

THE TOASTMASTER

OCTOBER



1966

FOR BETTER LISTENING

THINKING • SPEAKING

WINSTON-SALEM, N.C.
TOASTMASTERS TOWN OF THE MONTH

In This Issue:

Development of the Motivational

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TOASTMASTERS INTERNATIONAL IS:

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

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

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

The TOASTMASTER

G. B. Urias
Editor

Phil Interlandi
Art Director

For Better Listening—Thinking—Speaking

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REPORT FROM THE PRESIDENT

Fellow Toastmasters:

In accepting this office at the San Diego Convention, I asked the pledge of the Toastmasters present to Dr. Smedley's purposes and my theme for the coming year—"Serve and Grow." This theme has special connotations at each level of our Toastmasters organization but its greatest meaning is for the individual member. Ralph Smedley wanted to get men involved in their communities. Before they could serve, they needed to learn to express themselves with ease and sureness. To fill this need Toastmasters was born and educational materials were developed. Dr. Smedley's primary purpose was not to teach public speaking. His purpose remained unchanged throughout his lifetime; he wanted men to serve their communities. It is true that we cannot all be members of the governing bodies of our schools, towns, or larger territories, nor can we all fill offices in civic organizations, but we can serve in a multitude of ways that add some small part to our community way of life. There is always a place for the man who wants to serve; advancement in recognition of service and personal growth through serving.

There is within most men a deeper sensitivity that is satisfied best by doing something for someone else. The satisfaction and personal growth which comes from such activity can be yours and the development of yourself as a speaker will be a fringe benefit. The need for workers, the potential for leadership, and the use for your speech training is everywhere about you. If speech is your field, there is Speechcraft for men, Youth Leadership for high school students, and Speakers Bureaus for community service; but don't stop looking there. There is church service, fund raising for worthy charities, activities for organized youth, cultural development activities of the community, and a host of others.

If you truly wish to achieve Ralph Smedley's purpose and grow to the full stature of his design, I urge you to get yourselves involved in your communities. Serve and Grow.

John
John B. Miller
International President

The Chancellor of The University
of California, Irvine, Writes About The . . .

Development of The Man In Management



by DR. DANIEL G. ALDRICH, JR.

NOTHING IN THE APPROACHING 21st century will transcend in importance the preparation we give in the remainder of the 20th century to the development and use of this nation's soil and water, foods and fibers, minerals and power, and, above all, people—the greatest of any nation's natural resources.

The use of physical and human resources, from the family-owned farm or factory to the publicly-owned national forests and parks, calls for management skills people do not come by through mere inheritance or happenstance.

Management today is a responsibility few men and women

find thrust upon them. Not long ago—well into this century, in fact, and in enterprises as gigantic as the Ford Motor Company—ownership and management were one thing. The owner of the business made the decisions. Who else could he trust to tamper with his financial future?

Not uncommonly the factory or the farm—through human mortality—became the property of the owner's son or widow. Management truly was thrust upon them.

The riches-to-rags progress of such enterprises has been proverbial, and often an unhappy fact. At the same time, though, our history of a generation or so ago has been brightened with

"I sincerely feel that Toastmasters International, as an educational organization, is contributing significantly to 'the development of man in management' by offering the opportunity to learn communications skills and to develop full potential through continued education."

DANIEL G. ALDRICH JR.

the cases where the widow — and an occasional son — turned an inherited hole-in-the-wall shop or ramshackle ranch into an empire.

The opportunity to turn native imagination and drive into management success is still with us in this country. But it would be unrealistic to suggest that today's scale and today's risk leave much room for management by luck or intuition.

Ownership may still be thrust upon widows and sons. But the management of people and other resources in today's world calls for more than financial control.

What is management?

It surely is not bookkeeping. The super accountant, who could gather all the production and sales figures and recite them with lightning speed from memory, is now a machine. The human executive has an electronic aide down the hall to make his quantitative decisions. A computer can take readings of a whole spectrum of data,

give the relevant figures their proper weights, and come up with schedules, orders, and budgets to insure maximum operating efficiency.

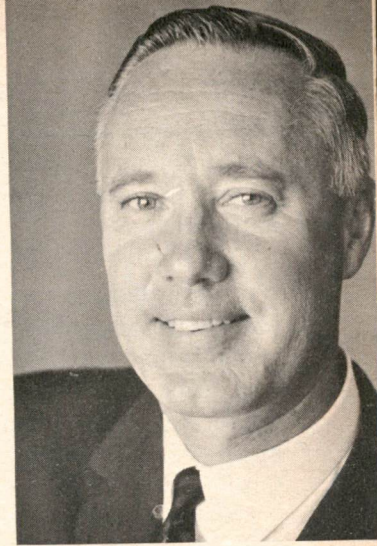
A capacity for instant decisions surely is not management. A flip of the coin can make an instant decision. And a computer can make a sound one, with knowledge to back it up.

Is management the authority and attitude of command? Management is surely a part of today's military organization. And power to give orders may be a function of management. But command is essentially decision by rules. Command may be wielded by people, but we might almost call it a machine function.

It has been said that the first question an organization must now ask of its candidates for executive responsibilities is: "What can *you* do that a computer can't? The essence of management then becomes the ability to deal with ideas and with people. Executive judgment in breadth and depth, the handling of the qualitative factors, the bringing together of ideas into a coordinated and dynamic whole — this is where management leaves the machine behind.

This century up to now has surely been the century of management as a profession. Scientific management as we now know it first came into recogni-

Dr. Daniel G. Aldrich, Jr., is chancellor of the University of California, Irvine. The new campus was opened in September, 1965, and will eventually have more than 27,000 students. Dr. Aldrich joined the University of California as a junior chemist in the Citrus Experiment Station at Riverside in 1943. He progressed to Professor of Soils, and Chemist in the Agricultural Experiment Station, and chairman of Soils and Plant Nutrition on the Davis and Berkeley campuses. In 1958 he was named dean of the University of California's Division of Agricultural Sciences and in 1962 was named the first chancellor of the new campus in Orange County. He is president of the American Association for the Advancement of Science, Pacific Division; and president of the Big Brothers of Orange County.



tion in the 1920's, with the substitution of fact finding for the rule-of-thumb as the basis for decision. Most of us have been present to see the larger part of this development in American business organizations.

We have seen for one thing, the emergence of a visible part of our population; of a new class of salaried people concerned with management. We have been particularly conscious of the rise of the engineer and economist into the position of management. With his training to search out facts scientifically, the engineer with imagination—we might call him the round engineer as opposed to the square engineer — has found a place waiting for him at the decision-making level in industry.

The position the engineer has so often stepped into has been one that called for sound scien-

tific knowledge, but more than narrow specialization. It called for a man who could marshal scientific facts and interpret them, and then use his knowledge creatively. It called for someone who could see beyond his own organization, and see its place and its future in the widening sphere of today's business operations. It called for someone who could not only see the whole sphere, and see new directions and goals, but who could also *communicate* ideas to other people, and influence their thinking, persuade them, and lead them in his direction.

Of all the skills in management, perhaps none is more important than communication, transmitting the decision of management precisely into other minds. It is fundamental that management is the coordination of human effort, getting things

done by other people. It must be just as fundamental that coordination can't exist without communication.

The leadership that brings communication and coordination necessarily must be a leadership from competence and the confidence of other people in that competence. Simple command—based on military authority—will, of course, produce coordination and action. But I think the manager and his authority with the stars of generalship—or even the bars of the lower rungs on the military ladder—is headed for the casualty list. We might liken him to a university administrator who somehow gets the notion that his authority includes command functions. The creative, independent minds that make up the faculty of a top-level university will respond to persuasion and will follow leadership based on competence.

What then must management's competence be? What are some of the professional attributes of the leadership needed at the top? Most certainly they must include deep understanding of the nature of technology and forces operating within it or affected by it. Management must include competence to evaluate complex information as a step to

meaningful decisions. Management must be based on the essentials of the sciences and the arts. Management must know that technical decisions may have far-reaching social and economic consequences.

The man in management must recognize the intellectual tools of his profession. In the same way that any industry must keep developing new mechanical tools and methods to keep ahead in the competitive race, the man in management must continually expand his intellectual scope—his breadth and depth of knowledge. It is one of the marks of the professional in any field of enterprise—just as it has always been in the ancient “learned” professions of the ministry, the law, and medicine—that the practitioner must be called by his own intense interest into lifelong study and learning.

A truly liberal education can only be the product of study and learning and reflection through a whole lifetime. The years of formal education we give a student can lay the foundation for lifetime learning. We can give the student mental discipline for learning and breadth of interest. If he nourishes these, no matter how specialized his basic field of study, he will grow as a man and as a manager of men.

A Toastmaster's Wife in
Wilmette, Illinois, Discovers . . .

It's Never Too Early!

by HARRIS PRINCE



WIVES ARE CURIOUS ANIMALS, especially when new. I married Gail, a school teacher, shortly after the end of the school term last year. We had just barely finished unpacking from the honeymoon when she started systematically to inspect every single one of my possessions.

She eventually got to my Toastmasters notebook, where

the *Basic Training Manual* caught her eye. Out of this curiosity was born the first speech program in the fourth grade of Romana School in Wilmette, Ill.

“When I read the manual,” said Gail, “I was immediately struck with its applicability for my fourth graders. So much classwork is oral that children must learn to get up and express themselves in front of the class.”

But many children lack the poise and self-confidence to do so effectively. It is a skill that should be taught like any other they learn in school. Like swimming, they should learn when young, before they develop too many inhibitions."

Gail devised a 10-speech program, which compares with Basic Training, as follows:

GAIL'S TITLE	BASIC TRAINING
1. The Ice Breaker	(The same)
2. Persuasion	Be in Earnest
3. Hands Up	(The same)
4. What Voice Would Be Your Choice?	Vocal Variety
5. How to Make Something	Combination of Develop Your Speech & Organize Your Speech
6. Work With Words	(The same)
7. Light Up Your Speech	Illuminate Your Speech
8. Read Your Speech	(The same)
9. Special Types of Speeches	(The same)
10. A Milestone	Combination of Construct Your Speech & The First Milestone

The children's approach to

these speeches differs in only two respects from Toastmasters:

1. The average speech length is four minutes;

2. The children must turn in their notes to the teacher three days prior to giving their speech. They then receive suggestions on how to better organize the speech.

Before each speech, the children receive sheets explaining the assignment and showing the points to be evaluated.

For the first three speeches, the evaluation is done by Gail and her student teacher. Afterwards, any child who wants to can comment on the speech. Starting with the fourth speech, each child shares an evaluation assignment with a teacher. On the last few speeches, Gail leaves the evaluation completely to the children.

Most of the children have been highly enthusiastic about the program and have shown definite improvement. Some examples:

1. Lisa was exactly the type of student Gail wanted most to reach in this program. She has emotional problems and little confidence in herself. In her first speech, Lisa couldn't look anyone straight in the eye. She wrung her hands and twisted her hair. The speech was a disaster. During evaluation she would never comment because of a fear that the other students

would, in turn, criticize her. By the fourth speech, Lisa kept her hands still at her sides, looked people straight in the eye, and concentrated to a fair degree on the objectives of her speech. She now comments on the speeches of others, but only in a complimentary vein. Before, she would never volunteer to answer questions in class, but now she raises her hand quite often.

2. Sam was a rambler — completely disorganized. His notes were reasonably well organized, but he went haywire on his feet, to the extent that everyone had difficulty understanding what he was talking about. On the fourth effort, however, he gave a speech using ventriloquism and imitations that was very well organized. The children were so elated that they gave Sam a standing ovation.

3. John is a highly intelligent, confident student. His first speech was good, using almost adult vocabulary. The evaluation was concentrated on the technical aspects of speech making

(openings and closings, use of words, humor, sentence structure). By the fourth speech, John was varying his voice inflection and showed emotion, and is better than many adults. The other children recognize him as a good speaker.

Gail states that, as a result of this program, the children have gotten to know each other better and are improving their vocabularies. It reinforces other areas of their study, i.e., writing compositions and poetry, and reports for science and social studies.

The children have become speech conscious. Early in the program, the school nurse came in to give a talk on hygiene. After she left, one of the students said, "Boy, is she a great speaker, and did you notice her eye contact!"

Gail is so thoroughly delighted with the program, that she is writing a thesis on the results for her Master's degree.

Wives' curiosity isn't all bad, is it?

Harris Prince is a member of Speakers Forum Club 371-30 in Chicago, Ill. He is a graduate of the University of Wisconsin and is sales service manager for Perma-Power, Inc.



Clubs Around The World

European Speech Contest

Rhein-Main Club 2617-U not only played host to the Fifth Annual Toastmasters European Speech Contest but had its third first place winner in the past four years.

Ken M. Barr topped a field of 10 speakers from clubs in Italy, France and Germany. Milton E. Cunningham, representing Blue Danube Club 3508-U, Ulm, Germany, was second; and Mel R. Jones, Gentlemen of Verona (Italy) Club 2396-U was third.

Lt. Col. James W. Campbell, editor-in-chief of *Stars and Stripes*, presented trophies to the winners.

Rhein-Main Club 2617-U
Frankfurt, Germany

Exchange of Gavels

An aluminum gavel was exchanged for an English hardwood gavel when Charles Connolly of Nechako Club 2046-21, Kitimat, B.C., Canada, attended a special meeting of Barnet Club 3551-TCBI, Hertfordshire, England.

Connolly took an aluminum gavel as a gift from his club in Kitimat,



Charles Connolly of Nechako Club 2046-21, Kitimat, B.C., Canada, presents an aluminum gavel to Leslie Goddard, president of Barnet Club 3551-TCBI, Hertfordshire, England, while Barnet club members look on.

called the "Aluminum City," and presented it to the Barnet Club during a trip to England. The Barnet Club president, Leslie Goddard, presented the English hardwood gavel to Connolly to take back to Canada.

Nechako Club 2046-21
Kitimat, B.C., Canada

Ken M. Barr, right, of Rhein-Main Club 2617-U in Frankfurt, Germany, receives the trophy for winning first place in the Fifth Annual European Speech Contest. Making the presentation is Lt. Col. James W. Campbell, editor-in-chief of *Stars and Stripes*.

THE TOASTMASTER

Toastmasters Sponsor Contest

Twenty-nine college students representing 20 colleges in Taiwan, Republic of China, recently participated in an English Speech Contest held in Kaohsiung at the *Taiwan Daily News* Cultural Center and sponsored by Kaohsiung Club 1904-U.

Participants were given topics such as "My Proposals for Educational Reform in Taiwan" and "How to Attract an Increased Number of Tourists to Taiwan." The contestants captivated the audience with their excellent poise, speech delivery and command of the English language.

Miss Theresa Tsao, a sophomore at Taiwan Provincial Normal University, was the winner. The two runners-up were Midshipman Nelson Y. L. Chen, a senior at the Chinese Naval Academy; and James C. Chou, a senior at Soochow University.

The contest received excellent publicity from the *Taiwan Daily News* and all prizes were donated by local industries.

Kaohsiung Club 1904-U
Kaohsiung, Taiwan

Charter Meeting

Toastmasters from 11 countries form the membership of Kansai Club 2244-U which was recently chartered in Kobe, Japan.

Many of the members of the club are in the consular corps and United States Consul-General John L. Stegmaier presented the club's charter.

The club has members from Japan, Argentina, Brazil, Peru, Uruguay, Venezuela, India, Ceylon, Philippines, Germany and the United States.

Kansai Club 2244-U
Kobe, Japan

United States Consul-General in Kobe-Osaka, Japan, John L. Stegmaier, right, presented the club charter to F. A. Zerres, president of Kansai Club 2244-U. The club has many members from the area's consular corps and members from 11 countries.



Del Justiniano, past president of Tamaraw Club 1164-U, presents a club charter to Bart Carillo, Jr., first president of Cebu Club 35-U, Cebu City, Republic of the Philippines. The new club was formed with 27 members.

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The seven finalists in an English Speech Contest sponsored by Kaohsiung Club 1904-U were photographed following the event. Miss Theresa Tsao, center, the winner. Twenty-nine students representing 20 colleges in Taiwan took part.



OCTOBER, 1966

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IN 1950 THE PEOPLE of the world were asked, in a Gallup Poll: "Would it be a good idea to have one language taught in all of the world's schools, from kindergarten up, so that the new generations would grow up with the ability to speak and understand, in addition to their respective national languages, one tongue that would have universal currency and validity?"

At that time 76% of those polled in the United States, Canada, the Netherlands, Norway, and Finland replied in the affirmative; 15% were opposed; 9%

were undecided. The poll, repeated in 1960 in the United States alone, indicates that the majority in favor of the proposal has now grown by eight percentage points, while both the opposition and the group that cannot make up its mind have correspondingly dwindled.

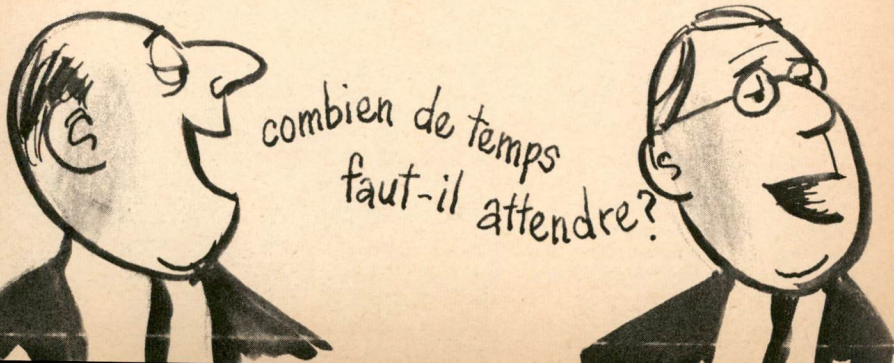
What blocks the expressed wish of the world's people? For one thing, the supine attitude of indifference of their governments. For another, the multiplicity of candidates for the post of international language.

The study of foreign lan-

How Do We Talk?

by DR. MARIO PEI

Dr. Mario Pei is one of the world's leading scholars in the field of linguistics. He is the author or co-author of more than 25 books and has written frequently on the problems of communication. At present he is professor of Romance Philology at Columbia University.



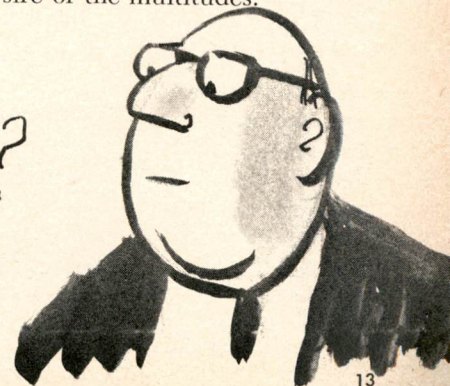
guages, which goes on apace in all countries, is only a palliative. There are far too many foreign languages to be learned, and no one who is at present in elementary or high school can predict with any degree of assurance which of the many languages that offer themselves for study he is going to need in later years. Joining movements that advocate the adoption of one or another specific language, natural or constructed, for world use, has the advantage of focusing the attention of the individual and the community on the problem. Beyond that, it merely arouses controversy and splits up the forces that should cooperate.

The world's need is not specifically for Esperanto, or Interlingua, or English, or French. The world's need is for an international language, of whatever kind or description. Any language, natural or constructed, will serve the purpose, provided it is properly standardized and phoneticized. In spoken form, all languages are equally easy to

their own speakers, those who grow up speaking them. It follows that any language, natural or constructed, introduced into the world's educational systems at the kindergarten level and continued thereafter, on a basis of parity with the national tongue, will be assimilated by the growing generations with the same facility with which they assimilate their own national tongues.

In international matters the people can only act through their governments. So long as the world's governments are content to function through interpreters and translators for their own official business, and disregard the ever growing need of the business man, the scientist, the student, the soldier, the migrant worker, for a medium of intercommunication when he finds himself in a strange linguistic environment, there is little hope that anything may be done to implement the expressed desire of the multitudes.

wie lang wird es dauern?



In actual practice, it is doubtful if more than a handful of the world's 2796 natural tongues and more than 700 constructed tongues will be even remotely considered as possible candidates. The choice, when it comes, will probably be restricted to a few of the world's great languages of civilization and to a few constructed languages which, like Esperanto and Interlingua, have proved their worth.

But even if the choice is so restricted, the number of possible candidates gives us pause. It also permits the governments to shirk their responsibility in this matter by pointing out that since the majority that wants an international language cannot make up its mind which language it wants, there is no reason for them to act.

The various polls that showed unmistakably what the people wanted in the way of a general principle were far from clear when it came to the second question: "Which of the existing languages, natural or constructed, outside of your own national tongue, would you favor for the post of international language?" Here American public opinion divides itself up in accordance with the well-known American high school pattern: 25% or so for French, 25% or so

for Spanish, 15% for German, 5% for Russian, a sprinkling of votes for Italian, Classical or Church Latin, Esperanto, and others. Canada, in 1950, displayed a marked preference for French (about 50%); but the Canadians



seemingly forgot that French is one of their national languages. Norwegians, Hollanders and Finns showed a preference for English, with Esperanto as the runner-up. The Japanese voted largely in favor of "modified" English, but with enough support for Esperanto and French to indicate that they were not all of one mind.

If a Gallup Poll were possible beyond the Iron Curtain, would it show a preference for Russian? Or for Chinese? This we do not know. A one-man expression of opinion on the subject came at the time of the great Soviet linguistic controversy, in the days of Stalin. At that time, the Soviet dictator suggested that area languages would arise, each serving one portion of the world, and that eventually these area languages might merge into a single language, which would be none of the existing languages.

At present, English and French are widely used as tongues of common intercourse in the western world, and Russian in the

satellite countries (not, however, in China, with its mighty mass of 700 million speakers of assorted Chinese dialects, of which the main one, North Mandarin, has been standardized into a national language and is at present spoken and understood by more people than speak any other language, including English).

It is fashionable among English speakers, both British and American, not merely to advocate English, which would be natural, but to prophesy that English is safely on the way to becoming the world tongue, which is naive. Granted that English is the tongue of common intercourse in new countries like Nigeria and Ghana, which were only recently under British rule, it is equally true that in all the vast regions of the world that once formed the French colonial empire the tongue of common intercourse is still French, and English is practically unknown. Granted that the study of English has been making giant strides in countries that are under direct American influence, like Turkey and Japan, and in others where English is studied largely for strategic and hostile purposes, like the Soviet Union, it is equally true that in countries that have long been under French cultural influence there are still ten students of French for every student of English, and that in other countries English

has been partly replaced either by Russian (as in Czechoslovakia) or by a native tongue that has been decreed the national language (as in India and the Philippines).

The truth of the matter is that among the great natural languages no one tongue holds an absolute lead. Clashing ideologies and the fiery spirit of resurgent nationalism present a distinct menace to the emergence of one of the great tongues of western civilization as a language of common use.

The difficulties that strew the path of constructed languages are equally great. While Esperanto holds a clear lead over its rivals in this field, there are several similar constructed languages (Ido, the European Interlingua, and the American Interlingua are only three that come to mind) that refuse to give way, and have devoted, even fanatical followers.

Short of a war in which there will be a clear-cut victor who will impose his language on the world, as Rome once imposed her language on the Mediterranean basin, there is only one solution for the existing impasse. But this again calls for concerted action on the part of the world governments. Through their international agencies (UN and UNESCO), they could come to an accord concerning a mode of procedure for the selection of a

world language. Once the language was selected (or better yet, elected) by the representatives of the world's governments, it could go into operation in the world's school systems, starting with the lowest, or kindergarten level. By the end of the century, adults of the working generation would be equipped with this indispensable tool of international understanding.

What the world language would do for the world of the future in easing communications and the exchange of ideas would be little short of fantastic. At the beginning of the twentieth century, about one individual out of fifty had occasion to step beyond his national borders. Today, the proportion is roughly one out of ten. By the end of the century the ratio will be one out of two. The interchange of products and human beings will be such as to make a common means of communication imperative.

It is possible that the cause of peace and international "understanding" (in the idealistic sense in which this much overworked word is used) may be aided by a world language. But in view of the many civil wars that have afflicted humanity, it may be best not to have too many illusions on this score. The world

language can stand squarely on its own feet, on its own merits as a tool of communication, like the telephone and the mails, or the automobile and the airplane.

The charge is often leveled at constructed languages of the type of Esperanto that they are not "natural," that they do not represent a true culture because they have not grown out of the soil. For what concerns naturalness, it may be pointed out that a horse is far more natural than an automobile, but that the latter is more practical for purposes of modern transportation, since we can put into an automobile the features we deem desirable.

For natural tongues, it is worthwhile reminding the reader that if one of these tongues were to be selected for world use, it would have to be (a) standardized; (b) phoneticized. A world language could not be allowed to begin its life already carved out into the numerous and widely diverging dialectal variants that at present plague tongues like English or Spanish. For world purposes such a language would have to adopt a standard pronunciation, grammar and vocabulary, regulated by a language academy. This would not mean that the language would not change as time



went on, but merely that it would change as a whole, not piecemeal.

The language would be prescribed and such terms as "correct" and "incorrect," now held in disrepute by some of our linguistic specialists, would come back into their own. We could not "leave our language alone" under penalty of seeing it break up into dialectal variants that would soon become as mutually incomprehensible as are some of the dialects of today.

The written form of the language, too, would have to subscribe to an absolute system of phonetization, with sound-for-symbol correspondence. A new generation of school children would find a fully phonetic system of writing highly logical and proceed to learn it in a few weeks, thus saving untold time for factual subjects.

One possible alternative to a great national language like

English, French, Spanish or Russian, and a constructed language like Esperanto or Interlingua, is a small, obscure national language that has no clear-cut connection with a widely used language — say Finnish or Hungarian. Such a language would be "neutral" in the sense that it has no affiliation with any of the large language groups; it would not be looked upon as the standard-bearer of a particular ideology, as would be the case with English, French, or Russian; it would represent a natural culture, thereby escaping the criticism leveled at constructed languages; and, having achieved a written form rather late, it would still be phonetic in its spelling and not require drastic orthographic transformations.

The great present problem in connection with a world language is to convince the world's governments that they should do something about it now.



"Concepts are an achievement, not a gift."

—William Durant

RALPH R. GUTHRIE

It is with deep regret that we announce the death of Mr. Ralph R. Guthrie, president of Toastmasters International in 1939-40. Mr. Guthrie served as a director of Toastmasters International in 1937-38 and as vice-president in 1938-39. He died at his home in Tucson, Arizona.



WINSTON-SALEM, NORTH CAROLINA

Toastmasters Town of The Month

WINSTON-SALEM, N.C., this year is celebrating the 200th anniversary of its founding in 1766.

The first tree was felled in Salem on January 6, 1766 to build temporary quarters for the men who were to construct permanent buildings for the town. Unlike other frontier settlements of the era, Salem was a planned community. A 98,985 acre tract of land in North Carolina had been purchased from Lord Granville of England by the Moravians, a religious group who had suffered persecution in Europe. They were a devout people and to the new land they brought order, industry, music and education. The community flourished, and by 1830 Salem had become not only an important industrial center, but a cultural and educational oasis in the back country of southeast America.

In 1849 the County of Forsyth was chartered in North Carolina and plans began for establishing a county seat. A plot of more than 50 acres was chosen adjacent to Salem. In December of 1850 the first county courthouse was completed. On January 15, 1851 the State Legislature passed an act naming the town after Major Joseph Winston, a noted Revolutionary War hero.

Gradually the two towns, originally about a mile apart, grew together, and in 1913 they were united as the city of Winston-Salem. When the towns were combined there were only 22,600 persons living in the new city, but today Winston-Salem has grown to a thriving metropolis of more than 135,000, the second largest city in the state. It has become the center of the tobacco industry in the nation.

The buildings of Old Salem, now restored, are open to visitors and provide a glimpse into the history of the city. Another attraction for tourists is Reynolda House, the residence of the late founder of the R. J. Reynolds Tobacco Company, which provides an opportunity to view a rich collection of furnishings typical of the early part of this century.

There are seven Toastmasters clubs in Winston-Salem. *The Toastmaster* salutes Winston-Salem, N.C., Toastmasters Town of the Month.



Joint Meeting

Youngstown Club 1986-10 played host to Akron's Progressive Club 215-10, Akron Club 151-10, Shenango Valley Club 1830-13 and New Castle's First Club 2292-13 at an inter-club meeting.

The two-day event was held at Lake Milton, Ohio, where, besides holding a meeting and educational session, Toastmasters played golf and went swimming and boating.

For the meeting, a lectern was improvised from some wooden boxes, a split log and a flat board that was tacked to the log. There were 91 Toastmasters and wives at the inter-club gathering.

**Youngstown Club 1986-10
Youngstown, Ohio**

Ladies Night Patio Parties

Spring Valley Club 2012-5 found an answer to its summer doldrum problems and a way to bring its club members closer together.

Once each month during the summer the club held a Ladies Night Patio Party. Held at the home of a member, the meals were catered to

Emil J. Kucera, center, educational vice president of Borger Club 218-44, inducts his two sons, E. Jerry Kucera, left, and Reimon Frank Kucera, right, into Toastmasters. Reimon and Jerry, college students at Oklahoma State University, joined the club during the summer and transferred to a club in Stillwater, Okla., home of Oklahoma State University, at the beginning of the school year in September.

relieve the host of the food preparation and serving problems.

A regular Toastmasters meeting was held with the exception of the business portion.

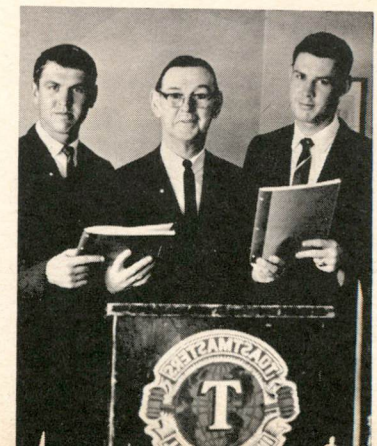
**Spring Valley Club 2012-5
Spring Valley, Calif.**

Club Recruits Collegians

Borger Club 218-44, like many other Toastmasters clubs, finds it hard to maintain high attendance during the summer. This past summer they found the solution to their problem — recruit college students.

The club recruited several college students into the membership. The students took part during the summer months and when they returned to their colleges in September they left planning to transfer their membership to a club in their college town.

**Borger Club 218-44
Borger, Tex.**





John Rimkus, left, past president of DSA Club 3772-36, Alexandria, Va., presents honorary memberships in the club to Vice Admiral Joseph Lyle, director of the Defense Supply Agency and Major General Francis Gideon, deputy director, for their strong support of Toastmasters at the agency.



William V. Roberts, second from right, founder of Executive Club 412-50, received a plaque of appreciation on the 20th anniversary of the club. Making the presentation was District 50 Governor James Mangham. Others in the photo are Leon E. Blakely, left, governor of Area 3; and Abraham Meltzer, right, club president.



The "Ah" indicator of Kaiser Club 756-57 makes its bow at a club meeting in Oakland, Calif. Operating the device is Ray Plock, who designed it. At the speaker's stand is Phil Hollenbeck, administrative vice-president; and listening is Frederick Allgood, club secretary. Depression of the foot pedal produces a distinct squeak and the arm carries the message "Ah" for all to see.



Joseph E. Mirman, president of VA Topicmasters Club 3273-36, presents an honorary membership in the club to Whitney Ashbridge, left, assistant administrator for construction at the Veterans Administration. The presentation took place at an employees meeting conducted by the Toastmasters club.



Aaron Aronoff, right, Area 2 Governor in District 47, presents a "traveling" scroll to Jim Chapman, president of Miami Herald Club 3804-47. It is hoped that the scroll will travel for the next two years to clubs throughout the world and be returned to Miami Beach, Fla., for the International convention in 1968. The president or educational vice-president of each club receiving the scroll is to pass it to another club within one week after receiving it.




The 20th Anniversary Banquet of New Albany Club (Ind.) 410-11 saw two brothers, Earl Hedden and William Hedden, seated, honored for their years of service to the club. Earl Hedden, 83, is a charter member and William, 88, has been a member for 17 years. Others in the photograph, standing left to right, are Dr. Robert Terry, lieutenant governor; James Sheffield, area governor; Arthur Ottman, District 11 governor; John Lamparter, past district governor and past International director; and Garnet Inman, mayor of New Albany.



Toastmasters in Amarillo, Texas took to the air to attend a recent meeting in Midland. Getting ready to board their plane for the trip are Ken Gentry, area governor; Wendell Heiny, past district governor; George Schmitz, past district governor; Fred Tupper, lieutenant governor; and Charles Eubanks, district secretary-treasurer.

Dugway (Utah) Club 2108-15 sponsored an oratorical contest for high school students. Winford O'Hanlen, left, president of the club, made the award presentations. Winners were, from the left, Shirley Eastland, first place; Pat Woods, second place; Shawen Langdorf, third place; Kay Olsen and Sam McBride, honorable





He Was Tongue-
Tied and
Bumblng Until
He Found
Toastmasters . . .

Who, Me?

by **ELLIS B. ARNOLD**

MAYOR OF DECATUR, ILLINOIS

ARNOLD IS GENERAL CHAIRMAN. He will preside at three sessions, and introduce four professional speakers during the convention.

"Who, me? I can't preside. I've never introduced anyone."

That's how it happened. Just five months to prepare—five anxiety burdened months; four pounds lost weight.

Toastmasters saved me. A friend introduced me to Commodore Toastmasters, — green, petrified, bumblng, tongue-tied, rubber-legged, pathetic, possessing only mountainous desire. The cold turkey of Table Topics, the

golden *Basic Training Manual*, a few speeches, and kindly, understanding evaluations combined to allow passable appearances.

Nobody ever worked harder on introductory speeches, in preparing to preside. It was all on cards, including a few tired jokes that begged for Bronx cheers. Six more pounds drained away during the ordeal but it spawned an ineradicable determination never again to be caught without speaking poise. That ambition still keeps me learning, and, I hope, improving.

At the 1956 Toastmasters convention in Detroit I was asked to give a promotional talk on two of Dr. Smedley's books at "Breakfast With the Founder."

Again, — hard work, worry, sweat; again — everything on cards, superfluous, however, unless to anchor the freckles on my hands. The book talks were memorized. I could, and may, have given them while asleep, but they sold the books! At least, I was told none returned to Santa Ana. This may have happened every year. Maybe it was polite fiction to bolster my ego. If so, it succeeded!

Some guardian angel allotted me eight straight International conventions, with appearances at three of them. Among other dividends were eight glorious meetings with the founder. These are precious memories now.

I owe much to Toastmasters—in business, in organizations, as councilman, as mayor. Toastmasters has made me a better citizen. When one rubs elbows week by week with men interested in civic affairs, he grows with them. Some years ago, I thought the school board needed my ideas. The voters disagreed. That campaign, nevertheless, taught me how not to lose the next one.

I had long known there was something wrong in our mayor-commission municipality. We didn't have bad government. It just wasn't good. It didn't buy a hundred cents worth of plant and services from tax dollars. Following a former failure, another attempt was made in 1958 to try city manager form. I believed in this. I circulated petitions to put it to referendum.

When it won, having gone that far, I tried for a council seat. It might be consoling to say this received an open arms welcome, except it just isn't true. The old power structure, threatened with loss of control, quickly formed a citizen's committee and slate of candidates.

My name wasn't on any list. I spent my own money and used my own ideas of advertising. This was good enough to place me eleventh of twelve in the primary. The election, by newspaper report, brought me from

further back than any winning candidate in Decatur history.

The difference wasn't genius or acumen; it was Toastmasters speaking ability. Two years later, this gave me 67% of the vote and re-election.

Having beaten one of the slated candidates, I was considered a maverick. I voted many times in the minority, but won a few battles too. More important, I won the respect of and good working relations with my colleagues.

The mayor, Robert Grohne, a former Toastmaster, did not file for a second term. He openly favored another councilman to succeed him. He had nothing against me. We respected each other after serving together. He simply preferred my opponent. But, with the help of loyal, hard-working supporters, including co-campaign manager, Toastmaster Guy Thompson, we achieved another upset.

It has its moments, being the 39th mayor of my home town. Decatur is better than we found it: new equipment in every department, surpluses in every fund, five straight annual tax-

rate cuts, explosive, insistent growth, residentially, commercially, industrially. Toastmasters has helped two mayors play a part in this.

Today I can give any audience "a few words" on almost any subject, thanks to Table Topics, to Basic Training and the advanced speaking programs, to evaluation, and to the myriad other Toastmasters treasures.

I bless Ralph Smedley for what he gave to me and to other Toastmasters, active, graduated, or potential. It was a supreme thrill to hand him the key to Decatur when he stopped here during a trip several years ago. With it, I tried to tell him: "This golden bauble is just the interest on what one of your Toastmasters owes to the great institution you founded."

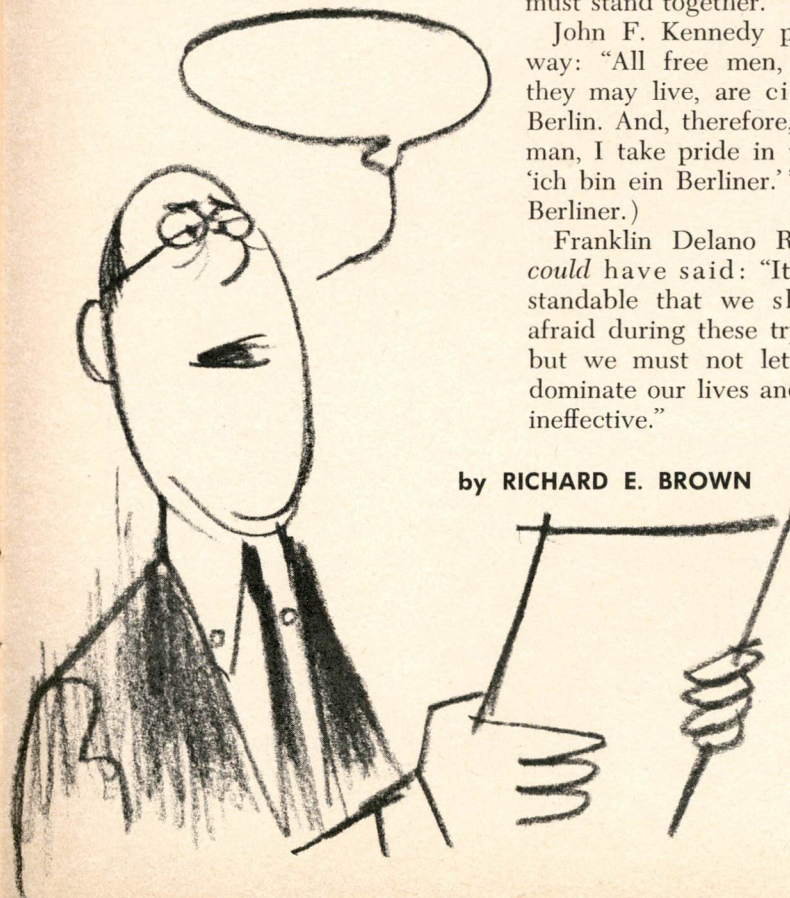
Mayor Ellis B. Arnold of Decatur, Ill., has been a Toastmaster since 1952. He was first elected to the Decatur City Council in 1959 and became mayor in 1963. He is on the Board of Directors of the Illinois Municipal League and treasurer of the Central Illinois Mayors' Association.



"It is man's capacity to think that makes him a creator instead of a creature."

—Charles F. Haanel

Do Your Words Say Enough?



COMPARE, WITH ME, the following two statements: "I offer you no false hopes or promises. My leadership will work no miracles. The way will still be difficult. Your burden will still be great. This sad war will continue."

Winston Churchill, instead, said: "I have nothing to offer but blood, toil, tears, and sweat."

Or compare: "Our problems, our hopes, are the same. Our destinies are inseparable. We must stand together."

John F. Kennedy put it this way: "All free men, wherever they may live, are citizens of Berlin. And, therefore, as a free man, I take pride in the words 'ich bin ein Berliner.'" (I am a Berliner.)

Franklin Delano Roosevelt *could* have said: "It is understandable that we should be afraid during these trying days, but we must not let this fear dominate our lives and make us ineffective."

by RICHARD E. BROWN

Instead, he said: "... the only thing we have to fear is fear itself."

Winston Churchill, John F. Kennedy, Franklin D. Roosevelt — they chose the right words at the right time, and so their words will continue to live in history. And this is essentially what this article is all about — choosing the right words at the right time.

What, then, makes a public utterance interesting, enlightening, and successful? Let's begin to try to answer this very difficult question by looking critically at the short but effective statements I cited a few moments ago. What qualities did these statements have which made them so historical? You may argue that they were spoken by heads of government and that this alone will do it every time. While the respective position of each of these men was, of course, an important consideration, I do not believe that this is the whole answer. Heads of state say a lot of things, but very little of what they say ever attains this kind of immortality. There must be more to it than this. Why were *these* words, the *right* words?

Each reader will have his own opinions, and these are mine:

(1) They were readily understandable and were not cloaked

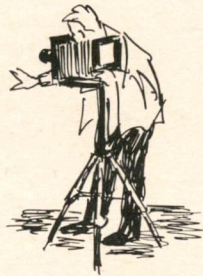
in any unnecessary trimmings.

(2) They were sincere and, as such, commanded the attention and respect of people.

(3) They raised a challenge or touched upon a blunt truth.

(4) They were worthwhile and important; they had substance.

(5) They made very good sense.



And so it is with each of us who seeks to have an effective command of his language. His words must be understandable, sincere, and meaningful, and they

must make very good sense. But what of the man who writes or speaks these words? What qualities must he innately possess, or seek to acquire?:

(1) He must be educated, and here I am not speaking of acquiring degrees or course credits. Ph.D. holders are often times not educated. Men with little or no formal education often are. Education is a very personal thing and a process which requires long, hard work and diligence. A man must read. He must read widely and constantly, and he must read well. He must read for pleasure and read sometimes just because he should. Reading alone will not make any man an educated man, but without this very desirable habit, a man will never be truly educated, whatever else he may be.

(2) A man must exercise his mind. He must exercise it on big issues, but he must also never completely forget the little things. No man's life should be so sterile that he has no views or opinions on Berlin, Cuba, Vietnam or civil rights. But a man should also take the time to develop interests in music, or athletics, or art, or child-rearing. Thinking — *good* thinking — is not nearly as automatic as we tend to believe. Like everything else worthwhile, it requires our careful attention. Bad TV dulls and limits the mind. Good TV, books, and conversation enrich it.

(3) A man must care about things, events, and people. He must seek throughout his life to understand himself and the world and people around him. He must, as it is now commonly stated, have a sense of time and history, and of his place in them.

(4) Finally, a man must be willing to put many hours of hard work into his writing and speaking efforts. Contrary to popular belief, effective speaking or writing come easily to only a few men. Most of us must labor hard and long. The work of knowing *what* to say, *how* to say it, and, equally important, *when* to say it, may be an art, but it is also just hard work. It is sitting for long periods, trying various combinations of words, analyzing, writing, rewriting, studying the make-up of the

prospective audience, getting the facts and presenting them correctly; it is timing; it is, having decided on what to say, having the determination to follow through and say it. It is not only saying or writing—it is meaning them and believing them.

One writer, in discussing John F. Kennedy's reading, writing, and speaking habits, summarizes many of these qualities or traits in this way:

"The results of his reading showed in various ways. For example, in his public addresses. It is true, of course, that he, like everyone in a similar position, had speech-writers. But he himself worked diligently on every talk he gave, and his mind, his style were discernible in each.

"... The results of Mr. Kennedy's reading manifested themselves in his approach to the problems he had to handle. He was not narrow, doctrinaire, or simplistic. He saw complications, implications, distinctions...; he was humane and subtle... His was a mind informed and discriminating, which surveyed the whole complex field before him and led him to pick his way carefully."

I want to leave just a few things to think about. The points I have been trying to make are essentially these:

(1) Our English language is truly a beautiful one. When you attempt to use it in speaking,

pay attention to your choice of words. Search for attractive phrases. Avoid trite sayings and clichés. Put words back to back in a meaningful fashion. Have an eye for details, and here I even include such an elementary thing as punctuation. Notice that I do not urge you to use "\$64,000 words." On the contrary, my advice is to search for well-known but effective language.

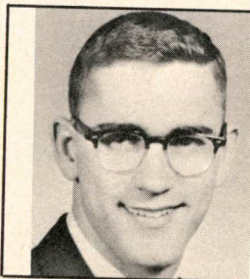
(2) Read. Read often. Read a lot. Read a variety of material — books, articles, speeches, advertisements. Even "Pogo" and "Peanuts" have something to offer. They will, for example, enliven your speeches. By all means, don't boast that "I only read technical matter," or "I have never read a book, I didn't have to," or "I like *practical* men, not men who spend their time reading." Great men's lives are often built around books. Winston Churchill read incessantly, yet few would claim that Mr. Churchill was not a *practical* man.

Reading is knowledge; know-

ledge is needed for effective thought; knowledge and thought often make the difference between just speaking and informed and meaningful speeches. Don't be afraid to think, to read, and to appear *truly* educated — self-educated.

(3) Finally, don't be lulled into thinking that speaking effectively is an easy task. It is not. It is most difficult, but it is also a challenge. To paraphrase a portion of one of Mark Van Doren's writings:

"Any speaker has the opportunity to revive conversation and restore it to its great ancient function: to find the truth. The speaker who is worthy of the name will first of all be a person who enjoys conversation; but then he will want to make it better than it has been; he will want to give it form, depth, and direction; and finally he will want, with its aid, to feel for the truth — a difficult thing to find, but the thing most worth pursuing. It rewards even those who miss it if they are entirely serious in the search."



Richard E. Brown is studying economics and government at Harvard University's Littauer Center of Public Administration. An employee of the Tennessee Valley Authority, he is on leave to work for his Ph.D. Until he took his leave he was a member of West Knoxville Club 3117-63 where he held the offices of secretary-treasurer and administrative vice-president.

The Speaker's Page

SPEECH SUGGESTIONS FOR NOVEMBER

Would you like to stimulate public interest in a worthy cause during November? You might choose your speech topic from the *March Against Muscular Dystrophy* (1-30); *Diabetes Week* (13-19); or the *Annual Christmas Seal Campaign* (Nov. 15-Dec. 31). If you are interested in the youth of our country, you might recognize *American Education Week* (6-13); the *National 4-H Club Congress* (Nov. 27-Dec. 1); or *Youth Appreciation Week* (14-20), sponsored by Optimist International "to give public recognition to the great majority of young people in the United States and Canada who are concerned with juvenile decency."

Two women stand out in history this month. On November 19, 1903, frustrated in her attempt to interview President Theodore Roosevelt, prohibitionist Carrie Nation created a stir in the gallery of the Senate, attempting to make a speech and sell replicas of her celebrated hatchet. Nellie Bly, reporter for the *New York World*, started from New York on November 14, 1889 in an effort to better the record established by Jules Verne's hero in *Around the World in Eighty Days*. She made it in 72 days.

Holidays in November are *Veterans Day* (11th) and *Thanksgiving Day* (24th). *General Election Day* (8th) is an opportunity to speak on the privilege of free elections. November 19 is the anniversary of the dedication of Gettysburg (Pa.) National Cemetery in 1863 at which President Abraham Lincoln implored his audience to resolve that: "government of the people, by the people, for the people, shall not perish from the earth."

POINT OF EMPHASIS

Here's an opportunity for an enlightening Table Topics session. Construct it around the November Point of Emphasis — Speech Engineering. It can include the use of visual aids, a review of the techniques of speech engineering and a demonstration of effective evaluation. You can find many speech engineering ideas in Basic Training speeches 3 and 11, in *Club Program Planning* (Code 1314) and in *Speech Engineering* (Code 206). Plan a step-by-step construction of a speech and then have your evaluation chairman evaluate each step. It's always a good time to work on speech engineering. Why not include it in your November program schedule?

FROM THE GRAMMARIAN

GESTURE; GESTICULATION: A *gesture* is a movement of the body, head, arms, or face, expressive of an idea or emotion. (*The gesture of impatience was not lost upon the young man, who brought his narrative quickly to a close.*) *Gesticulation* is the making of a gesture, especially in an animated or excited manner. (*Their conversation was carried on with great vivacity and gesticulation.*) Gesticulation is the using of gestures; a gesture is a single act of gesticulation.



Toastmasters International President John B. Miller, right, met with Bud Collyer, host for the CBS-Television Network show, "To Tell the Truth," after Miller appeared on the show September 9. The show was seen by more than 12 million Americans.

TM President Appears on TV's

TO TELL THE TRUTH

"AND NOW, will the real John B. Miller please stand up?" asked host Bud Collyer of the "To Tell the Truth" television program.

More than 12 million people throughout the United States were watching the CBS-Television show on September 9 when Toastmasters International President John B. Miller tried to puzzle the panel made up of Peggy Cass, Orson Bean, Kitty Carlisle and Tom Poston.

The show originated in New York City and was carried by

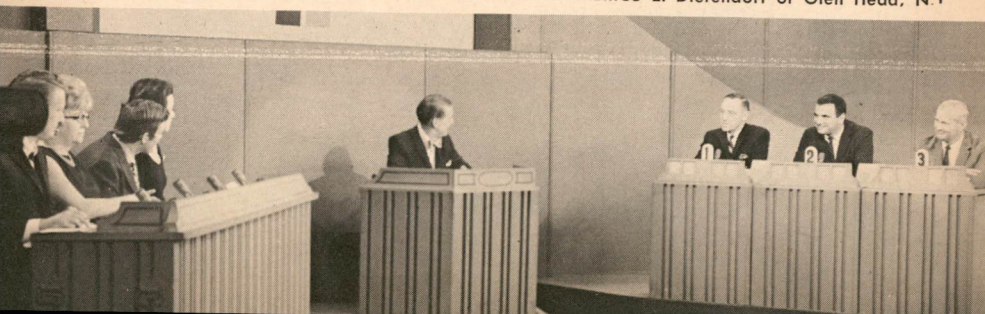
189 CBS-affiliate stations.

President Miller was chosen by three of the four panelists as the man most likely to be president of an international public speaking organization.

Coincidentally, the fourth vote went to Monroe E. Diefendorf, a former president of SEC Round Table Club 1041-46 in New York City and the winner of his area speech contest in 1961.

In selecting Miller, panelists made note of his poise, wit and quick-thinking — qualities difficult to hide.

Toastmasters President John B. Miller, third from right, answers a question from the panel during his appearance on "To Tell the Truth." Panelists, left to right, were Tom Poston, Peggy Cass, Orson Bean and Kitty Carlisle; the host was Bud Collyer, center; and the other two "John Millers" were Rudolph Sommer of Great Neck, N.Y. and Monroe E. Diefendorf of Glen Head, N.Y.



Toastmasters President John B. Miller, right, lent his gavel to Francis Hopson, center, who was master of ceremonies at a "Welcome Home" party held for Miller by his club in Nevada, Iowa. On the left is Harold Miller who attended the International convention and wrote this article.

Welcome Home, John

by HAROLD MILLER

(Toastmasters President John Miller's club in Nevada, Iowa, took up a collection among the membership to send Harold Miller as a representative of the club to the International convention in San Diego. Here is his report to East Story County Club 504-19 at a welcome home dinner held for the president.)

WE ARE A FORTUNATE CLUB — no other Toastmasters club in the country will hold such a

meeting this year for this specific purpose.

John Miller has been for years the mainspring and guiding light of this club. His election is the crowning honor for many years of devoted and distinguished service. For the club it is an unusual honor and an unusual challenge. This John Miller of ours sets a stiff pace and we shall be hard put to live up to it this next year. If we do, it will be the ultimate testimonial.

It was my privilege to represent this club at San Diego. There probably were members more deserving, but I doubt if any were more enthusiastic. I hope I served the club's interests well and that it is crystal clear that I appreciated a great deal the opportunity to attend the convention as the club's representative.

Never have I looked forward to a convention with the excitement I felt for this one. The trip out was by train, due to the fact that United Air Lines was having trouble with the help. I boarded Union Pacific's City of Los Angeles at Perry, went to bed immediately and woke up just as we left Cheyenne, Wyoming. The train arrived in Los Angeles on time, but train connections to San Diego that showed on the timetable had been discontinued, so it was by Greyhound down to the convention. Arrived there about 6 p.m. Thursday and called El Cortez, which was full, so I stayed at the U. S. Grant Hotel, seven blocks away. Called Western Airlines and was fortunate enough to get reservations for the return trip on Saturday. Then I went to El Cortez to see how things were going.

El Cortez is a remarkable structure, located on the top of

one of the steepest little hills I have ever encountered. I don't know what the natives call it, but for me it was "Coronary Hill." El Cortez is actually a complex. There are three motels connected to the hotel and a complicated series of elevations on the ground level that simply defy description. There is a swimming pool that takes up the space in the inner court, and a glass elevator whose



principal destination seems to be the dining room and cocktail lounge located on the roof of the building. El Cortez complex has a modern convention center, with two sizeable auditoriums and other rooms capable of handling receptions.

Isn't it amazing how soon you find someone you know away from home? The first person I met as I came up the steps to the entrance was former District 19 Governor Sam Zickafoose, who was just coming through the door. Sam described the convention as he saw it, and was delivering his opinion on the glass elevator when Randall Winters of Des Moines came out. Having established the whys and wherefores of my presence at the convention, they advised me that the International Speech Contest was due to start in about 45 minutes and that John and Billie

Miller were in the hotel restaurant.

I told them that my presence at the convention was unknown to John and they agreed to help me surprise him. Winters suggested that I stand behind a pillar in the lobby, which afforded more than adequate coverage, and that Zickafoose get John out there. When John came around the pillar, he could draw his own conclusion. It worked out very well, but Sam had to put it to John on an emergency basis to get him away from the restaurant. I don't believe I'm overstating the case to say that he really was surprised. After a short discussion, I went back into the restaurant with John and Billie had her share of the shock.

The speech contest took up most of the evening and was excellent. The winner was a San Diego hometown boy, Michael Yaconelli, a very polished performer. Sam Zickafoose did well as our regional representative, placing third. This is a very good league, but, to my surprise, a grammarian would not have been out of place, even here. There were breaches in tense and dangling prepositions even in this exalted atmosphere. So if a grammarian hops on you the next time you speak, just remember, the champions do it, too.

Friday was a big day. The morning session was concerned

with talks and discussions on opportunities for service in the community and the Youth Leadership Program. The latter, which is a specific means of community service, has tremendous potential and will be receiving a lot of attention throughout the country this year. The closing feature of this program was a speech by a young man who was a member of Youth Leadership Class No. 1, conducted at Pt. Mugu, Calif. He was impressive.

At 10:45 a.m. there was a choice, a workshop on debate or one on effective listening. I chose the latter and it was really worthwhile. I could recite facts and figures that impressed me, but it might be good speech material sometime and I think I'll save it.

In the afternoon, there were two other workshops, both of which I attended. One was conducted by a representative of Eastman Kodak Company, an expert on visual aids. He demonstrated a number of them, including, to my surprise, a flannel board! The other workshop was on publicity via radio and television, with the staff of one of the local radio and TV stations on hand to discuss their respective parts of the total operation. They told what should be done to prepare Toastmasters publicity so it would be acceptable for use by a station. The most

impressive concept to me was that publicity has to be sufficiently interesting to keep the listener from switching channels before the station gets its next program under way. These breaks are critical to the station.

After these workshops there was the Idea Fair, a series of exhibits set up by World Headquarters demonstrating various club and district programs and other facets of Toastmasters activities.

Following this, everyone left to get ready for the President's Banquet. I descended "Coronary Hill" and went to the hotel to make suitable preparations for the evening.

The opening gambit was the social hour, a unique device in which everyone had appropriate conversation with everyone else and stood around speculating on the banquet hall arrangement. This was a rather interesting session. I talked to a lot of people in that hour and I couldn't find one who hadn't supported John for office.

The banquet was a splendid affair. Past President Paris Jackson was installing officer and did an excellent bit of work on it. Charles Mohr, the outgoing president, issued his final declaration as presiding officer, and John was formally introduced as the new president. Two of the new directors were in the military — one a commander in the

Navy and the other a lieutenant commander in the Coast Guard, but John pulled rank on them by introducing his old boss, a rear admiral. He introduced Billie, Rick and Anne, and also East Story County Club 504-19, although he wasn't sure I was there. He should have been. He personally saw to it that I had a ticket.

I sat with Max Churchill and Mr. and Mrs. Owen J. Newlin, District 19 governor. Between operations on the platform, Newlin advised me that the fall conference would be in Nevada this year and that he already had reserved Gates Hall for the event. He expects all members of East Story County Club to work like horses to make it a top flight affair.

John gave an excellent address at the banquet and, from the standpoint of mechanics, he did the best job of speaking that I ever witnessed in his career as a Toastmaster. His theme was the one he lives by—"Serve and Grow." A most satisfactory affair.

After the banquet, I stood in a line too long to describe and eventually shook hands with Mr. and Mrs. John Miller. It shows you that you don't appreciate the opportunities you have at home.

Finally, I quit the convention about 2 a.m. feeling quite exhausted. I slept until 9 a.m. and caught my plane for home.



JUST IN JEST

An unpredicted cold spell caught an elderly gentleman without firewood. His neighbor was amazed the next morning to see the old man dressed in his nightshirt, vigorously chopping kindling.

"Why are you clad so scantily this cold, snowy morning?" questioned the neighbor.

The old-timer never missed a lick with his axe as he replied, "For the last 70 years I have always dressed by a fire and I'll be dad-gummed if I'm going to stop now!"

— Live Wires

*A road today is seldom crossed
With surety or leeway;
Yet "he who hesitates is lost,"
And can't get off the freeway!*

— Quote

There is a certain satisfaction in feeling you are bearing with heroic resignation the irritation folly of others.

— Jerome K. Jerome

Psychiatrist to patient: "Now, just when did you discover that you enjoyed paying your income taxes?"

— Rex Reporter

• • •

After moving into a new community, a mother called to make arrangements to enter her son in a nearby school. The admission officer explained the usual requirements, and asked the parents' approval of giving the boy a number of aptitude tests. The mother said, "Everything is OK with me, but I don't see any sense in giving any apt-to-do tests because I can tell you right now that that boy's apt to do anything."

— Arthur I. Gates
"Recruit or Retreat!"
Phi Delta Kappan

• • •

Upon the arrival of sense, luck departs. — Chinese proverb

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

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

TOASTscripts



Speechcraft pays off in membership! That's the report from District 35 after evaluating the results of Speechcraft programs conducted in the district.

Sponsored at both the club and area level, Speechcraft was presented eight times in the district. Approximately 65 per cent of the men who enrolled joined a Toastmasters club after completing the course.

Also, many of the women who took Speechcraft later joined Toastmistress clubs.

Clubs and areas that con-

ducted the courses followed a plan set up by the district. Three weeks prior to the beginning of the course a news release was sent to local newspapers and radio stations. A week later a second release was sent listing the dates and site. And a week before the course was to begin, an advertisement was placed in the newspapers announcing a free demonstration meeting. In the meantime personal letters were sent to a pre-selected list inviting these men to attend. After the demonstration meeting the

A Note of Appreciation

Dear Toastmasters,

Chuck and I would like to thank the staff at World Headquarters, the Executive Committee, the Board of Directors and most especially all of you Toastmasters and your wives for making our past presidential year such a memorable one. Your warmth, hospitality, and help made it a most rewarding experience. We treasure the many friendships we have made throughout this wonderful organization and trust that they will long continue.

Thank you again.

Sincerely,
Mrs. Charles C. Mohr

audience was invited to enroll in the class.

* * *

Do you send your club or district bulletin to World Headquarters? Each year at the International convention outstanding club and district bulletins are recognized at the Founder's Breakfast. Winners are selected from those bulletins received at World Headquarters. Make sure your bulletin is included in the competition.

At the present time bulletins from more than 300 clubs are received and evaluated by WHQ. Also, bulletins are received from 43 districts. A well-edited club or district bulletin can be one of your most effective public relations tools. If you don't have one, why not start publishing one now!

TM TOPPERS



Ralph Watson, administrative vice-president of Esco Club 2358-7, Portland, Ore., with the traveling "Red Shovel" awarded each week for the best Table Topic. The shovel, as it makes its way from member to member, has proven an excellent means of introducing employees at the ESCO Corporation to Toastmasters.

(Many clubs have awards they consider to be unique in Toastmasters. We'd like to hear about them. The Toastmaster will feature these awards in "TM Toppers." Let's hear from you!)

CLUB ANNIVERSARIES

30 YEARS

(Founded in November 1936)

North Shore Club 66-5
San Diego, California

25 YEARS

(Founded in November 1941)

King Boreas 208-6
St. Paul, Minnesota

20 YEARS

(Founded in November 1946)

Palomar Club 398-5
Escondido, California
Tillamook Club 420-7
Tillamook, Oregon
Oregon Club 424-7
Portland, Oregon
Evandin Club 418-11
Evansville, Indiana

Boot Hill Club 429-17

Billings, Montana
YMCA Club 431-19
Cedar Rapids, Iowa
Grand Rapids Club 404-62
Grand Rapids, Michigan

15 YEARS

(Founded in November 1951)
Quad City Club 1007-19
Davenport, Iowa
Evergreen Club 973-21
Vancouver, B.C., Can.
Arkansas City Club 811-22
Arkansas City, Kansas
Denison Club 983-25
Denison, Texas
State Farm Club 995-54
Bloomington, Illinois
Bearsden Club 1006-TCBI
Bearsden, Scotland

Table Topics

SPECIAL CELEBRATION . . . Eli Singer will be the guest of honor when Leisure World Club 2230-F, Seal Beach, Calif., holds a special meeting this month, which marks the 42nd anniversary of the founding of the first Toastmasters club at the Y.M.C.A. in Santa Ana. Singer will probably reminisce and tell a few stories, and they will have a special significance, for Eli Singer attended that first Toastmasters meeting on October 22, 1924.

Toastmasters has multiplied many times since that rainy night when two dozen men met in the basement of the Y.M.C.A. — the editor and publisher of the local newspaper, several teachers and a junior high school principal, a scattering of businessmen, a contractor, a lawyer and Ralph C. Smedley — multiplied to more than 3500 clubs throughout the world.

TOASTMASTERS STAMP . . . A special Easter Charity stamp issued in Surinam (formerly Dutch Guiana) is imprinted with the Toastmasters emblem. The series of Easter Charity stamps recognizes several men's organizations active in Surinam including Lions International and Rotary International as well as Toastmasters International. There are two Toastmasters clubs in Surinam, Nw. Nickerie Club 3208-U and Surinam Club 3223-U.

PLEASANT VALLEY CLUB 2119-12 . . . This Camarillo, Calif., club claims one of the two teenage participants in the San Diego International convention. In the convention report in the September issue of *The Toastmaster*, both Mike Ryan and Jane Russell were identified as having been students in the first Youth Leadership Class at Point Mugu. Miss Russell was not a member of that class but one at Camarillo sponsored by the Pleasant Valley club.

FUTURE CONVENTIONS . . . Toronto, Ont., Canada, Aug. 24-26, 1967; Miami Beach, Fla., Aug. 8-10, 1968; Cleveland, Ohio, Aug. 14-16, 1969; Portland, Ore., Aug. 13-15, 1970; Calgary, Alta., Canada, 1971.

Letters to the Editor

YOUTH LEADERSHIP CLASS NO. 1

It was with a great deal of pleasure that I read Mr. Russell G. Herron's article "Youth Leadership Class No. 1" in the June issue of *The Toastmaster*.

The clubs in Areas 1 and 7 of Division 1, District 42, this spring completed the first Youth Leadership course to be held in Canada. The clubs in Edmonton began their course on February 12 and the Lacombe club began its shortly thereafter. As Mr. Herron stated in his article, presenting these courses is an inspirational and interesting activity for the Toastmasters. Both courses were completely successful. Mr. Ernie Pallister, then an International director, travelled to Edmonton in May to present the certificates to the graduates of the Edmonton course at the wrap-up banquet.

We believe this is just a beginning for Youth Leadership in this district, as the response was tremendous for these first courses. One course was run in conjunction with the Junior Achievement organization and they want us to run at least two next year. We also, of course, hope to run courses in conjunction with schools and other youth organizations.

It is, therefore, with great interest that I noticed Mr. Herron's comments to the effect that *The Toastmaster* run a column on Youth Leadership so that those of us coordinating these activities in each district could exchange ideas. I think this is an excellent idea and would be beneficial to all concerned.

I look forward to future articles on Youth Leadership and I would appreciate any suggestions from all Toastmasters who have thus far participated.

K. Nickel
Coordinator, Youth Leadership
District 42
Edmonton, Alta., Can.

PERSONALLY SPEAKING

I have just finished reading *Personally Speaking*. I am so impressed with its import that I feel I must immediately congratulate Executive Director Forley and Dr. Fessenden for providing Toastmasters the world over with a text which is so vital to the needs of any serious member. A Toastmaster's library is truly incomplete without this "Bible of Toastmasters."

I will personally encourage every Toastmaster with whom I make contact to purchase a copy.

Paul M. Fenech
Governor, Area VI
District 23

* * *

RECOGNIZES CONTRIBUTORS

As the author of *District 38 Honors Former President Eisenhower* (July issue of *The Toastmaster*) I inadvertently neglected to mention two members who had served on the district committee responsible for making the award.

Belatedly I would like to recognize the contribution of these men, notably in the area of public relations and publicity. They are Joseph Gould of Hershey, Pa., public relations director for District 38 and Harry Wenger, former president of Liberty Bell 1010, District 38.

Paul J. Cathey
Jenkintown Club 2684-38
Jenkintown, Pa.

* * *

MASTER THE MICROPHONE

Articles of this sort (*Master the Microphone*, July issue) carry values that reach far beyond the confines of our study — practice, — amateur status. They carry "Learn by Doing" into every day activities with real meat and potatoes effect.

Congratulations. Give us more of the same. As a suggestion, I would welcome some expert handling of parliamentary practice rules as applied to real life situations. It is not a dead subject either. Hundreds of trembling inexperienced officers and chairmen have only a smattering of understanding of General Roberts and most of it is exactly wrong. Real life situations arise that would take an hour's research to give the right rule or motion.

The general spent a lifetime producing a tome that only he and darned few others can grasp intelligently. Some genius should interpret the general in clear, concise, unmistakable terms for us ordinary mortals.

Ellis B. Arnold
Mayor
City of Decatur
Decatur, Ill.

New Clubs

(As of Sept. 1, 1966)

- 244-40 DELAWARE, Ohio, *Delaware*, 1st-3rd Thursday. 8:30 p.m., Delaware Bank Bldg., Delaware, Ohio 363-1351
- 1098-62 GRAND RAPIDS, Michigan, *Professional*, (monthly) 3rd Wed. 6:15 p.m. 243-1733
- 1472-29 PENSACOLA, Florida, *Saufley Field*, Wed. 11:30 a.m., BOQ Sun Room 455-3211 Ext. 98-217
- 1980-F FULLERTON, California, *Beckman*, Wed. 6:00 p.m., Fullerton, California 871-4848 Ext. 452
- 2341-U MORRINSVILLE, New Zealand, *Morrinsville*, Mon. 6:30 p.m., Veterinary Club Board Room, Morrinsville, New Zealand 7681
- 2369-16 OKLAHOMA CITY, Oklahoma, *Loaners*, Tues. 7:00 a.m., Huckins Hotel CE 2-7579
- 2484-12 BISHOP, California, *Bishop*, Tues. 6:30 p.m., Harry's Fine Foods, Bishop UP 3-4324
- 2908-F FULLERTON, California, *Technical*, 1st-3rd Thursday. 5:45 p.m., The Mill, 4201 W. Commonwealth, Fullerton, California 871-3232 Ext. 3131
- 3029-58 PARRIS ISLAND, South Carolina, *Iron Mike*, Thurs. 11:30 a.m., The Staff NCO CLUB, MCRD, Parris Island, South Carolina 524-2111 Ext. 2677
- 3108-22 ST. JOSEPH, Missouri, *Minuteman*, Tues. 12:00 p.m., Eagle's Nest, Rosecrans Municipal Airport AD 3-1617
- 3135-6 RIVER FALLS, Wisconsin, *River Falls*, Tues. 7:00 p.m., Lamplight Inn, River Falls, Wisconsin 425-2255
- 3278-48 HUNTSVILLE, Alabama, *Boeing Employees*, Thurs. 6:30 p.m., Ver-Bon Restaurant, Huntsville, Alabama 842-3826
- 3480-3 PHOENIX, Arizona, *TWILITE*, Mon. 7:00 p.m., Cafeteria, Salt River Project, Arizona 273-5469
- 3522-TCA KEITH, South Australia, Australia, *Keith*, Mon. 7:00 p.m., Keith Hotel Keith 80
- 3626-4 SAN JOSE, California, *Valley*, Thurs. 7:45 a.m., Lyon's Restaurant, Stevens Creek Blvd., San Jose 377-9112 248-9200
- 3704-8 PANA, Illinois, *Pana*, Thurs. 5:45 p.m., Ron's Restaurant, Pana, Illinois 562-2114
- 3778-52 VAN NUYS, California, *San Ferley*, 2nd-4th Wed. 7:00 a.m. Howard Johnson's (Sepulveda) 989-5170 Ext. 266

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 2. Chin T. Hung
 3. Garth Saager
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4559 Gundry Ave., Long Beach, Calif. 90807
1010 N. Main, Suite 720, Santa Ana, Calif. 92701
816 Center St., Manchester, Conn. 06044
708 W. Main, Peoria, Ill. 61606
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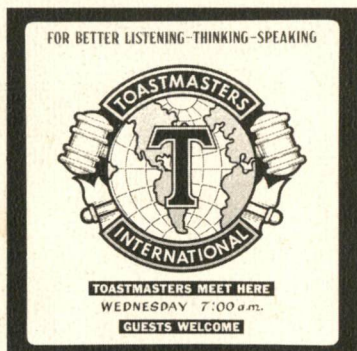
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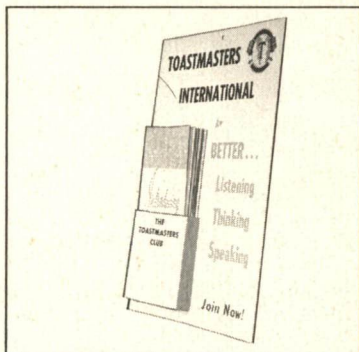
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