toastmaster's Toastmaster." Cromie was already an old

Toastmaster when the club was organized.

The topic session was led by Past Pres. George Miller, who got a lively response from the old reliable method of calling for unusual experiences. Main speakers drew their assignments from a sealed envelope handed to them during the meeting. Past Pres. Henry Briver drew the topic "Stewardship," (and was awarded the trophy); Past Pres. Harry Downs had the topic, "When I Retire," Past Pres. Harold Weed drew the subject "Cadillacs Are **Not** for the Birds," and Past Pres. Paul Fisher was assigned "The Art of Accumulation." Grammar and evaluation duties were handled by Past Presidents Henry Thomson and Ed Hufford.

This meeting was highly successful and we plan to repeat it — we still have plenty of former prexies on the roster to organize another such meeting. Federal 832-2 claims to have more active past presidents than any other club in Toastmasters International. That claim will stand until contradicted.

L. E. Hufford,
Past President, Club 832-2
Seattle, Wash.

I understand that all clubs have attendance problems, particularly in the summer, so I thought you might be interested in how our last meeting with eight members present turned out to be one of the most interesting meetings we have had.

First, we postponed all of our formal speeches except one. We had this immediately after our dinner but before our break. After the break we turned control of the meeting to the topicmaster. It had previously been agreed that everyone would be called on and would talk for

four minutes. This evolved into a round table discussion, mainly on politics and patriotism, and each member spoke several times.

This went on for 90 minutes and was terminated then only because it was time to adjourn the meeting.

Elmer Burdick
Pres., Club 2067-56
Houston, Tex.

The article, "Mental Patients Pierce Communications Barriers" in the July issue of **The Toastmaster** magazine was a big boost to the members of Gavel Club 89, not to mention Toastmasters Club 1847-36. At the 89 meeting on July 11, there must have been about 100 patients there. The meeting was one you would never forget had you been there. The article was read to the membership by one of 89's former (first) presidents, Donald Goewey. The enthusiasm of its reception and of the meeting following was most heartwarming.

John E. Shea
Club 1847-36
Washington, D.C.

I thought you might be interested in the results of the announcement that Offutt Air Force Base would be the Toastmasters International "Town of the Month" for July, 1963.

The "Toastmaster Town of the Month" was kicked off at Offutt with a meeting on July 3, 1963, planned by the three Toastmasters clubs on the Offutt Air Force Base. Over 170 people were in attendance at this meeting and the keynote speaker was Vice Admiral R. L. Johnson who was Deputy to General Powers of SAC Headquarters.

During the meeting the three clubs at the base installed six new members. We sincerely hope that by the time the month is over other new members will be added

to our three clubs there and the image of Toastmasters International and our three Toastmasters clubs at Offutt will certainly be enhanced as a result of this designation.

R. F. Martin
Past Governor District 24
Omaha, Neb.

Regarding the photograph on page 21 of the July, 1963, issue advertising the Offutt Air Force Base Toastmasters program, I would like to point out that the Toastmistress Club is not used in the plural form. We are members of a Toastmistress Club but are not "mistresses" to anyone; therefore, it should read "Offutt Toastmistress Club." Would not the Offutt Air Force Base consider correcting this?

(Miss) Eleanor Cockrell
Club Representative,
Cenessee Toastmistress Club
Columbia, S.C.

(Since the headquarters of Toastmistress clubs is at Lynwood, California, a short distance from Santa Ana, we have frequent contacts with the members of the Toastmistress staff. We learned long ago that Toastmistress is not used in the plural form. We are sorry the men at Offutt AFB erred on this point but we think that your friendly letter published in THE TOASTMASTER magazine may result in a change in their sign. — ED.)

Please allow me to thank you for the forthright "The Rising Tide" in Dr. Smedley's Personally Speaking column in the July issue of The Toastmaster magazine. I am a Negro and have been a Toastmaster for seven years. I am president of Beacon Club 3108-36 here in Washington, D.C. I read Dr. Smedley's column regularly and have always enjoyed it.

Matthew Mitchell, D.D.S.
Pres. Club 3108-36
Washington, D.C.

New Clubs

(As of August 15, 1963)

- 733-28 DEFIANCE, Ohio, *Mad Anthonys*, 1st & 3rd Thurs., 6:30 p.m., The Heritage House.
- 948-22 LEE'S SUMMIT, Missouri, *WECOMO*, 2nd & 4th Mon., 5 p.m., Western Electric Company.
- 1134-32 MONTESANO, Washington, *East Grays Harbor*, 2nd & 4th Mon., 6:15 p.m., Walt's Broiler.
- 1261-62 WURTSMITH AFB, Michigan, *Wurtsmith Aerospace*, alt. Wed., 6:30 p.m., Wurtsmith AFB Officers Open Mess.
- 1370-46 NEW YORK, *Ambassador*, alt. Wed., 5:30 p.m., Trans World Airlines, Inc., Hangar 12.
- 1692-16 OKLAHOMA CITY, Oklahoma, *Highway Men*, Fri., 11:30 a.m., Thunderbird Inn, 315 Northwest Expressway.
- 2029-F EL MONTE, California, *Space-General*, 1st & 3rd Tues., 6 p.m., Santa Fe Inn, 10478 East Valley.
- 2145-56 SAN ANTONIO, Texas, *Big M.* 1st & 3rd Wed., 5 p.m., Officers Club, Kelley AFB.
- 2947-39 TRACY, California (Site 300), *Tesla*, 2nd & 4th Thurs., 12 noon, Site 300.
- 3222-12 EDWARDS AFB, California, *Dry Lakers*, Thurs., 11 a.m., Non-Commissioned Officers Club.
- 2584-22 McPHERSON, Kansas, *McPherson*, Mon., 6:30 a.m., Friends Kitchen.
- 3631-19 DES MOINES, Iowa, *Activity*, Mon., 11:30 a.m., Y.M.C.A.
- 3634-35 WEST BEND, Wisconsin, *West Bend*, 1st & 3rd Wed., 6 p.m., Gumm's Corners, Hwy. 45 So.
- 3635-57 FREMONT, California, *Pathfinder*, Wed., 7 a.m., Cloverleaf Bowl, Centerville District.
- 3636-35 MANITOWOC COUNTY, Wisconsin, *Lakeshore*, alt. Tues., 6 p.m., Cedar Lodge, Memorial Drive, Two Rivers.
- 3637-36 WHITE OAK, Maryland, *NOL*, 1st & 2nd Mon., 11:30 a.m., Oak Room, U.S. Naval Ordnance Laboratory.
- 3638-52 CANOGA PARK, California, *TRW*, alt. Wed., 6:30 p.m., Corbin Bowl Banquet Room, Tarzana.
- 3639-65 ROCHESTER, New York, *Statesmen*, alt. Wed., 5:30 p.m., 41 State Street.
- 3641-TCBI BELFAST, Northern Ireland, *Belfast*, alt. Tues., 7:30 p.m., Ulster Unionist Headquarters, 3 Glengall St.
- 3642-36 WASHINGTON, D.C., *Dulles International Airport*, alt. Tues., 12 noon, Tower Conference Room, Dulles International Airport.
- 3643-29 PENSACOLA, Florida, *Ellyson*, 1st & 3rd Tues., 7:30 p.m., Senic Hills Restaurant & Motel.

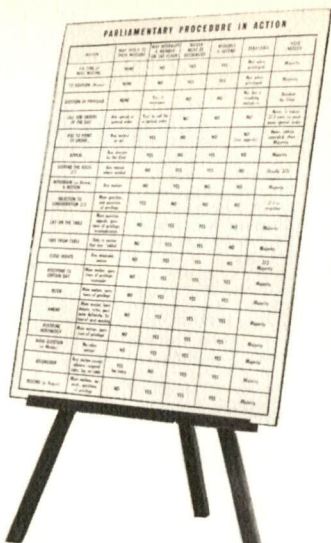
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