

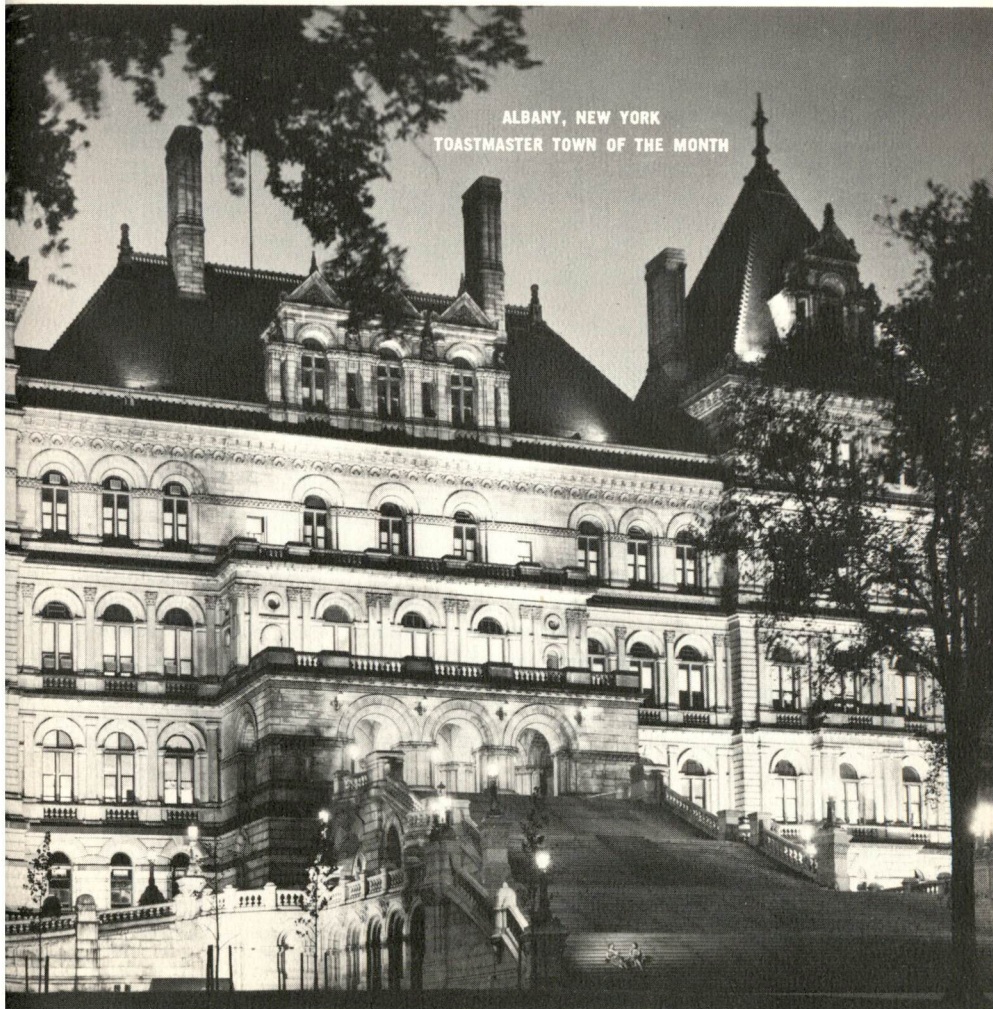


MARCH, 1964

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

ALBANY, NEW YORK
TOASTMASTER TOWN OF THE MONTH



OFFICERS

President—ALEX P. SMEKTA 622 9 St., S. E., Rochester, Minnesota
 Senior Vice President — PARIS S. JACKSON 9149 E. Las Tunas Dr., Temple City, California
 Vice President for Education—CHARLES C. MOHR Sun Oil Co., P.O. Box 920, Toledo 1, Ohio
 Vice President for Organization—JOHN B. MILLER P.O. Box 117, Nevada, Iowa
 Past President—FRANK I. SPANGLER 5271 N. Bay Ridge, Milwaukee 17, Wisconsin
 Founder—RALPH C. SMEDLEY Santa Ana, California
 Executive Director—MAURICE FORLEY Santa Ana, California

DIRECTORS

Dr. Milton C. Adams P.O. Box 353, Hereford, Texas
 Otto H. Althoff 2665 N. Emerald Dr., Fairborn, Ohio
 Norval A. Anderson 305 N. Bluff Ave., Brainerd, Minnesota
 John Blaney (TCBI) 7 Kyle Park Ave., Uddington, Scotland
 T. C. MacGillcuddy (TCA) 2 Buller St., Turramurra, N.S.W., Australia
 Howard E. Flanigan 458 W. 45th Pl., Chicago 9, Illinois
 George J. Flannery, Jr. Apt. 917C, Parkview Apts., Collingswood, N. J.
 Luther R. Gower 4210 Blossom St., Columbia, South Carolina
 Ralph E. Howland Box 87, Oconomowoc, Wisconsin
 Robert L. Knotts 1525 Siesta Dr., Los Altos, California
 John H. Lee 3551 92nd N.E., Bellevue, Washington
 Charles E. Loveless 79 Willis St., Richland, Washington
 Richard F. Martin 1804 N. 75 Ave., Omaha, Nebraska
 Earl M. Potter 7009 W. Main St., Apt. 3, Belleville, Illinois
 Dr. Ivan J. Shields 127 E. 15th St., Tempe, Arizona
 Doug Wheeler W. G. McMahon Ltd., May at MacDonald, Winnipeg 2, Manitoba
 L. Kenneth Wright 3020 Porter St., N.W., Washington 8, D.C.

TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3,800 clubs in 51 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.

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Volume 30

Number 3

March, 1964

INDEX

OUR MISUNDERSTANDINGS.....	2
WHO'S NEXT? — BY STANLEY B. HENCH.....	7
THE CLUB ACHIEVEMENT PROGRAM — BY VAN H. TANNER.....	10
TODAY'S LISTENERS — BY GAIL STOUT.....	14
DO YOU KNOW HOW TO VOTE? — BY CHARLES C. VANCE.....	16
ELECTION CAMPAIGN — BY O. E. DUNAWAY.....	24
PRACTICE MAKES PERFECT — BY KARL E. REED.....	27
COLORFUL COLORADO: CONVENTIONLAND 1964.....	32
FIVE MINUTES TO GO — BY FLEMING ZUHLING.....	36

PERSONALLY SPEAKING, 12 — TOWN OF THE MONTH, 18 — CLUBS IN THE NEWS, 19 — GAVEL CLUB NEWS, 23 — TOASTSCRIPTS, 30 — SPEAKER'S PAGE, 35 — JUST IN JEST, 38 — LETTERS TO THE EDITOR, 39 — NEW CLUBS, 40



PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

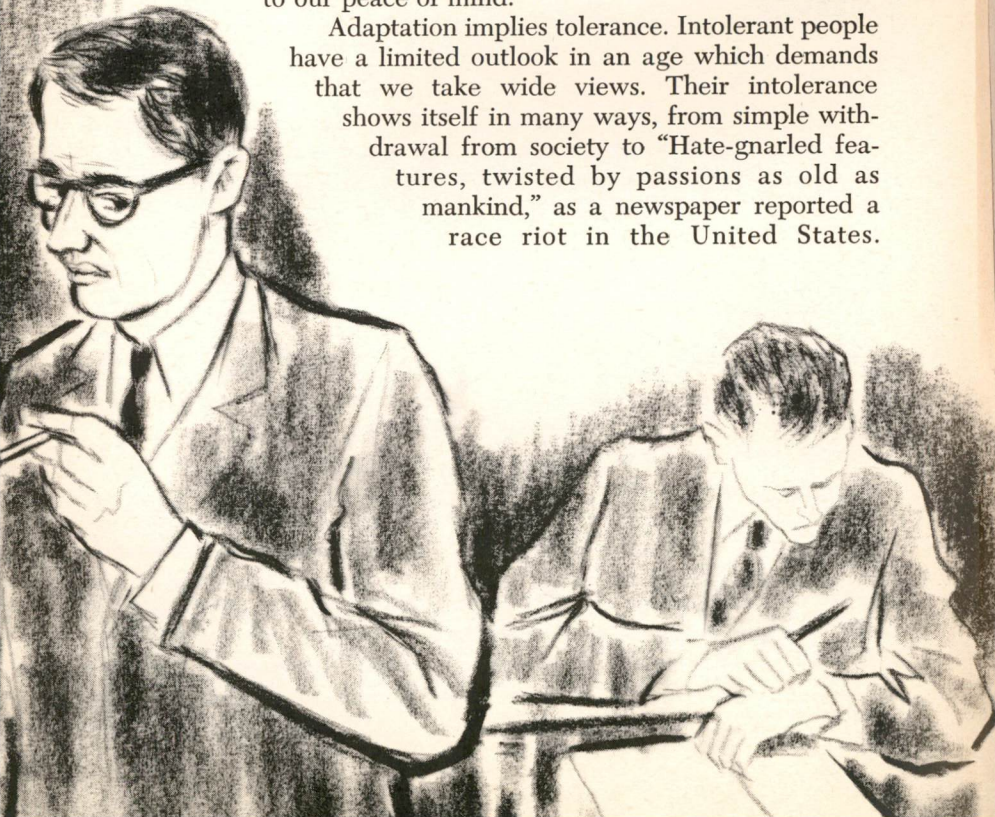
TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of 3735 active clubs located in the United States, Canada and 50 other countries. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters—2200 N. Grand Ave. Santa Ana, Calif. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc.
 THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1964 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. All articles submitted, and the right to copyright re-pressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Our Misunderstandings

MORE DISAGREEMENTS between people and between nations can be traced to misunderstanding than to any other cause. The bitterest conflicts within families and within offices and workshops have not been waged for great ideals, but for one opinion against another.

If, as has been said, life may be defined as the continuous adjustment of internal relations to external relations, then here is an area where we may contribute greatly to our peace of mind.

Adaptation implies tolerance. Intolerant people have a limited outlook in an age which demands that we take wide views. Their intolerance shows itself in many ways, from simple withdrawal from society to "Hate-gnarled features, twisted by passions as old as mankind," as a newspaper reported a race riot in the United States.



The argument against intolerance is not only a moral argument, but rests solidly upon two simple considerations: (1) it is not humanly possible to know all the facts, or even all of any one fact; (2) we live in a tense age in which the overmastering need is to accept the rights, duties and privileges of individuals regardless of their family, church, political and national background and environment.

Open-mindedness

A closed mind is merely a machine, automatically churning over and over again the little that is in it, believing always whatever it now believes. It is prone to exclude, whether neighbors from a country club or books from the library.

The open-minded person has a question which he asks regularly in order to prevent misunderstandings: "How does this look from where he stands?" It applies to members of his family, to a neighbor, to those who live in another city or province, and to those whose homes are at the far ends of the earth.

When you look at the spectrum you see the colors, from violet to red, side by side but shading into one another with no boundaries to indicate precisely where one color ends and another begins. That is the way to look at people, too. There is no such thing as a life that is all black or all white, all indigo,

blue, green, yellow or orange, although one or another will predominate at one time or one place.

Open-mindedness is not empty-headedness. It means having a desire to learn as well as having freedom from prejudice, partisanship and other mind-closing habits. If you have an open mind you are not content to uncover errors: you go a step farther in an attempt to establish true opinion to take their place. And when you come upon something excellent you like it, no matter whose it is.

Some causes of misunderstanding

There are many sparks which set misunderstanding ablaze, and since they are of about equally frequent occurrence there is no better order in which to mention them than alphabetically from anger to pride.

The causes of anger may be brought under two headings: fear and mortification. When someone lets us down at work or in society the emotion of anger arises instinctively. We fear the outcome of the person's blunder or we are humiliated because he did *that* to *us*. Then, forgetting that it is our reaction, not the affront, which counts, we lose control of the situation. We write a snarling letter or speak a growling word. Our emotion, without the curb of our brains to guide it, leads head-

long into a major misunderstanding.

Anxiety is a frequent cause of misunderstanding. It results from the clash of desire and fear. In this country, where an outstanding job has been done in the way of decreasing deaths from many diseases, we have an increasing number of people who find life miserable because they are torn by anxieties.

Many of our anxieties are out of all proportion to the real dangers of the situation. Propagated as they are by the methods of news distribution which pursue us throughout our waking hours, and nurtured on our ignorance of the many facets displayed by life today, these anxieties become mothers of evil broods.

Criticism and envy

Criticism is a fruitful source of misunderstanding. We must be careful not to chill our friends' and our workers' lives by fault-finding.

It is well when examining a piece of work submitted for approval, or considering a project brought forward by one of your family, to look first for its good points and comment on them. Begin with praise and honest appreciation.

In giving or taking criticism, recall that a fly, alighting on Parliament Buildings or on the Arch of Triumph, is able to declare, with its half-inch vision,

that here is a blemish and there is an inequality in the workmanship. Criticism based on limited vision, uninformed about the whole picture, should be brushed off.

No man who is superior in any particular escapes envy. People think in terms of comparison. If he has a better garden, he is envied by neighbors; if he gains promotion, he is envied by work-mates; if he copes with events so as to live happily, he is envied by failures. Envy is the one revenge of mediocrity.

The range of envy has been greatly extended by the instability of social status and the equalitarian doctrines of democracy. The ancient lines of separation have been erased, so that the envious man begins by asking "Why should not I enjoy what others enjoy?" and goes on to demand "Why should others enjoy what I have not?" Instead of deriving pleasure from what he has, he is pained by what others have.

Gossip is vicious

Gossip drives many people to distraction and causes more hard feelings in a community than does any other vice. The gossipy person hits at everyone and everything that is not to his taste. His own merits he believes to be great and obvious, but with regard to others he lives in a strange twilight land of half-truths and perverted truth. He

misrepresents zeal as impatience and bossiness, temperance and discipline as harshness, justice as cruelty, and religious faith other than his own as superstition.

In no other area than that of small things is it so true that we behave at times in ways too foolish for a tear and too wicked for a smile. We dispute tediously about the abstract truth of unimportant things, and we cling tightly to positions we have taken regarding trifles. The cure, of course, is to listen, think, be moderate, give the authority for our beliefs, open the door so that the person with whom we are talking may come to our side of the house, and drop the matter.

Many things enter into the making of a successful politician, business man, parent or lodge member, but perhaps the most necessary is the capacity to put up with the cross-grained humors of fellow-men and colleagues. While most of us can bear great griefs with dignity, we resent little provocations.

Prejudice and pride

Prejudice is made up of misunderstanding and has no trouble in causing it. Voltaire called prejudice "the reason of fools." It is a cherished belief based on hearsay or tradition which blocks free inquiry. It is,

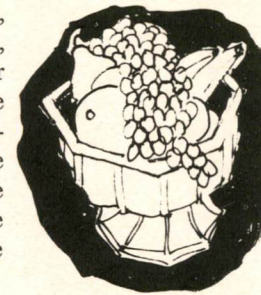
in the words of H. L. Mencken, made up of "the idiotic certainties of ignorant men."

Prejudice means prejudice. When you encounter a person who has his mind made up before learning the facts necessary to an intelligent conclusion you have run into what has been called "the law of prior entry." It operated in the case of Anytos, the hide merchant who led the persecution of Socrates; it operated in the case of Caccini and

Lorini who were responsible for the tortures Galileo endured; it operates in the case of the person who arrives at a committee meeting with unbudging demands, of the politician who conducts a

filibuster in support of his private desires, of the medicine man who beheads a missionary in protecting his privileged position.

It is not at all easy to find out what our personal prejudices are. We have become so accustomed to them, allowed them to become so much a part of our thinking, that we have to search deeply and honestly for them. But they are worth rooting out, both for the help their destruction will give us in our relations with others and for the clean feeling we shall enjoy within ourselves.



Pride often propels people into situations which result in misunderstandings. They seek to establish a privileged status for themselves or their families, and then they feel compelled to defend that status.

What is pride? It is pride when we believe that the fixed stars were only made to twinkle for us; it is pride when a businessman refuses to accept something new unless he himself discovered it; it is pride when a politician, exalted by the votes of the people, loses touch in his new grandeur with those who elevated him. The arrogant man invites misunderstanding, and at the same time he makes himself ridiculous by affecting to be what he is not.

To avoid misunderstanding arising from this cause it is necessary to be courteous, gentle, magnanimous and polished, while allowing to everyone else the honor due to his attainments.

Avoiding misunderstanding

The great wisdom in avoiding misunderstandings consists in this: use your grey matter to focus on the clarifying process. Define problems, solutions and the words used. Some of the greatest disputes would cease in a moment if one of the parties would put into a few clear words what he understands the argument to be about.

Every difficult situation we

have to deal with is mixed, not clear. It is mixed in the causes that brought it about, and it is mixed in the emotions it stirs within us. We should recognize, then, that two or even three apparently contradictory viewpoints may be true, or partially true.

The next thing to do is debate the points in shared, side-by-side inquiry. No one has a right to call himself civilized who cannot listen to both sides of an argument. A debate is where you tell your thoughts, your opinions, and your judgments, admitting other people to your mind, and exploring their minds. It is not a place for double-talk to make a point, but for sincere speaking sparked by straight thinking.

It is useful when each side in a controversy comes to see that the other has only the normal share of human wickedness. If only each side would preface its judgments with such a phrase as "it seems to me" many misunderstandings and conflicts would be avoided.

He who seeks to avoid misunderstanding will concede as much as possible without putting his principles in danger. He will give as a matter of course what the knights expected in tournaments: a fair field, and equal partition of sun and wind, and whatever else appertains to a fair combat. ♦

(Reprinted from "The Royal Bank of Canada Monthly Letter")

*Through the use of an agenda book,
this club has no difficulty in determining . . .*

Who's Next?

By STANLEY B. HENCH

THE TABLE TOPICS chairman has completed his assignment. "Uh, I would now like to return the meeting to the president —." The president shakes his head and pulls the chairman to the side of the lectern for a short whispered conversation. The chairman straightens up and says, "I beg your pardon. I would now like the table topics evaluator to give his evaluations. Our evaluator for tonight is — is, — er, — uh, Mister —." He starts shuffling through the papers on the lectern and is finally given the name of the next speaker by the exasperated president.

How many times has this happened in your club?

There's a good chance that this routine *can* happen during your meeting, especially the first time a member takes on an assignment. Nothing is more disastrous to the proper conduct of

a meeting than having a chairman who is unable to keep things running smoothly during his portion of the program; nothing could create a worse impression on guests visiting your club.

To avoid such pitfalls, our club's educational vice president, Dave George, established an "Agenda Book" which could very well be used by every club in Toastmasters International. Its use at the lectern in our club, Town and Country 62-F of Azusa, California, has worked wonders for the conduct of our meetings. We think it would be a worthwhile investment in time and effort for any other club plagued with such problems.

The illustrations show several sample pages as we use them for our meetings. The format can be varied to suit your particular programing, but be sure that you have every possible contin-

PRESIDENT _____

CALL TO ORDER — 6:30 PM. _____

INVOCATION _____

PLEDGE TO FLAG _____

INTRODUCE THE GUESTS _____

"AH-METER" _____

OFFICERS' REPORTS.

1. SECRETARY _____

2. TREASURER _____

3. ADMINISTRATIVE V.P. _____

4. EDUCATIONAL V.P. _____

OLD & NEW BUSINESS _____

EDUCATIONAL PROGRAM _____

INTRO. TABLE TOPICS _____

CHAIRMAN _____

TABLE TOPICS _____

INTRODUCE THEME
ASK FOR TIMER EXPLANATION

TIMER IS _____

PRESENT TABLE TOPICS
ASK FOR TIMER'S REPORT
MEMBERS & GUESTS VOTE

T.T. EVALUATOR _____

(EACH SPEAKER IS EVALUATED BRIEFLY AND
CONSTRUCTIVELY, TIME LIMIT-20 SECONDS EACH)

CLOSING COMMENTS
INTRODUCE PRESIDENT

INTERMISSION (10 MINUTES)

SPEAKERS.....

1. _____ EVAL. _____

2. _____ " _____

3. _____ " _____

4. _____ " _____

5. _____ " _____

TIMER'S REPORT _____

CAST BALLOTS

1. BEST SPEAKER _____

2. MOST IMPROVED SPEAKER _____

INTRO. CHIEF EVALUATOR _____

CHIEF EVALUATOR.

EXPLAIN PURPOSE OF THE
EVALUATION SESSION

CALL FOR EVALUATIONS

VOTE FOR BEST EVALUATOR

REPORTS

1. AH-METER _____

2. GRAMMARIAN _____

3. TABULATOR _____

CHIEF EVALUATOR'S FINAL

REMARKS & OVERALL

MEETING EVALUATION

INTRO. TOASTMASTER _____

gency covered in the final form.

One of your members with a steady hand for printing should be recruited, but if you have access to some type of lettering guide set, the results will be that much neater and more legible. The agenda book is prepared on standard 8½ x 11 inch loose-leaf paper, encased in clear acetate envelopes and kept together in a standard three-ring binder. The names of the program participants are filled in by writing directly on the acetate with a grease pencil. This should be done by the program chairman, before the meeting starts. Changes from meeting to meeting merely involve a quick wipe with a damp rag, making the book reusable indefinitely.

A further aid in the use of the

agenda book would be to have the duties of each chairman printed in separate, distinctive colors, forming an easy-to-see key for each person to follow. Try to keep each set of instructions for individual chairmen on a single page, and instruct each chairman to turn to the next page of the book when his particular assignment has been completed and the next chairman introduced. This allows the next person to find the procedures and important names quickly and without delay.

Ample space should be left on all pages to fill in the names of men assigned to regular functions during the meeting, such as timer, ah-master, and for names of speakers, evaluators, guests and their sponsors. If your

meetings run on a tight schedule, you can also add specific times that certain portions of the meeting should occur, and thus ensure prompt adjournment.

Club 62-F has used the agenda book for some time now, and the improvement in our meetings is easy to see. Members take a much more active interest in the program and they are assured of getting the education in the art

of chairmanship they sought when joining the club. And we have found there is a bonus quality to evenly-paced meetings. Practically every guest who has visited us has joined our club — largely on the impression made through the use of the agenda book.

We have proved that it works. Why not try it in *your* club? ♦

Stanley B. Hench is a technical writer at Aerojet-General Corporation, Azusa, Calif., where he is responsible for preparation and publication of various progress reports and contract proposals. He is past president of Azusa's Town and Country Club 62-F.



*Have you made any points lately?
You can, with . . .*

The Club Achievement Program

By VAN H. TANNER

THE PRESENTATION of the revised Club Achievement Manual at the St. Louis International convention of 1963, spotlighted anew this important facet of club operation. More and more clubs are finding the manual a guideline to progress and growth. Yet strangely enough, one still hears, "Our club doesn't believe in competition," or "Our club doesn't go for the Achievement Program." Such answers reflect little credit to their makers. They also denote complete lack of understanding of what the program is. The Achievement Program is competitive only in the sense that a club and its officers should seek to improve their performance. When a club "doesn't go for the Achievement Program," it usually doesn't go.

The Achievement Program provides a yardstick for both officer and club. Even the progress of the individual member is brought into clearer focus as he lists his participation in the activities spelled out in the man-

ual. People go places when they have an objective. Pleasure and pride in *arriving* can be enjoyed only when there is a goal. Clubs which seemingly function more by accident than by design never achieve this pleasure and pride. If they are going at all, they are moving only on one cylinder.

The Club Achievement Manual spells out, simply and directly, the various facets of club operation which make for a successful, progressive organization. It eliminates any confusion that may exist in the mind of an inexperienced club officer, telling him exactly *how* and *when* to report such things as club membership, when to remit reports and dues to World Headquarters. It presents such activities as inter-club visits, social events, Speechcraft, educational features with simple directions—in short, how to be a successful club without pain.

The manual is also a convenient repository for the records a well operated club would nor-

mally keep. As every member knows, operating a club without records is like crossing the Pacific without a compass. Locating the logical place to file such records or memorabilia is easy in the new manual. Every club maintains records of some type or other. But why keep haphazard or fragmentary records? TMI Forms 1502, 1503 and 1504 are easily used and provide guides for well run clubs. Together with a blank page, they can provide sufficient documentation for every point in the manual. They even have three holes already punched in them, thus fitting easily into the official three-ring Toastmasters binder available from World Headquarters, or any other standard three-ring binder. Advance assignments, committees, officers, quarterly programming, membership attendance, minutes of meetings and committee records are easily maintained. Why develop ulcers over an old Mimeograph machine when standard printed forms can take the ache out of a club records headache?

Many valuable educational aids are available from World Headquarters. They are all listed in the Supply Catalog. Many of them are free upon application. Yet few clubs make use of them.



Why? I submit that it is because many club officers do not know how to fit these ideas and programs into their club activities. As a result, club activities are minimal and uninspired. But club officers all want a better club and members are interested in greater benefits from Toastmasters training. Why not measure your club's performance against the suggestions in the manual? This is not competition so much as opportunity.

For evaluation and balance, point counts are assigned to each activity. And what do points have to do with the Achievement Program? As such, and in themselves, nothing. The various activities are given points to indicate the importance of certain items of achievement to a club, area, district or International. But a point gained is really an indication of experience enjoyed and benefits derived.

"Have you made any points lately?" is a friendly greeting. When applied to your club's participation in the Club Achievement Program, it means that you are really on your way toward the goal of self improvement. ♦

Col. Van H. Tanner, USAF, is a member of Hamilton Defenders Club 3579, Hamilton Field, Calif., and senior lieutenant governor of District 57.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Appreciation

Thanks to the many Toastmasters who have taken the trouble to send me birthday greetings and good wishes. There are so many of these that it would be an almost impossible task to respond to them personally, so I ask all of you to accept these words of appreciation for your thoughtfulness. There is great encouragement in this assurance of the friendship of so many men, most of whom I have not had the pleasure of meeting in person. Your expressions of confidence stimulate me to renewed efforts to serve you.

Just to keep the record straight, let me say that according to my birth certificate, I was born on February 22, 1878. I mention this only because a number of my friends seem to be mixed up on the date.

New Officers

Many men will be stepping into office in their clubs this month. It is to be hoped that every one of them will realize the opportunity placed before him in this new responsibility, and that none of them will fail to make use of his privilege to serve.

For the club officer, the opportunity is twofold. First, he assumes responsibility for the progress and welfare of his club. Whatever his position may be, it carries obligations on matters essential to the successful operation of the organization. Whether the officer is president or secretary or sergeant at arms or vice president, his duties are clearly specified in the bylaws and in the various guides on club operation, and it is his business to know and understand these duties.

Second, he steps into a phase of leadership which can be of great value in his own personal development. Being an officer may involve extra service in the performance of his tasks, but it opens the way to new growth and development in his own life. There are rewards for him, if he will claim them. He will grow through the experiences he encounters in the work which his office involves.

Beyond Basic Training

There seems to be considerable confusion among our members about the recent developments in our advanced training

plans. We have tried to make it clear, but let's try once more.

First, let it be clearly understood that the time-honored Beyond Basic Training is not obsolete nor cast away. Men who have been working on it, in the earlier form, are advised to carry on as before, sending in their reports as they progress, and completing the studies in due time, so as to receive the Certificate of Achievement.

Second, let those who start on the new edition realize that the material is substantially the same as is provided in the previous editions, and let them go ahead as directed in the text. The division into two sections, under different names, has been made for the convenience of the men studying them, some of whom were repelled by the big book of 20 projects all under one cover.

The purpose of it all is to provide a clearly marked series of studies, starting with Basic Training, and then carrying on through The Advanced Speaker and Leadership Through Speech. This gives the member a challenge to persist in his training, and helps him realize that Toastmasters training is not just a matter of making a dozen speeches in the Basic Training Manual. It should promote persistence and long-term membership, with proportionately better results.

I advise every Toastmaster to take full advantage of all these provisions for his growth. Learn the fundamentals in your use of Basic Training, and then go on to higher levels in the second and third sections. By the time you have done all this, you should be a really good speaker, an "Able Toastmaster."

It Takes More Than A Speech

One of the fairest and most frequent criticisms of Toastmasters clubs is that the speeches do not get anywhere. This is probably true of the speeches of the beginner, who is completely engaged in trying to maintain his confidence, keep his hands out of his pockets and remember what he meant to talk about, but the experienced speaker, reasonably well schooled in the technique of talking, has no right to waste his own time and that of his audience with a mere "speech."

Every speech should be directed to the accomplishment of some definite purpose. A speech may instruct, persuade, convince, inspire, or entertain, but the speaker should know, before he says "Mr. Toastmaster," just what it is he hopes to accomplish.

Merely to make a speech is not enough. The speech must mean something — lead to something — stir up someone to know or do or attempt something. ♦

Today's Listeners

By GAIL STOUT

PUBLIC SPEAKERS have been misled by the often-repeated statement that the average audience has a 12-year-old mind. This is a false doctrine. Today's average citizen has a better education than ever before and therefore is more sophisticated. For sophistication is merely a compound of native intelligence, education, observation and experience.

This is not to say that Barnum's famous dictum — "There's a sucker born every minute" — no longer has any application. We still have many suckers as Barnum defined the term. We are not yet a nation composed wholly of sophisticates. The important point for us as public speakers, is that public sophistication is today not merely marching ahead, it is leaping ahead. It is leaping ahead both qualitatively and quantitatively. It is in a stage of explosive growth.

Even if the speaker is cognizant of this change in our so-

ciety, he will be hard pressed to match the public's growing sophistication with informative and logical speeches. Where this awareness does not exist, speakers will fall farther and farther behind the audience receptivity. The result is audience indifference and discontent.

Magazine editors are doing a vastly better job of reflecting changing social mores than are some of the other communications media. Magazine editors know that their readers are more sophisticated than they were even ten years ago. Do not miss the significance of the editorial changes in "Life" magazine. The magazine has won a tremendous reception for its magnificent presentations of art and for its serious discussions of vital subjects, both strong departures from its original editorial policy. Some of its recent features would have been considered highbrow a few years ago even by such literary pub-



lications as "Harper's and "The Atlantic Monthly."

For generations, great segments of our population lagged behind in accepting the better living offered by technological advances. Today the majority of people accept these advances as fast as they come from the laboratory. Tomorrow the willingness of the educated consumer to accept the bounties of science may outrace the technological ability to produce them.

When convenience foods were first introduced, psychological experts predicted that they would meet with great housewife resistance. Why? Because, they said, the housewife who did not mix her own cake or brew her own coffee would develop a guilt complex. Obviously the complex did not last long, as the growth of these convenience foods from 1950 to 1964 has been fantastic.

In drugs and health aids, we have many examples of products which actually could not find a market in the first two or three decades of this century, but which are now mass marketed. Tranquilizer pills achieved a gigantic sales volume in one-tenth the time required to de-

velop a similar market for aspirin. In proprietary medicines it has been said for generations that people buy cures, not preventatives. At one time this may have been true, but look at the droves of people who flock to polio vaccine clinics.

In years gone by it was traditional for the public to resist new ideas, methods and products. Today most people want the latest thing. The sophisticated consumer is ready to buy new products, new styles, new concepts and new ideas.

These, then, are today's listeners. As public speakers, what is our responsibility in this new era of sophisticated awareness, of eagerness to accept and understand the advances of science and technology? Obviously, we must promulgate new ideas for our highly educated, willing, demanding and discerning audiences. We must interest our listeners more by innovation than by imitation.

The quality of the speech and of the speaker must be continually upgraded to keep abreast of our changing society. Our listeners demand that we have something worth while to say and that we say it well. ♦

Gail Stout is past president of Arvada (Colo.) Club 2002-26, and has been both assistant and area governor and district director of public relations. He is a food broker sales representative who achieved national recognition in 1962 by winning the \$10,000 Kaiser Cookout Contest.





Do You Know How To Vote?

By CHARLES C. VANCE

SOMETIMES I'VE WONDERED just how much any of us know, really *know*, of the responsibilities we have of voting well and wisely for the best speaker of the evening.

I've looked through all the TMI material I have, and in the course of three and a half years I've acquired quite a bit, but there's little which would give me anything firm and definite to relay to any Toastmaster on *how* he should vote for the best club speaker.

There is rarely a Toastmaster who doesn't work hard at preparing the speech he has to give. There are very few times when any of our club speakers completely lose my attention when they're at the lectern. And I know, when they've worked hard, when they've practiced well, when they've done the very best they could, it's heartbreak-

ing to have someone else walk off with the cup.

I don't mean to take any glory away from those who do win cups. I am only questioning how realistic Toastmasters are when we do our voting. I wonder if we are really being Toastmasters when we vote.

Let me remind you of the guide to proper voting. It is simply—the Toastmaster's Basic Training Manual. When a man gives his Number Two talk he is supposed to "be in earnest." He has to achieve a definite purpose, to speak with earnestness and conviction.

When a man gives his Number Four speech, he has to use his hands to help him put his talk across. In his Number Six speech he has to show you he has made some improvement in building a speech. Did he accomplish that?

Number Seven is reading the

speech. Number Eight is illustrating his talk with stories or other devices to capture your attention. Number Nine charges him with using words which strike an emotional response. Number Ten is when he presents himself before you as if he were talking before the Kiwanis Club of Waxahachie, Texas, on a subject dear to their hearts. Number 11 is to convince you that by this time he has learned how to construct a speech using Monroe's celebrated "motivated sequence of attention: need, satisfaction, visualization and action."

And Number 12, the final one in the Basic Training Manual, is called "Carrying On," and it has to relate with what the speaker has learned in Toastmasters.

I've ticked off some of the main points; are you beginning to get the idea? It is simply this: *when a speaker rises he has a definite assignment from the manual. When you vote for him you must vote on how well he achieved that goal.*

If I am to blame anyone, I would blame the various toastmasters of the evening who fail to set the scene fully for each speaker so that each member, as a voter, will know exactly what he is voting for. After all, we are a Toastmasters club, and we are not conducting a popularity contest. As Toastmasters, we are charged with helping each other

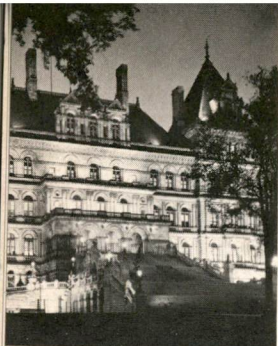
develop into constantly improved speakers. The cup for the best speaker is, to my mind, a vital part of this scheme of things. We should learn to regard it with a sense of pride and honor; it is not something to be bestowed lightly or whimsically.

When you vote for best speaker of the evening at your next club meeting, try to be objective. Vote for the man you feel is really trying the hardest to achieve his objective, and who came the closest to doing so. Don't let a big, booming voice that doesn't say anything move you to vote for the man who owns it. Don't vote against someone just because you don't like him, or don't agree with the ideas he brought out in his talk. *Keep the popularity contest out of it.*

When you vote, you are playing one of the key roles in Toastmasters. You can't afford to regard it lightly. Use your vote intelligently, and you will be doing your part to help your club produce better speakers all the way down the line.

After all, what else are we in Toastmasters for? ♦

Charles C. Vance is director of public relations for Buchen Company of Chicago, Ill., and a former desk man and reporter for the Illinois State Register in Springfield, Ill. He is a member and past president of Park Forest (Ill.) Toastmasters Club 1717-30.



ALBANY, NEW YORK

Toastmaster Town of the Month

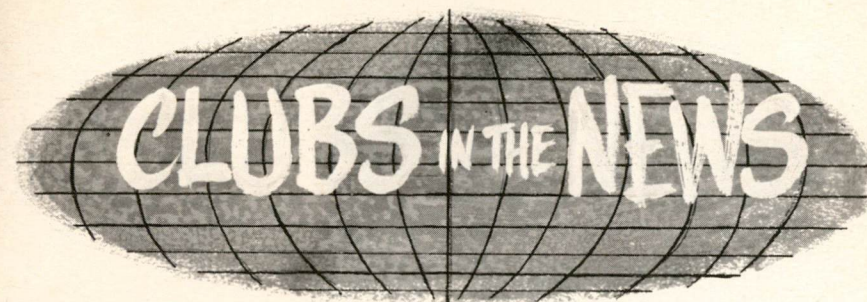
ALBANY, CAPITAL CITY OF THE EMPIRE STATE of New York, was founded by Dutch traders in 1624 and received its name, after the Duke of Albany, when the British captured it in 1664. Commanding the rich Hudson River Valley, the settlement was a springboard for forays along the Mohawk and Champlain valleys during the French and Indian Wars and later during the American Revolution.

The New York State Capital building, seat of state government for almost 17 million people, is a majestic granite structure standing on three acres of park and connected to the new 36-story State Office Building by subterranean passageway. Started in 1867 and completed 32 years later, the capitol is a showpiece of 19th century architecture. Its outer walls are 16 feet thick at the base and the building is a profusion of intricate carvings of coats of arms, men and women, animals and birds.

Albany is strategically located in today's industrial northeast. Ocean-going ships travel the Hudson River to load and unload at Albany's port. The city has long been an important rail center, augmented by a modern interstate highway system which has its junction here. The Barge Canal and the Champlain Canal carry goods to the west and north. The area is serviced by a newly rebuilt and up to date airport.

The 340 year old city is now starting a huge rebuilding program which promises daring architecture of breath-taking beauty destined to make Albany the most beautiful capital city in the nation. Plans have been unveiled for a 92-acre "South Mall Project" of new state buildings and civic center at a cost of 225 million dollars. A 130 million dollar arterial system is already under construction, as is a new state university.

Albany has had a continuously active Toastmasters club since September, 1952, when Club 1072-34 received its charter. Albany Toastmasters join clubs in the neighboring cities of Troy, Schenectady and Glens Falls to bring the Toastmasters message of "better thinking, listening, speaking" to the people of the capital district. ♦



International Scope

Chapel Hill (N.C.) Toastmasters are proud of the international flavor of their club. Founding member and first president is Magdi El-Kammash, Egyptian-born, who has been the spark plug which has kept the club moving progressively during its lifetime.

Recently the club added to its membership Abdo B. Bardawil of Lebanon, a graduate student at the University of North Carolina. Says Bardawil: "Toastmasters has furnished me with contact with the real American community. In this organization I have met Americans, as well as others, of different occupations, creeds and interests, all fused in constructive fellowship built on mutual understanding and respect."

Chapel Hill Club 2294-37
Chapel Hill, N.C.

• • •

District-wide Membership Drive

Challenging the clubs of District 47 (Florida) to participate in a membership recruiting program, District Governor Warren E. Price designated February as Membership Month. As a plan for action, he suggested that each club plan at least two meetings at which "Guest Nights" are featured; letters of invitation should be sent to

as many prospective members as the active membership can produce, followed by a personal invitation from at least one member. Guests should be featured at the meetings and Toastmasters literature distributed. Invitations to join the club should be extended and follow-up letters sent to insure the guests' continuing interest.

All district and area officers stand ready to assist the clubs in the membership drive, Price announces.

District 47
Florida

• • •

Tribute to Ladies

Rhode Island Credit Union Club 854 of Cranston, R.I., recently held its first Ladies Night. The entire program, invocation, speeches, table topics, jokes and even the printed program, was devoted to a "tribute to the ladies." The result was a novel, sparkling and highly successful meeting. According to Forrest O. Rathbun, immediate past governor of District 31, club members and their wives are already clamoring for a repeat program.

Rhode Island Credit Union
Club 854-31
Cranston, R.I.



TMI President Alex P. Smekta (left) presents U.S. Senator Hubert H. Humphrey with Toastmasters "Presidential Citation" for his outstanding contributions to the organization in its program of better listening, thinking, speaking. Pres. Smekta, who is mayor of Rochester, Minn., was in Washington, D.C. to attend a meeting of the executive committee of the U. S. Conference of Mayors.



Celebrating Art Frutkin's 10th anniversary as club member, Towne Club 443-10 held "Art Frutkin Night." Frutkin, (left) receives plaque from Club Pres. Fred Meeks. Program speakers recounted highlights of Frutkin's career.



San Pedro Club 111-51 celebrates its 25th year of active operation with a mammoth birthday cake. Cutting ceremonial first slice is Wilder Hartley, (right), first president of the club. Looking on approvingly are Club President Eugene Mahoney, (left), and Club Historian Ed Anacker.



Triple winner at recent meeting of Chandelle Club 2812-54, Chanute AFB, Ill., was T/Sgt Joseph A. Maas. TM Maas won the Toastmaster of the Month award for receiving most points in club projects and for his skillful handling of master of ceremonies at Base Children's Christmas party, also walked off with plaques as best topic speaker and best evaluator.



San Antonio, Texas, Downtown Club 2853-56 honors District Lt. Governor Martin Malloy for his services to club and to Toastmasters. Club Pres. Larry Travis (left) presents Malloy with "Objects of Toastmasters."



Visalia (Calif.) Club 886-27 credits much of the success of its recent membership drive to the publicity engendered by the attractive float, manned by club members, which club entered in a civic parade.



Int. Pres. Alex P. Smekta presents Maj. Gen. Earl C. Hedlund, commander of Warner Robins Air Materiel Area, with a copy of "The Story of Toastmasters." Pres. Smekta was on official visit to the nine clubs at Robins AFB, Ga.

Murder, They Said

An interesting departure from the regular format for meetings was made recently by Westfield (N.J.) Club 3187-46. The club held a mock trial for murder.

The program was conceived by Educational Vice President Clyde McBride and carefully planned by his committee, with the professional assistance of Club Secretary Glenn Bauer, the group's only practicing attorney. Bauer also acted as presiding judge at the trial.

Table topics were also part of the trial, as each participant was handed a slip of paper stating the character he was to assume, and whether he was to be hostile or friendly. The four attorneys had prepared their individual presentations, but were forced to speak extemporaneously during the sharp cross examinations. Minor roles were played by the members who were witnesses in the affair.

Incidentally, the defendant was found guilty.

Westfield Club 3187-46
Westfield, N.J.

• • •

Speechcraft Dividends

Valley Club 3354-3, Scottsdale, Ariz., fulfilled their acceptance of Founder Ralph C. Smedley's challenge to add five new members to the club at a gala meeting combining the completion of a Speechcraft course, ladies night, installation of officers and a joint meeting with Public Service Club 2236.

The club's Speechcraft course started with an enrollment of 15 members, and ended with eight graduates. Of the eight, seven have become members of Club 3354 and the eighth joined another club in the area.

Special guests at the event were International Director Dr. Ivan "Tiny" Shields, District 3 Governor Sid Friar (now past governor) and Area 9 Governor Ken McCollum.

Since November, 1962, Valley Club has grown from six members to 21 — proof, says Administrative Vice President Hugh Terrell, that Speechcraft pays dividends.

Valley Club 3354-3
Scottsdale, Ariz.

• • •

ANNUAL EUROPEAN-WIDE SPEECH CONTEST WILL BE HELD AT FRANKFORT, GERMANY, MAY 30, 1964. HOST WILL BE RHEIN MAIN TOASTMASTERS CLUB 2617-U.

FOR INFORMATION, WRITE:

LT. L. B. KRUMANOCKER
NORTHERN AREA COMMAND, ENGR. DIV.
APO 757, NEW YORK, N.Y.
(U.S. FORCES)

GAVEL CLUB NEWS



By MARY STANFORD

Coordinator of Gavel Clubs

When TMI Vice President for Organization John B. Miller learned of a struggling speech club composed of students at Pikeville College, Kentucky, he was immediately interested. Pikeville is a small coeducational college of approximately 500 students, founded in 1889. The club, Miller found, was started by a former Toastmaster and was endeavoring to put into practice Toastmasters principles. Since most of the students operate on a very small financial budget and are helped by the college workshop program, Miller offered to donate the \$35 charter fee, and the result is an enthusiastic and flourishing Gavel Club, **Pikeville College Gavel Club 162**, the first to be formed in the Blue Grass State. The club meets at 5:30 each Tuesday; Robert Smith is president and Linda Olmstead secretary. Sponsor is Max Miller of the college faculty.

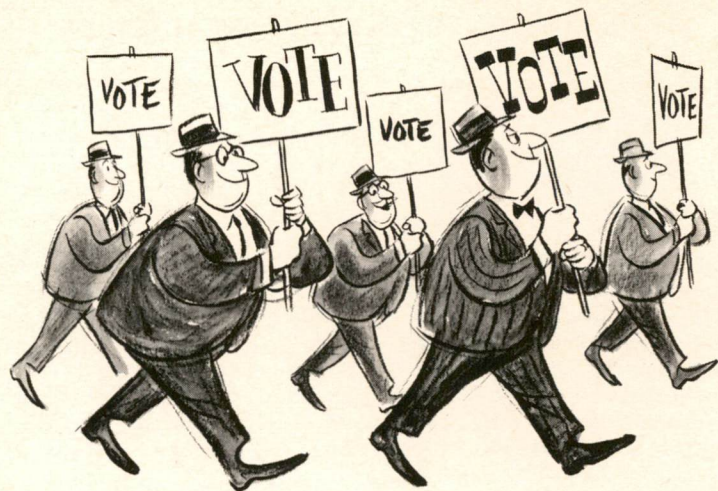
The newly-formed **Internal Revenue Service Gavel Club 151**, Washington, D.C., received its charter at a dinner meeting attended by 38 members and guests. Special guest speaker was L. Kenneth Wright, member of the Board of Directors of Toastmasters International. Mr. Wright also presented the charter to the club.

Other honored guests were Robert Ganger and Jack Fisher, president and past president of the Internal Revenue Recreation Association (which sponsors the club) with their wives, and

Mrs. Leola Hessom and Miss Elizabeth Goerner, president and administrative vice president of Justice Gavel Club 21. A modified version of a regular program was presented with all members participating acquitting themselves excellently, according to Mrs. Helen M. Shillato, club president.

A group of Richmond, Va., teenagers—both girls and boys—has just received a charter as **Old Dominion Gavel Club 155**. The club has developed the pattern of meeting once a month with Old Dominion Toastmasters Club 1397-66. Members of both clubs share in the program and the spirit of competition is extremely exhilarating. "The experience is helpful and is anticipated by both clubs," says Wallace Bless, member of Old Dominion TM's, and counsellor of Old Dominion GC.

John Howard Pavilion Gavel Club 89, a group founded within St. Elizabeth's Hospital, Washington, D.C., reports that in the course of two years, 12 members have completed Basic Training and have started on the Advanced Speaking programs—a remarkable record, especially when club membership is fluid because of transfers and discharges. The club has only one formal meeting a month, but four training sessions each month are held for members engaged in Basic Training.



We built up our club membership with a rousing . . .

ELECTION CAMPAIGN

By O. E. DUNAWAY

IT WAS 6:45 ON a Thursday morning and I was filled with keen anticipation as I entered the room where the Ishi Toastmasters were meeting. Other members, I realized, were feeling something of the same excitement; things were about to happen. The previous week, the political party known as "Ishi Survivors," had surprised us with a room full of campaign slogans for the coming election of our club officers. This week

our party, the "Brave Red Men," had planned a massive retaliation. We were all sporting large lapel badges in the form of red Indian heads, and we had placed our campaign banners all around the room. It was going to be fun.

Maybe I'd better go back a few weeks and explain. The Ishi Toastmasters Club of Chico, California, Club 3316-39, was at that time less than nine months old. The club took its name from the last survivor of an

"Indian tribe of the region who, discovered in the hills around 1911, made the transition from stone age to the 20th century in a few hours and lived the rest of his life as a ward of the University of California. (Ishi was the subject of a best-selling book published in 1962.)

Our Ishi Toastmasters were having rather a bad time in our own struggle for survival. We were a morning club, and finding members eager to attend a 6:45 a.m. meeting seemed well-nigh impossible. So, what with poor attendance and waning interest, organizational functions were being neglected, programs were apathetic and the club was getting to be in pretty bad shape.

We decided to do something about it, and got the idea of putting on a good old rousing political campaign for election of club officers. We divided the club into two equal groups, one known as the Ishi Survivors and the other labeled the Brave Red Men. Each group selected a complete slate of officers. The campaign was to run for six weeks.

Next we organized a membership drive to run concurrently with the campaign. We decided to use the good old point system: one point for attendance, three points for bringing a guest, and ten points for getting a new member.

We then selected a theme for the whole campaign: "Building Better Toastmasters Through Better Education." All programmed speeches for the duration of the campaign were election speeches, with the candidates giving their ideas on the duties of the various offices and making their pitch for election. We learned a great deal about Toastmasters and about club operation in the process. Table topics frequently became rebuttals of the previous week's speeches, with criticisms of the opposing party's platform, promises or performance. All this was done with good sportsmanship and, it goes without saying, an eye to the improvement of each individual's ability to stand on his feet and speak well.

As more and more men spoke on the responsibilities of each club officer and of club operation as a whole, the interests of different men in varied phases of Toastmasters became easy to recognize. This led to the formation of functioning committees composed of active, interested members. Real club dedication was born and interest and enthusiasm grew stronger each week.

As the spirit of competition developed, members started bringing more and more guests. The guests quickly responded to the prevailing spirit. Many of them were amazed that here was a club which didn't have to ask

or beg someone to take an office, but actually had strong competition for each place! About 40 guests attended our campaign meetings; 12 joined the club immediately and a number of others joined later. A few became members of the Chico evening club. Toastmasters won many new converts, and our city and its surrounding communities certainly became aware of our organization.

When the election was held, it was found that the team which had scored the most points had won all the offices except that of club president. The three members who racked up the largest number of individual points were given awards in the form of Toastmasters jewelry, which they proudly wear.

As a direct result of this election-campaign-plus-membership-

drive, Ishi Toastmasters became the largest club in District 39. And we had become financially solvent; our club was operating in the black for the first time. Members progressed in their Toastmasters training until we were able to provide outstanding participants in every speech contest and to contribute an efficient group of area and district officers.

Ishi Toastmasters is still a very active club. We have good membership and over average attendance. And we still meet at 6:45 in the morning.

We strongly recommend our election-campaign-plus-membership-drive to all clubs who find themselves not at full strength when time comes to elect new officers. It is both educational and invigorating and will attract prime membership prospects in your area. ♦

Dr. O. E. Dunaway, past president of Ishi Club 3316-39, is a chiropractor at Chico, California. He practiced in Pomona and in Santa Ana, Calif., before moving to Northern California for the two-year ranching experience which preceded his Chico practice.



No man has come to true greatness who has not felt in some degree that his life belongs to his race, and that what God gives him he gives him for mankind.

—Phillips Brooks

Practice Makes Perfect

By KARL E. REED

PRACTICE MAKES PERFECT. We've all heard this time-worn cliché many, many times. But how many of us appreciate its true value and importance? Like a hidden treasure, it must be brought forth and examined before its full worth is clearly understood.

The phrase expresses a basic truth significant to all who desire to increase their skill in any activity. It is especially appropriate to Toastmasters, who are engaged in developing proficiency in the art of public speaking.

A Toastmasters club is the rock from which public speakers are hewn. Practice is the way the unfinished material is brought to a state of perfection. It is the keynote of Toastmasters training. Toastmasters exists to provide regular training and practice for its members in the art of public speaking.

The importance of practice in developing and maintaining ability was well known by the famous pianist Paderewski. He once remarked, "If I miss prac-

ticating for one day, I know it. If I miss two days, my manager knows it. If I miss a week, my audience knows it." Toastmasters, if they understood the value of constant practice as Paderewski did, would appreciate the soundness of the Toastmasters system and the need for regular attendance at weekly meetings of the club.

Such Toastmasters eagerly take advantage of the many speaking opportunities presented when they are assigned as a speaker, a topicmaster, toastmaster of the meeting, master evaluator, or any other position on the program. They get practice in speaking through intelligent participation in the table topic session. They acquire much speaking experience while serving as a club, area or district officer, as a member of a committee, or by taking part in an inter-club exchange, area or district function, or similar activities.

Marcus Aurelius, Roman emperor and philosopher, wrote in his "Meditations": "Practice thy-

self even in the things which thou despairst of accomplishing. For even the left hand, which is ineffectual for all other things for want of practice, holds the bridle more vigorously than the right hand; for it has been practised in this." Likewise, no matter how insurmountable an obstacle public speaking may appear to be, it can be mastered with persistent practice. It has been said the strength of the effort is the measure of the result. Therefore, the essential action needed to obtain skill in speaking is practice, practice and more practice. As Aristotle observed, "You learn to play the flute by playing the flute."

No two persons are exactly alike, or have the same native ability. Some individuals find speaking more difficult than do others. They must apply more to gain equal results. The salutary thing is, however, that such people are usually more persistent, try harder—and frequently become more successful than their more talented associates.

• In contrast to the great musician or the distinguished individual in any phase of life, the ordinary person devotes little time to preparation and practice. The ability of the artist is admired by all, but few appreciate the hours of effort expended on perfecting the art. Practice is the golden key that will unlock the treasure chest of accomplish-

ment. It may be compared to the philosopher's stone which alchemists sought to transform base metal into gold. Practice will transform hard work into the precious gold of successful public speaking.

Time is the element needed to season and ripen the fruits of practice. The ancient philosopher Epictetus pointed this out when he said: "No great thing is created suddenly, any more than a bunch of grapes or a fig. If you tell me you want a fig, I answer you that there must be time. Let it first blossom, then bear fruit, then ripen." A beginning speaker will not obtain great proficiency overnight. Unless he has an unusually large reservoir of natural talent, it will take time for his practice efforts to blossom, bear fruit, and ripen into praiseworthy ability.

Athletes develop and train their powers by continual practice. A golf professional spends hours at the practice tee in preparation for future tournaments. A football player is conditioned through various practice scrimmages in preparation for scheduled games. Such athletes know they must practice faithfully if they are to master circumstances that will arise during competition. Similarly, Toastmasters should use the practice opportunities in their club to condition themselves for situations that will be encountered in their

speaking career. As athletes do, they should simulate actual conditions as closely as possible and practice exactly as they wish to perform.

Habits are formed by practice and repetition. When an act such as speaking in public is performed over and over again, the activity becomes a part of one, a second nature. It is very important to practice correctly to develop good habits. A Toastmasters club serves as the testing area for all types of speaking efforts. The speech evaluation provided by the members serves as coaching to show where improvement is needed, and to make certain good practice patterns are followed.

A natural tendency exists for the new Toastmaster to become

discouraged. Perhaps he expects too much too soon. Or it may appear to him that it requires superhuman effort to prepare and carry out the various club assignments. Toastmasters should remember that an avocation is necessary for a balanced life, and without this exertion, life could become extremely dull. The fervent desire to become an accomplished speaker may be doing much for a Toastmaster by providing him with a worthwhile objective, and an interesting, creative hobby.

Benjamin Franklin once said, "A used key is always bright." This astute observation can be applied to public speaking, where we must keep our ability sparkling and bright by constant practice and use. ♦



Karl E. Reed, a member of St. Clair Club 496-8 of Belleville, Ill., is a supervisory cartographer at the Aeronautical Chart and Information Center, St. Louis, Mo. He is a member of the American Association for the Advancement of Science, The American Society of Photogrammetry, The Public Personnel Association and The American Society of Public Administration.

True eloquence does not consist in speech. It cannot be brought from far. Labor and learning may toil for it in vain. Words and phrases may be marshalled in every way, but they cannot compass it. It must consist in the man, in the subject, and in the occasion.

—Daniel Webster

TOASTscripts



In the December issue of *The Toastmaster* magazine, we reported that Jim Brennan, a blind member of Westchester Club 863-46 of Hartsdale, N.Y., had been commissioned a Kentucky Colonel by Governor Earl Combs of the Blue Grass State.

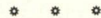
Dennis Johnson, secretary of Christopher Club 958-6, Minneapolis, Minn., recently wrote World Headquarters to report that his club also has a member named Jim Brennan. He was recently commissioned an admiral in the Great Navy of the State of Nebraska. And to make the coincidence even more unusual, the Jim Brennan in the Christopher Club is also blind!



As the result of the railroad crossing death of Homer Scarborough, administrative vice president of Evansville, (Ind.) Club 337-11, Toastmasters from six different clubs in Evansville have organized a committee to investigate safety at various railroad crossings throughout Vanderburgh County. The commit-

tee has received the cooperation of all city and county officials and civic groups. The PTA, with over 500 helpers, is assisting in making manual count surveys at each of the listed 87 city and county rail crossings. Five railroads are cooperating and have requested the committee's report and recommendations. Newspapers, radio and television are giving the program excellent coverage.

Toastmasters International commends the Evansville Toastmasters for providing the leadership for a life-saving campaign which will be of benefit to all the citizens of Vanderburgh County, Indiana.



One way to measure the health of a Toastmasters club is by the number of past officers who remain active in it. Marvin J. McAllister, educational vice president of Ogden (Utah) Club 140-15, reports that his club has 11 past presidents, four past area governors, one past district lieutenant governor and one past

district governor.

"It may appear," writes Toastmaster McAllister, "that this is a club of old members, which is not the case. All present club officers have been in Toastmasters less than four years. We have inducted nine new members since October 1, 1963. This brings our membership to 38 active members and three inactive members."

Arthur A. Bottone, president of Suburban Club 2345-46 of Bloomfield, N.J., reports that his club also has a high "persistency rating." President Bottone lists nine past presidents, three past area governors and one past district lieutenant governor among the active members of the Suburban Toastmasters Club.

And how is the "persistency rating" of your club?

CONGRATULATIONS: To Bob White, former member of Christopher Club 958-6, Minneapolis, Minn. White started his Toastmasters career in 1951 at Eau Claire, Wis. He joined the Christopher Club in 1960 and served for two years as educational chairman. He was runner-up in the Zone Speech Contest in 1963. Toastmasters who attended the 1962 convention at Minneapolis will remember Bob White as the humorous toastmaster for the Fellowship Luncheon. On February 3, White became the voice of "Life Line," a 15-minute daily commentary broadcast on 334 radio stations in 46 states. As the voice of the Life Line Foundation, White will make his headquarters in Washington, D.C.

OFFICIAL CONVENTION CALL

TO ALL CLUBS:

In accordance with Article V, Section 4 (b) of the Bylaws of Toastmasters International, you are hereby notified that the 33rd annual convention of Toastmasters International will be held at Denver, Colorado, on the 27th, 28th and 29th of August, 1964, at the Denver Hilton Hotel.

All Toastmasters are urged to attend.

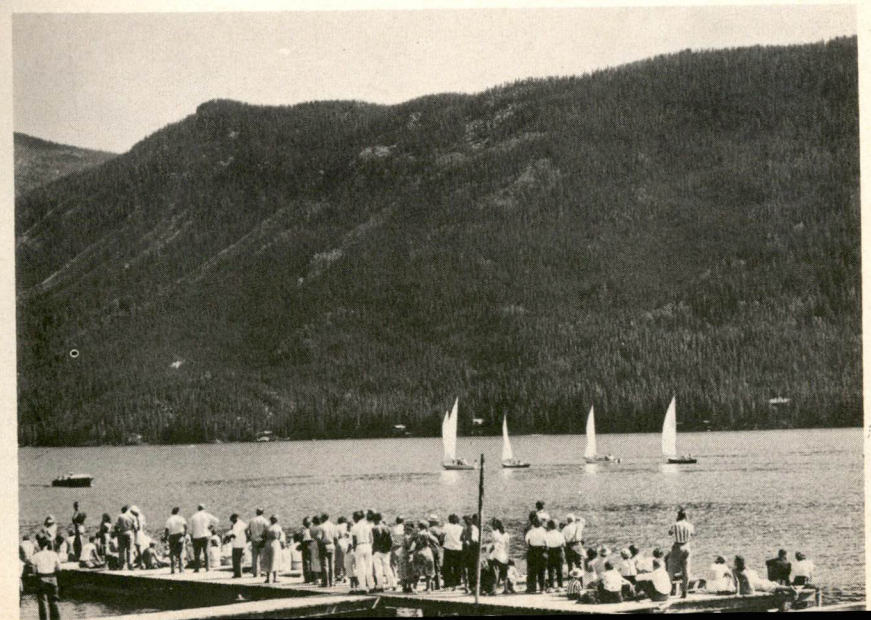
Board of Directors, Toastmasters International
By: Alex P. Smekta, Chairman

Colorful Colorado: Conventionland 1964



Colorful Colorado offers to Toastmasters attending the annual International Convention at Denver, August 27-29, a once-in-a-lifetime vacation in the old west. Near-by dude ranches provide all necessary equipment for trips such as this, taken by horseback riders in the Austin Bluffs area, northeast of Colorado Springs.

Grand Lake, the world's highest registered yacht anchorage, lies 100 miles northwest of Denver at the western entrance to Rocky Mountain National Park. The lake, fed by melting snows from surrounding mountains, is 8369 feet high. It is the scene each August of the annual Grand Lake Regatta.





Survivor of the days when Colorado mines flourished, this lone prospector awaits a grubstake in Central City, where Toastmasters will find the old west unchanged since turn of the century days.



The Lace House, typical residence of Colorado's silver kings, is a tourist attraction not to be missed, embodying all the flamboyant and fantastic architecture of the period.

Long's Peak, 14,255 feet high, is shown here as seen from Rocky Mountain National Park, one of Colorado's most popular vacation areas. Located near Estes Park, 70 miles northwest of Denver, Long's Peak is highest of the park's 80 named peaks which are more than 11,000 feet high.



The Speaker's Page

SPEECH SUGGESTIONS FOR MARCH

MARCH, NAMED AFTER THE ROMAN GOD of war, is the transition month between winter and spring, traditionally symbolized by the lion and the lamb. March brings the great festival of *Easter*, celebrated throughout the Christian world (29th), and *Pesach*, or *Passover* (28th to Apr. 4) Jewish holy celebration. Similar religious festivals have been held by all countries and religions from prehistoric days, marking the turn of the vernal equinox.

March is designated as *Red Cross Month*, *Children's Art Month*, *National Coffee, Egg and Mushroom* months. Special weeks include: *Return the Borrowed Book* (1-7), *Save Your Vision* (1-7), *National Smile* (2-7), *National Want Ad* (8-14), *National Rice*, *National Wildlife* and *National Salesmen's* (15-21). March 8-14 marks the 52nd anniversary of *Girl Scouts of the U.S.A.*, and March 15-17 celebrates the 45th birthday of the *American Legion*. *Camp Fire Girls* birthday week begins March 22. On March 15 the buzzards return to Hinckley, Ohio, and on March 19 the swallows come back to Capistrano, Calif., both occasions marked by community festivals. March brings the birthdays of three American Presidents: *Andrew Jackson* (15th), *James Madison* (16th), and *Grover Cleveland* (18th). Two patron saints' days are celebrated this month: *St. David, Wales* (1st), and *St. Patrick, Ireland*, (17th).

SPEECH STARTERS

Life is what happens to you while you are making other plans.

—Robert Balzer

Placing an unmotivated child in close contact with a motivated adult will give us motivated children in about 85% of the cases.

—Rear Adm. Charles F. Horne

Disagreement is refreshing when two (persons) . . . desire to compare their views to find out truth.

—F. E. Robertson

Men are made by their work and their lives — by what they do and by what they give their hearts to.

—Arthur Bryant

FROM THE GRAMMARIAN

PALACE: Educated usage is about equally divided between the pronunciations *pal-ass* and *pal-iss*; H. W. Fowler (*A Dictionary of Modern English Usage*) predicts that the latter will probably win out.

TO BUILD YOUR VOCABULARY

ANALOGOUS: adjective, *an-AL-o-gus*, corresponding to something else, bearing some resemblance or proportion, often followed by *to* or *with*. "*The decay of public spirit, which may be considered analogous to natural death.*" —J. H. Newman. Corresponding adverb is *analogously*. Both are related to the noun, *analogy*. ♦

Five Minutes To Go

By FLEMING ZUHLING

WHEN THE TIMER shows me the red light at the end of the table, I will, over a period of 29 months, have completed exactly 60 minutes of speaking to this club. The result will be 12 Basic Training speeches completed, a book full of notes, and a certificate to hang on my wall.

By now you may think I'm trying to change the title of our Basic Training Manual to "Public Speaking in One Hour." This is not my intention. What I am

trying to say, however, is that the preparation involved for each five minute speech has cost me dearly in frustration, headaches, increased light bills, lack of sleep, domestic arguments, and several times a desire to quit Toastmasters altogether.

One of my evaluators once told me that my speech hit him "like a wet sock." At the time I thought seriously about wrapping that sock around his neck, but later in the week I decided

to hang the sock out to dry, darn the holes, and make sure I stayed on dry land in the future.

From the moment I broke the ice, splashed around in the water, and until this very moment when I am dragging myself back on the beach, my Toastmasters

club has been a constant source of learning, of satisfaction and dissatisfaction. It has always left me with a desire to do better next time. It has taught me how to *learn by doing*.

The art of learning public speaking became secondary to the arts of learning how to evaluate, how to conduct table topics, secondary even to learning how to give an invocation or say grace. The nominations and subsequent elections to various offices within the club gave me much needed incentive, and provided me with even more headaches and frustrations. This was especially true during my period as educational vice president. To arrange



a good, strong program for one week is relatively easy. But to make the program as good and as strong the following week provided me with a few problems.

Here are a few of the excuses I encountered for a participant failing to take his part in the program: *I didn't do my speech because my brother-in-law borrowed the typewriter... I had my speech all written down but I lost my notes... I couldn't think of anything to talk about... I didn't know I was on the program.*

Fortunately, however, someone would always step in at short notice and save our program. Such incidents provided me with much insight into human nature, and I consider this period as the most beneficial of all my Toastmasters experience, though I admit it was frustrating at times.

To me, Toastmasters has been a vehicle for self improvement. A Toastmasters club is a place where one learns to speak and listen. The improvement in a man lies in continuing education and the exercise of the mind through new experiences.

Facilities for such continuing education are abundantly avail-

able in Toastmasters!

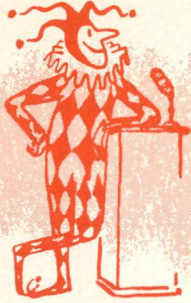
Because I believe this so thoroughly, it has been impossible for me ever to become tired or bored. I have never been able to feel that any particular objective has been accomplished or completed. How can you complete an interest in developing the imagination or an interest in your fellow man? You cannot wear out a mind. The mind continues to grow and be stimulated when exposed to proper conditions and provided with proper exercise.

My three years with my Toastmasters club have meant three years of mental stimulation and of lessons in tact and understanding. These are not easily relinquished. I hope to continue learning and growing. There is a wonderful array of ideas yet to be tried, much yet to be learned. Not to mention the fun of learning and trying! ♦

Fleming Zuhling, a native of Denmark, is now a Canadian citizen living in Victoria, B.C. He is a member and past president of Beaver Club 790-21, and now serves as governor of Area 8, District 21. He is employed by the Government of British Columbia as engineering assistant, Water Resources Investigation Dept.

Whosoever is afraid of submitting any question, civil or religious, to the test of free discussion, is more in love with his own opinion than with truth.

-T. Watson



JUST IN JEST

"What is that little boy crying about?" the benevolent old lady asked of the ragged urchin.

"Dat other kid swiped his candy," he replied.

"But how is it that you have the candy now?"

"Sure I got the candy now. I'm the kid's lawyer."

• • •

In this pushbutton world, it is necessary that one keep on plugging as well as pushing.

• • •

Funny thing about bop talk — you know you've arrived when they tell you you're gone.

• • •

*It's A Question
When I've been outspoken,
What adds to my gloom
Is the fact that I cannot
Imagine by whom!*

The boss had his assistant on the carpet.

"Billings," he said, "I understand that after the office party yesterday, you pushed a wheelbarrow down Madison Avenue. Don't you realize the company could lose prestige by such actions?"

"I never gave it a thought," said Billings, "because you were in the wheelbarrow!"

• • •

When young folks talk about the fringe on top, they used to mean the buggy. Now they mean the job.

—Changing Times

• • •

AP columnist Cynthia Lowry reports the reaction of a three year old who, while visiting the Memphis Zoo, saw her first peacock: "Look, Mommy, there's a living color!"

• • •

You can be sure that summer is here when your chair gets up when you do.

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

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

Letters to the Editor

Congratulations on the first Gavel Club News page in THE TOASTMASTER (January, 1964). I am elated that the editors have consented to giving more publicity space to the Gavel Clubs, and feel confident that if this section of THE TOASTMASTER is continued monthly it will pay dividends because those of us who are so vitally interested in the Gavel Clubs will find that our load is eased considerably.

Jack Bradford
Governor, Area 13,
District 25
Dallas, Texas

— — —

We wish to extend to you our sincere congratulations and best wishes with the new addition (Gavel Club News) you have made to THE TOASTMASTER magazine. It is something we have all awaited with anticipation, and this will now give us a chance to hear of other Gavel Clubs and their function.

Audionics Gavel Club No. 1
Chino, Calif.

— — —

There is no question but what our magazine is widely read. Last August you made mention of my PQ's (Psychological Quotes) for '63 and indicated that a copy would be sent if a stamped envelope accompanied the request. I had 80 requests from 28 states, three from Canada, one from Hong Kong and one from Guam. Counting my own club, Quakertown No. 19-F, this means that over 100 Toastmasters asked for copies.

The 1964 edition is now ready... I'm willing to send a copy to the first 100

Toastmasters who request it, provided the request is accompanied by a stamped, self-addressed envelope 4 x 7½ inches or larger. The edition is limited so I don't want to make an unqualified offer.

J. Gustav White
215 So. Painter Ave.
Whittier, Calif.

— — —

As a new member (six months) of the Melbourne Toastmasters Club, I must admit that the international ramifications of the world organization had not quite been realized until the other day when I received the November issue, my first copy, of your very excellent magazine, THE TOASTMASTER. After reading this and the following edition, two thoughts occurred to me, namely the friendliness engendered by the magazine, consistent with that of our own Melbourne Club, and obviously carried throughout the world organization... Secondly, what a help the magazine is in preparing for the various club duties. The experiences of your contributors offer valuable "guiding lights" to members both old and new alike.

Paul J. Cathey's article in the December issue on "Evaluators I Have Known" certainly highlights the mistakes one could make, and will be of considerable benefit as I am due to make my first evaluation at our next meeting... I would like to congratulate you on a fine magazine and I am looking forward to further editions.

Sidney N. Falconer
Club 3362 TCA
Melbourne, Australia

New Clubs

(As of February 15, 1964)

- 153- 5 EL CENTRO, California, *Topic Masters*, Mon. 7 p.m., Las Palmas Court Cafe, El Centro, California 352-7407
- 1524-30 CHICAGO, Illinois, *DPMA*, Mon. 5 p.m., La Salle Hotel, Chicago, Illinois. Pres. TO 3-7273; Bus.: LU 5-7800
- 1777-20 BISMARCK, North Dakota, *Jeffersonian*, Mon. 6 p.m., Bismarck Municipal Country Club, Bismarck, N. D. 223-8000 Ext. 280
- 2219-U WHITEHORSE, Yukon Territory, Canada, *Whitehorse*, Wed. 6:15 p.m., Bamboo Restaurant of the Alpine Hotel, Whitehorse, Y.T., Canada 7-2851.
- 2581-46 TEANECK, New Jersey, *Teaneck*, Wed. 7:45 p.m., Town House, Teaneck, N. J. 833-2446
- 2958-63 ELIZABETHTON, Tennessee, *King's Mountain*, 1st & 3rd Tues. 6:30 p.m., Raymonds, Elizabethton, Tennessee 542-2313
- 3373-56 HOUSTON, Texas, *Northwest Houston*, 2nd & 4th Thurs. 6:30 p.m., Pine Forest Country Club, North Shepherd Street, Houston OV 2-9517
- 3673-42 LETHBRIDGE, Alberta, Canada, *Lethbridge*, Mon. 5:45 p.m., Park Plaza Hotel, Lethbridge, Alta., Canada 327-1571
- 3676-46 HACKENSACK-TETERBORO, New Jersey, *Midday*, 1st, 3rd & 5th Thurs. noon, Manero's Steak House, Hackensack, N. J. HU. 7-6000 TE 6-8648
- 3681-36 CULPEPER, Virginia, *Culpeper*, 1st & 3rd Wed. 7 p.m., Northern Piedmont Electric Coop, Culpeper, Virginia Pres. VA 5-9039 VA 5-8338
- 3689-11 INDIANAPOLIS, Indiana, *Weir Cook*, Mon. 11:30 a.m., Airport Hotel, Weir Cook Airport, Indianapolis, Indiana CH 4-2495
- 3690-19 CHEROKEE, Iowa, *Cherokee*, Wed. 6 p.m., Lewis Hotel, Cherokee, Iowa 225-5171
- 3707-42 WEYBURN, Sask., Canada, *Jubilee*, Tues. 6 p.m., Malley's Gold Tone Room, Weyburn, Sask., Canada
- 3711-36 WASHINGTON D.C., *Post Office Department*, Mon. 11:20 a.m., Federal Communications Commission Executive Dining Room, 1405, Post Office Department Building, Washington, D.C. WO 1-8511
- 3717-48 ARAB, Alabama, *Brindlee*, Wed. 7 p.m., Triangle Restaurant, Arab, Alabama 586-4468
- 3720-11 INDIANAPOLIS, Indiana, *St. Pius X K of C*, alt. Thurs. 6:30 St. Pius X K of C Council Bldg. No. 3433, 2100 East 71st St., Indianapolis, Indiana TI 9-3635
- 3721- 3 PHOENIX, Arizona, *Los Amigos*, Thurs. 6:30 p.m., Porterhouse Motel, Phoenix, Arizona
- 3722- 7 CORVALLIS, Oregon, *Adair Air Force Station*, Wed. 11 a.m., NCO Club, Adair Air Force Station, Corvallis, Oregon WA 4-5511 Ext. 861
- 3723-15 SALT LAKE CITY, Utah, *Key*, Mon. 7 a.m., Rio Grande Depot, Salt Lake City, Utah DA 2-5741
- 3724-24 LINCOLN, Nebraska, *Engineering*, Wed. 5:30 p.m., Nebraska Student Union, 14th & R Streets, Lincoln, Nebraska 435-8382
- 3727- 3 MORENCI, Arizona, *Morenci*, Tues. 8 p.m., Morenci Men's Club, Morenci, Arizona Pres. 865-2275
- 3728- 4 SUNNYVALE, California, *United Technology Center*, Wed. 6 p.m., The Fair International Restaurant, Santa Clara, Calif. Pres. 739-1856
- 3730-21 SALMON ARM, B.C., Canada, *Shuswap Stutters*, Wed. 6 p.m., Salmon Arm, Motor Hotel, Salmon Arm, B.C., Canada 832-2260
- 3732-20 CAVALIER, North Dakota, *Cavalier*, Mon. 6 p.m., Casey's Cafe, Cavalier, N. D. 265-8317
- 3734-41 RAPID CITY, South Dakota, *Burned Toast*, Mon. 6:25 a.m., Sheraton-Johnson Hotel, Rapid City, S. D. 342-3200
- 3735- 8 BALLWIN, Missouri, *Lafayette*, Thurs. 6:30 p.m., Schulers Restaurant, Ballwin, Missouri LA 7-8914

DISTRICT GOVERNORS 1963-1964

- F. Donald F. Foss 15923 E. Lakefield Dr., La Mirada, California
2. Warren Lawless 5050 Grayson St., Seattle 16, Washington
3. O. W. Pedersen 6218 Quartz Mountain Rd., Scottsdale, Arizona
4. William K. Smith 65 Market St., Room 443, San Francisco 5, California
5. Fred L. Schwartz 2276 Hickory St., San Diego 3, California
6. Stanley I. Dickinson 1203-8 1/2 Street. S.E., Rochester, Minnesota
7. David E. Treibel 5544 S.E. Flavel Dr., Portland 66, Oregon
8. Malcolm W. McLean 820 St. Louis Rd., Collinsville, Illinois
9. Clinton Raymond East 1621 Bismarck, Spokane, Washington
10. J. Elmer Pentecost 638 Forest Ave., S.W., Canton, Ohio
11. O. Franklin Beumer 309 Berkeley Ave., W., Evansville 10, Indiana
12. Glenn C. True 188 Stadium Ave., Ventura, California
13. C. Rex Nees 1824 Highland Ave., Irwin, Pennsylvania
14. Frederick W. Delves 142 Nursery Rd., Smyrna, Georgia
15. Charles L. Spencer 1006 Beechwood, Boise, Idaho
16. Farris C. Purviance, Jr. 844 East Rose Dr., Midwest City, Oklahoma
17. A. C. Simpson 3616 Seventh Ave., S., Great Falls, Montana
18. Sam R. Zickefoose 1508 Harding Ave., Ames, Iowa
19. Arthur H. Ekblad Box 1084, Minot, North Dakota
20. Sid Manning 4030 Lynn Valley Rd., North Vancouver, British Columbia, Canada
21. James H. Whelan 7405 E. 99th St., Kansas City 34, Missouri
22. Gumersindo De Vargas, Jr. 106 Sicomoro Dr., Santa Fe, New Mexico
23. William W. Graham 238 Farm Credit Building, Omaha, Nebraska
24. Jay O. Henson 2901 Ninth St., Wichita Falls, Texas
25. Glenn W. McQuillan 945 Olive St., Denver 20, Colorado
26. Bert O. DuMontier 8919 Del Altair, Reedley, California
27. Robert H. Nickell 21346 Pembroke, Detroit 19, Michigan
28. Jules E. Reese 3107 Heather St., Mobile, Alabama
29. Wells Norris 8943 Central Park, Evanston, Illinois
30. Gerald M. Cohen 12 Paul Ave., Peabody, Massachusetts
31. Ernest S. Harmon 11302 Pacific Ave., Tacoma 44, Washington
32. Delbert N. Trimble 701 S. 31st Ave., Yakima, Washington
33. Dr. Cecil F. Galloup 89 Ft. Amherst Rd., Glens Falls, New York
34. H. Deo Kingsley 434 E. Greenland Ave., Oconomowoc, Wisconsin
35. Charles M. Herrlein 4923 26th St., N., Arlington 7, Virginia
36. Charles B. (Ben) Coble, Jr. Box 1452, Burlington, North Carolina
37. Richard S. Thomas 21 Park Circle Rd., Middletown, Pennsylvania
38. Robert L. Nations 8701 Mohawk Way, Fair Oaks, California
39. Leroy E. Zimmer 2380 Hilliard Rome Road, Hilliard, Ohio
40. James E. Shea Box 307, Deadwood, South Dakota
41. Stevan Varro 408 Mullin East, Regina, Saskatchewan, Canada
42. Charles E. Shivler c/o Boyle Investment Co., 42 S. 2nd St., Memphis, Tennessee
43. George T. Schmitz 3600 Linda, Amarillo, Texas
44. Anthony Rumbold P.O. Box 542, Moncton, New Brunswick, Canada
45. Peter F. Sarthou 154 Busted Dr., Midland Park, New Jersey
46. Warren E. Price 2627 Sam Rd., Jacksonville 16, Florida
47. Boyd Christenberry 1008 Cloverdale Circle, Talladega, Alabama
48. Charles H. Sakaguchi P.O. Box 5252, Honolulu, Hawaii
49. Richard Dane 7900 Reading Ave., Los Angeles 45, California
50. Chesley W. Lumbert 2880 Stanbridge, Long Beach, California
51. Jerold Van Orden 3945 El Caminito, La Crescenta, California
52. Leonard D. Hickey 55 Marengo Park, Springfield, Massachusetts
53. Raymond L. Piel 720 E. Glen Ave., Peoria Heights, Illinois
54. Cyrus B. Hall Box 151, Chadron, Nebraska
55. Ernest G. Bice 1334 Jenkins Ave., Brownsville, Texas
56. Joseph O. Selby 1534 Park St., Alameda, California
57. C. A. Poppletton 312 South Magnolia, Summerville, South Carolina
58. Robert Wakeman P.O. Box 1, Tahoe Valley, California
59. Frank Strange 125 Harding Blvd., Scarborough, Ontario, Canada
60. E. R. Gauvreau 150 King's Road, Valois, Quebec, Canada
61. Sigurd Johnson 2254 North Woodbridge, Saginaw, Michigan
62. Al Stillwell 640 Rochelle Dr., Nashville, Tennessee
63. Dr. Ron Collett Ste. 301, 10 Edmonton St., Winnipeg 1, Manitoba, Canada
64. Robert C. Rittenhouse 54 Cleveland Dr., Kenmore 17, New York
65. Robert A. Scherrer 518 Redgate Ave., Norfolk 7, Virginia
66. Walter E. Jerde Box 3386 Star Rt. B, Spenard, Alaska
67. Edward A. Champagne, Jr. 7017 Louisville St., New Orleans, Louisiana

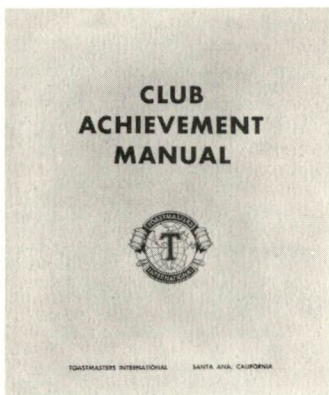
TERRITORIAL COUNCIL PRESIDENTS

Australia — T. C. MacGillcuddy
British Isles — James A. Dunlop

2 Buller St., Turrumurra, N.S.W., Australia
124 Craig St., Blantyre, Glasgow, Scotland

Set High Standards for Your Club

Participate in the CLUB ACHIEVEMENT PROGRAM



Price **\$2.50**
add 10% packing and shipping charge
Calif. clubs add 4% state sales tax
Include club and district numbers
when ordering

Use of the Manual will:

- Provide a yardstick for measurement of club's progress . . .
- Establish a method for long range planning . . .
- Encourage progress and achievement . . .
- Help your club to build a well balanced, well planned program.

Send for the free informational flier on the Club Achievement Program.

Send for your manual now !

The Club Achievement Year Begins Apr. 1, 1964

ORDER FROM:
TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIF. 92702