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THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

Denver, Colorado
Toastmaster Town of the Month



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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 3700 clubs in 50 countries and territories throughout the free world.

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

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

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Editor

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Adventuring Into Old Books

SOME PEOPLE READ to get away from life; others read to get into life, to experience it more abundantly.

There are virtues in both purposes. For escape from the vexation of events, we may immerse ourselves in books of our choice; we may read for information, to stimulate thought, to help our personal development, or because we enjoy reading.

No purpose requires us to analyze and parse the prose and poetry and tear it to pieces in search of hidden meanings. We profit more when we read with enjoyment, just as we look at the soft beauty of a flower without putting it under a microscope.

Our approach to books can be influenced by this undoubted truth: books are the sole means of communication with great minds of the past, and the only means most of us have to commune with the first-rate minds of our own day. In our books are

recorded all the thoughts, feelings, passions, visions and dreams that have stirred the human mind.

Books are not inanimate masses of wood pulp with black marks on them; they are dynamic, vital things, capable of informing and enlivening our minds.

Many novels are merely costume pieces that entertain us at the time we read them, but there are thousands of novels that have flesh and blood inside their costumes. Samuel Johnson once asked: "Was there ever yet anything written by mere man that was wished longer by its readers, excepting 'Don Quixote,' 'Robinson Crusoe' and 'The Pilgrim's Progress'?"

What is the basis of our love for romance except this: everybody is romantic who admires a fine thing or does one. Merely to copy life, as some novelists do today, is to produce nonsense, something, utterly useless. They give us a mass of detail of trivial happenings, or witless cruelty, stupid evil, blind fate.

Go to a well written novel and see the difference. What is the argument, for example, pertinent to our times to be extracted from Victor Hugo's *Les Miserables* published a hundred years ago? Hugo's impeachment is not of men but of man-administered institutions which, he suggests, have become a source of fearful

peril by weakening the individual's sense of responsibility.

Or take the more personal narratives which put on record the struggles of men within themselves: Hamlet, Prince of Denmark, whose inward turmoil lasted for two and a half months; Henry Faust, for whom the ordeal stretched over 50 years; and Robinson Crusoe. As J. O'D. Bennett says about Crusoe in *Much Loved Books*, (a Premier book published in 1959): "we are on the Island of Despair . . . for eight and twenty years. It is an epic of competent man, refusing to go mad, refusing to lose the power of speech; ever patient, ingenious, hoping on and on, not for rescue merely, but for the best as God shall order it, be it rescue or endless waiting, and at the last finding his own soul."

John Bunyan's *Pilgrim's Progress*, published in 1678, ran into 11 editions and many pirated issues in 10 years. It is not only a guide to a way of life — much sought after in these days — but a gripping novel full of dramatic incidents. As for *Don Quixote*, published in 1605, it can be read as a tale of adventure, but it is also a manual of tolerance and indulgent pity.

All of these books display the individuals in courageous roles. We might sum them up in the sentence used by young Jim Hawkins in *Treasure Island*: "I began to be horribly frightened,



but I kept my head, for all that.”

History, biography, philosophy

It may seem strange to put forward as a recommendation for reading history that it destroys the urgency of such words as “now, today, this year.” It does so by widening our horizon and increasing our sense of perspective. It makes us part of the thousands of years past and to come.

In our histories lies the soul of past time. The material substance of nations, cities and people may have vanished, but here is their audible voice. In reading Toynbee's *A Study of History* it is as if Time had rebuilt his ruins and were re-enacting the lost scenes of existence.

The history of the world is the history of great men. This is the literature of superiority, just as surely as journalism is the literature of mediocrity.

It is necessary for us to read great lives, because in every one of them there is something to learn. Collectively, they give a measure of what human life may become.

Reading philosophy, like reading biography and history, helps to give us a sense of proportion. To the old-time Greek the unforgivable sin, whether in art or in morals, was the violation of proportion. An overbearing man, a man who was presumptuous, or vainglorious: these men were brassy offenders.

Philosophy, besides keeping us in our place, broadens our taste and makes us more ready to recognize that even our favorite beliefs may have flaws. It deals in principles, the most hardy, convertible and portable of all literary property.

One may go to the philosophers for answers to questions, or for thoughts that are pertinent to the pressures of life, or merely to enjoy being with men of stature who took the trouble to write down their thoughts for us.

Variety in reading

A person who wishes to read profitably, and to avoid becoming a one-subject or a one-author bore, might make a schedule whereby he read a book of philosophy, then a novel, followed in succession by history, biography, drama, sociology, religion, fine arts and science. He might like to reserve poetry and the great Victorian essayists for bedtime reading. Both poetry and essays delight us with quick turns of speech or the use of an old word in a new and exactly fitting sense that gives a thrill of pleasure.

The great books deal with the knowledge of all time and with problems which are problems for everybody today. They provide bridges by which their readers may communicate with other men and women who are looking for the same opportunity.

No one who reads the great books will find in them the way to make or ban the bomb, but he will find an explanation of the thought processes which make bombers or banners. The root problems of good and evil, of love and hate, of happiness and misery, and of life and death, have not changed very much. By learning about these things one approaches in some measure the knowledge of the common heritage that underlies the one world men and women dream about.

After reading a good book we feel well above our normal best. Lifted on the shoulders of great writers, we catch a glimpse of new worlds which are within reach of the human spirit. A luminous hole has been knocked in the dusk of our knowledge, and we rise from the book with wider horizons, broader sympathies and greater comprehension.

To learn from a book one does not have to agree with the author's judgments and valuations, but it is interesting and useful to know what they are and that such opinions are held. The book has enabled us to identify and nurture our individual thoughts; it has enlarged our stock of ideas; we have caught some of the magic, the power and the glory attached to study.

It is sometimes said by businessmen that life is so full of many things to do that there is

no time for reading. But the business mind that lays plans for performing services needs all the creative talents of philosopher, poet, historian and novelist. Books throw new light on old problems and give insight into values. They make the difference between becoming an expert and remaining a tyro. They provide the antidote of panic and overconfidence.

Sometimes the statement that a man has no time to read sounds like a boast. Its maker means to say that he is too important and too occupied with big affairs to fritter away time in reading. But reading is a legitimate business activity, designed to provide the mental food which maintains the intellectual life so greatly needed in business.

Reading is one of the true pleasures of life. In our age of mass culture, when so much that we encounter is abridged, adapted, adulterated, shredded and boiled down, and commercialism's loud speakers are incessantly braying, it is mind-easing and mind-inspiring to sit down privately with a congenial book. ♦

ED. NOTE: *Toastmasters who are not familiar with the Toastmasters Reading Plan should write to World Headquarters for the free brochure on this activity which has helped so many Toastmasters become better informed speakers.*

"But You're Not Listening!"



By ROY R. CUNNINGHAM

WHAT DID I JUST SAY TO YOU? What was my speech about? What benefit did you receive from listening to my speech? Did you get any of the specific facts I told you? Did you acquire an attitude about me that is of value and interest to you? Did you get a few chuckles, maybe a laugh or two, from what I said? Will you repeat my stories to someone? Or will you, like many listeners, never again be concerned with my subject?

We forget, sometimes, a few psychological facts about the listening technique that we, as speakers, must know. First of all, the human mind can comprehend words a lot faster than any speaker can speak. Some psychologists say that we can learn to listen anywhere from five to ten times the present speed of words as spoken by the typical

speaker on radio or television. It is not the speed of the words given to us, as we have seen in those who are expert in the art of accelerated reading, but the manner in which we concentrate on and assimilate what the speaker is saying. Usually the speaker has a slower pace than our attention span, so we become remiss in listening.

As listeners, we must first of all justify our reason for listening. Why should I listen to what you have to say? Are you an authority on the subject? Are you going to be critical of something without having the proper credentials for criticism? Is your speech corny? Is it worthy of my attention? If you are going to say something worth while, I will listen to you. If you are the man who should say it, I will listen to you. Even though you have

some obnoxious characteristic, such as scratching your head, or lisping, or any such mannerism, I will listen to you if what you have to say is worth while and I will benefit from hearing it.

Most audiences are very fair to a speaker and will tolerate a great deal of even a pathetically poor speech. But unless the listening process really takes place, the time spent is completely wasted. And if you are speaking to 500 men for one hour, that can mean 500 man hours of time completely wasted.

We, as speakers, should know how to listen to other speakers, and how to speak for better listening. The greatest advantage we have is the open mind of the listener. Before we utter our first word, they are completely on our side. They want to spend the next few minutes or hour with us. They do not want to remove themselves from our presence, mentally—but they can easily do so. The very first words we utter can get them within realm of our speech, or lose them. The listener must have an interest in what the speaker is saying or he cannot concentrate on the speaker.

For example, if a man is speaking about some abstract type of philosophy and you have no preparation or background to understand his subject, it has little of interest for you. Your

ears may hear what the man is saying, but you will be thinking of something else, not his speech. Or look around you at church next Sunday and see how many people are actually looking at the minister. How many are seeing him, but not actually hearing what he is saying? They may be thinking about what is happening at home, why they didn't get a raise, why Johnny doesn't behave or does the lawn need mowing.

As listeners, we must find out what it is the speaker is talking about. Are his ideas such that we can absorb them into our own minds and use them to produce thought? We must remain flexible while listening so that we can adjust our thinking quickly as the speaker presents new ideas that may be of value. The listener must actually expend energy while listening. He cannot afford to become a vegetable and just exist. He must make a working effort, a concentration, and keep his mind alert and functioning to comprehend what the speaker has in mind and is imparting in his speech.

In practically every audience situation, the listener finds many distractions that will tend to keep his mind away from what the speaker is saying: waiters moving about, air conditioning noises, glaring lights, people coughing or clearing their

throats — many things distract us from looking at and listening to the speaker.

Comprehension is not easy. It is necessary to concentrate on the techniques of listening, to try to comprehend the speaker's thoughts. It is necessary to associate your own knowledge with what the speaker is saying. The listener must justify what the speaker is talking about to get the logic, the attitude and the ideas of the speaker.

In conversation, how often does someone say to you: "Do you understand me?" "Do you follow me?" "Do you get what I mean?" Speakers are rarely sure that the listener fully comprehends what is being said.

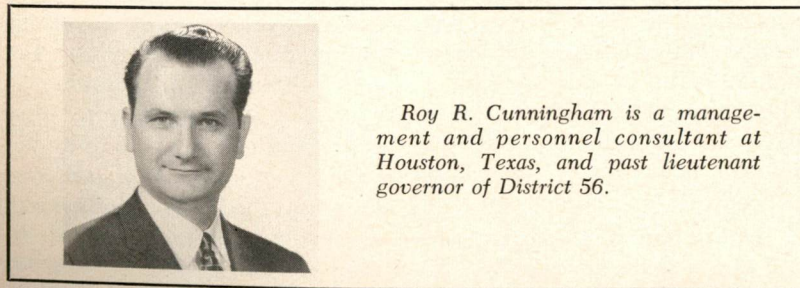
If you doubt this, try discussing some of the speeches you hear with others. What was the speaker really trying to say? What were his main ideas? You'll frequently find a difference of

opinion.

There are many types of speeches and many ways of listening. But certainly the best listener will have a knowledge of what the speaker is trying to do and how he is going to do it. The basic idea is: Has it been worth while for the listener to listen?

Much more of our lives is spent in listening than in speaking. Yet very little is taught on the art of listening. Most of us think we can listen, but surely there is some way in which we can improve our techniques. With concentration and practice we can become such good listeners that after a speech we can go up to the speaker, shake his hand, and say sincerely, "Bravo; you said things in a way that I've been thinking for a long time. Congratulations."

What better reward can a speaker have? ♦



Roy R. Cunningham is a management and personnel consultant at Houston, Texas, and past lieutenant governor of District 56.

The only significance of life consists in helping to establish the kingdom of God; and this can be done only by means of the acknowledgement and profession of the truth by each one of us.

—Tolstoi

Even at 40 members . . .

Recruiting Is The No. 1 Problem

By DONALD L. ARMSTRONG

IMAGINE MY KEEN interest and anticipation as my taxi headed through a snowy night in Washington, D.C., towards a Toastmasters meeting. I wondered what wealth of ideas and inspiration a visit to a club in the nation's capital might bring.

Imagine my surprise when I found the members of the club huddled in a corner in the basement of a small restaurant, a bare handful of Toastmasters with their president. They were discussing plans for a membership drive when I broke in on their meeting.

Their warmth and sincerity were unmistakable; I have seen these in hundreds of Toastmasters before. Their attitude toward self improvement was exactly like that of Toastmasters from Kentucky and Indiana in District 11, where I have known them.

There was one other factor, however, which is a universal problem, I discovered. That is the matter of *recruiting*. Here

was I, president of my own club, searching for ideas and experiences in Toastmasters in Washington, D.C., and finding that my club's No. 1 problem was just as much of a headache in the capital city as it is in, say, Frankfort or Lexington, Ky.

That evening in Washington I spoke for five minutes to that struggling club on the subject of recruiting. My title, which I selected because of a good story which I could remember, was "How to Get Out of a Hole." The moral of the story is that a man trapped at night in an open grave can accomplish an impossible leap if he is scared enough.

It will be immediately obvious to any Toastmaster why I have not identified by name the club I visited that night. On my plane ride back to Kentucky it suddenly occurred to me that I had gone on a mission to find the Holy Grail. The answer was that Toastmasters of the District of Columbia, are just like Toastmasters of California, Illinois,

Arkansas or Montana. Their club problems are also the same.

Whenever men gather in a group such as ours, they find that recruiting is, first, last and always, the No. 1 problem. It is a problem even in a 40-member club, one which has that mystic phenomenon known as a waiting list. (I've never known a club that actually had one.)

Recruiting is the No. 1 problem because it goes straight to the heart of human organization, *groups*. A matter of motivation, primarily, recruiting is a subject of concern for all civic clubs, churches, and your town's United Fund Drive. How do you persuade a man to do a job without pay, to attend meetings, to shoulder responsibility?

To my knowledge — and I confess to a fair amount of experience in this area — there is one attitude which must be made to prevail. This is that *recruiting is a continuous process*. In other words, if you stop recruiting — even with a full membership on hand — you are leaving yourself open to the terrible disease known as “complacency.” When you stop trying to find new members your club begins to die. Slowly, but surely.

To digress a moment: the problem that Washington club

had was the same in our Bluegrass Club. The Toastmasters had allowed their membership to slip until they had only 15 paid-up members. You may be curious to know how this affects club activities. The picture is not attractive: the business of organizing weekly programs is a bitter struggle. The prime effort is for survival. When this club

awakens from its slumber it will discover that it must strive frantically to impress prospective members with the Toastmasters approach to “better listening, thinking, speaking,” when the

educational vice president can't even locate people to fill the list of essential program assignments. It must also face the problem of active members almost ready to quit because Toastmasters is interfering, by reason of the frequency of assignments, with the man's day to day schedule of work. The club program then begins to slant downhill, normal attrition takes its toll, and regular devotees are heard to mutter that they think they'll be out of town for the next three weeks.

I am grateful that the situation within my own club had taken a turn upward before I took office. Our problem was beginning to move toward a solution. However, as I made my



maiden speech as club president, I urged my fellow members to do one thing (which they have done willingly, bless them!) and that was to lay something else aside for the next six months. When they were tempted to skip a meeting or slacken on preparation for an assignment, I asked them to put Toastmasters first among their leisure activities — second only to home, family and church.

I'm happy to say there have been many instances of the sort exemplified in one member's report to me: “I had another meeting I could have attended, and possibly should have. But I decided this was what I wanted to do more.”

An active and forward-moving program in your club can do this. Your members will begin to place Toastmasters first, especially when your club feeds their real needs.

Recruiting is the center of the forward motion in every club. It is not more important than educational attainment, to be sure. But it does something to club members and their devotion to the importance of our organization to attempt to convince others of the worth of Toastmasters. This places first things first. Toastmasters is, after all, made of group effort and group interest. A member's interest in his club is very likely to be directly proportionate to his

personal reward. It was Jesus who said that a man finds his life by giving it away. This is what recruiting does for Toastmasters: it convinces the man that he really has learned something, gained something, from his club.

But let's stop discussing the problem and turn to solutions.

First, *get your group organized*. Elect officers who will *serve* when they are voted into office. The officers should then proceed to divide club responsibilities into equal (or practical) shares. World Headquarters provides helpful materials which serve as a club guide. Get out these publications and read them. You will discover that committees can be extremely valuable in getting work done.

Our club has an officer in charge of each committee so that results of committee work can be effectively coordinated with the policy-making executive committee of the club. The essential thing here is to make responsibilities definite and to have an understanding among the officers as to which one is responsible for each task.

Second, adopt the “Two Hour Show” recommended in the September, 1963, issue of *The Toastmaster*. In case you missed that article, it might be summarized in this way: Have a schedule, a rigid timetable, for your club's program. If you do not now

operate on a schedule, call a meeting of the executive committee or filibuster until the officers agree to adopt one. The other side of the coin is that the club should adopt a positive attitude about the schedule and the program; for instance, if there are a number of absentees on a certain night, go through the program as best you can without making boring apologies.

Third, make every Toastmaster a *chief recruiter*. There is one salient characteristic about recruiting: *it is everybody's job*. (Naturally regular reports relative to the club's efforts are made by the administrative vice president to the executive committee.)

We ask each of our members to identify one prime prospect at a time, and work on him until

he understands how Toastmasters can help him personally. The next step is to *escort* the prospect to one or several meetings, until he enrolls or indicates that he is definitely not interested. The Toastmaster will then turn his attention to identifying his next prime prospect. Bluegrass Club calls this program "Each One Brings One" and the club pays for the first meal for each bona fide prospect.

Clubs across the globe have found it true that the vitality of every club is directly proportionate to the strength of its recruiting ability. No club, even the one with 40 members and a waiting list, can afford to relax in its drive to recruit new members. Stagnation is the inevitable forerunner of extinction. ♦

Donald L. Armstrong is the information officer for the Kentucky Department of Economic Security. He is a charter member and past president of Bluegrass Toastmasters Club 437-11, Frankfort, Ky.



Education is the instruction of the intellect in the laws of Nature, under which I include not merely things and their forces, but men and their ways; and the fashioning of the affections and of the will into an earnest and loving desire to move in harmony with those laws.

—Thomas Henry Huxley

In District 11 . . .

They Made History

A 90-PAGE HISTORY OF District 11, dedicated to the memory of International Director Russell N. Carey, has been compiled by D. Joe Hendrickson, former district governor and past director of Toastmasters International.

District 11 includes Indiana, western Kentucky and the south central section of Michigan. Carey was governor of the district in 1960-61, and was serving on the International Board of Directors when he was killed in an automobile accident in December, 1963.

The history starts by describing the formation of the first club in Toastmasters International to be established east of the Rocky Mountains. It was organized in Indianapolis, now a part of District 11. At that time nearly 2,000 miles separated the club from other Toastmasters clubs. Only by hard work and the utmost devotion to the ideals and principles of Toastmasters could the early clubs of the district survive, flourish and multiply. The story of this growth is told in terms of human interest and devotion.

As the author says, "A true history of District 11, or any district in Toastmasters, can never be expressed in cold type and ink. A true history would portray, not only the development of the physical structure, but also it would show the devotion and dedication of many Toastmasters who, through the years, gave of their energy, their resources, their prayers for the furtherance of the Toastmasters movement." He adds, "The men of District 11 have . . . been blessed with the same spirit, the same sincerity, the same zeal and enthusiasm that a Christian missionary has when he gives his life for the service of Christ in the foreign fields."

In its description of the struggles, the work and the triumphs of the district, the author has presented more than just the history of an isolated district. The book is, in essence, a history of Toastmasters International.

Published in time for distribution at the Spring Conference of the district, the history has had a splendid reception in District 11. Many Toastmasters in other districts may also find it interesting reading. Copies of the book, which sells at cost for \$1.50 plus 10c postage, may be obtained by writing:

D. Joe Hendrickson
4602 Laurel Circle, South Drive
Indianapolis 26, Indiana

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

Can You Take It?

Every Toastmaster learns, early in his membership, that one of the fundamental purposes of his training is to promote, for him, the technique of tactfully giving and gracefully receiving criticism, and profiting thereby. The man who learns this great lesson builds into his personality something of incalculable value to him, entirely apart from what it does for his improvement in speech.

The practice of friendly criticism, or "speech evaluation" is an essential in every Toastmasters club.

What It Is

Speech evaluation, constructive criticism, appraisal — call it what you will — boils down to just one thing: getting the audience reaction to a speech, and letting the speaker know about it in a way that will help him to do better.

Criticism does not necessarily mean fault-finding. It may just as properly mean praise, or commendation, or appreciation. "Neither praise nor blame is the object of true criticism. Justly to discriminate, wisely to prescribe, and honestly to award — these are the true aims and duties of criticism."

Speech evaluation, as practiced in the Toastmasters club, is a process of revealing to the speaker the extent to which his speech has achieved its purpose, convinced his audience, made the "sale," with the reasons on which the evaluator bases his judgments. Such helpful criticism is always friendly in tone — never harsh, biting, discouraging, sarcastic.

Consider this: When you go to see your dentist, you ask him to criticize your teeth. He probes around to find weaknesses. The probing may hurt, but the hurt is in your jaw, not in your mind. He finds the good teeth, and says, "O.K." He finds the cavities and says, "These must be repaired." That is a good example of the work of a faithful speech evaluator. Don't be hurt if he finds fault. But you may feel relieved and encouraged when he says, "O.K. on that point."

Why We Use It

An experienced speaker may be able to sense the reaction of his hearers by the degree of attention they give him, or by their response to his appeal, but even he may have a hard time finding out just why they reacted as they did.

The inexperienced speaker

cannot hope to understand this reaction unless someone tells him about it. He knows that all who listen are criticizing him inwardly, silently, as he speaks, but he gets no good from them unless some of them speak out and frankly tell him.

Every speaker needs frequently to test his ability by means of frank, friendly, spoken comments by those who hear him.

Every speaker, even the best, unconsciously falls into bad habits of speech which he may never discover by himself.

The speaker who is honestly trying to make himself a better speaker welcomes the helpful comments and honest expressions of his hearers who listen intelligently and critically.

In turn, he serves as critic for his fellow Toastmasters, and thus he develops the habit of analytical listening. By pointing out the good points and the bad ones in the speeches he hears, he discovers his own needs for improvement. He turns his criticisms on himself. Thus, by criticizing and being criticized, he gains understanding and facility.

How We Use It

The Toastmasters clubs have pioneered in the practice of evaluation by members of the audience rather than by expert or professional critics and teachers of speech. Results have justified this experiment.

Criticism of a speech by an ordinary citizen, not skilled in the technicalities of public speaking, is less systematic and scientific than that given by an expert, but it has the advantage of reflecting the views and reactions of the common listener, to whom the speech is directed.

It has the further advantage of training the listener to listen critically, analytically, and it will help him to identify his own faults and to correct them as he studies the weaknesses of others.

In the typical Toastmasters club meeting, each speech given on the formal program is briefly evaluated by a member-critic, appointed to evaluate that speech, while the entire meeting, including the critics, is reviewed by a general critic, usually one of the more experienced members.

The simplest formula for speech evaluation can be stated thus:

What did I like best about the speech?

What features in the speech or its delivery did not appeal to me?

Did the speaker have a purpose, and did he make good on it?

What definite thing should he do to improve himself in speech?

Did he "make a sale" to me?

(This is Part I of an article by Dr. Smedley on speech evaluation. Part II will appear in the next issue of The Toastmaster magazine.)



Transport Club holds open house program in Boeing Transport Division theater. On stage, left to right: EVP Don Dallas, guest speaker Bill Thompson, speakers Bill Martin, Joe Macht, Cliff Hurlbert, Club President Dennis Nelson and toastmaster of evening Ed Hall. Note signs of six participating clubs around edge of stage.

The Boeing Company sets an example of . . .

Industry-Toastmaster Cooperation

By EDWARD P. HALL

THE BOEING COMPANY recognizes that Toastmasters clubs serve a valuable purpose in education and personality development. This recognition encourages cooperation between the company and the neighboring Toastmasters clubs.

A fine example of cooperation between industry and Toastmasters took place recently on the occasion of the second annual Toastmasters open house sponsored by Transport Club 2227-2, Renton, Wash. The meeting was open to all Boeing employees. Five other Area Y clubs, all located in the major Transport Division residential area, were

invited to participate.

Newspaper publicity in the Bellevue and Renton communities was supplemented by an intensive publicity campaign within the company. "Boeing News," the Division house organ, presented a fine publicity spread in advance of the meeting. The company printed and distributed a flier to all supervisors telling of the meeting. The flier was designed to serve a double purpose as information and poster, and authorization was received to post copies on some 40 company bulletin boards.

Bill Thompson, management development director for the Di-



Guest speaker Bill Thompson, management development director of the Boeing Transport Division, addresses group at Transport Club open house.

vision, was guest speaker, and made a forceful presentation on the value of Toastmasters to potential supervisors and to management. The Division theater was made available for the meeting, and a company projectionist was on hand to run an introductory motion picture film.

Each of the six participating clubs obtained from three to six new members as a result of the open house. Transport Club immediately began working on plans for repeating the event the next year.

Incidentally, the Transport Club, which meets each Tuesday in the Transport Division executive dining room, has been built up from a low of 17 members to a maximum of 40 members largely by taking advantage of the many different publicity media available within the company. ♦

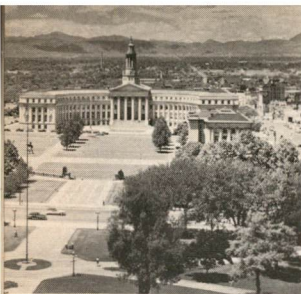
Edward P. Hall of Bellevue, Wash., is publicity chairman of Transport Club 2227-2.



District 2 Governor Paul Barlow, left, helps Ted Montemayor of Sea-Ren Club 1994-2, right, answer the questions of guest Don Olson during recruiting period following Transport Club open house.

Transport Club members relax at coffee and doughnut cart in lobby recruiting area following theater open house program. Left to right: program speaker Cliff Hurlbert, Sgt. at Arms Jim Grove and President Dennis Nelson.





DENVER, COLORADO

Toastmaster Town of the Month

DENVER, COLORADO, THE MILE-HIGH CITY in the heart of the Rockies, is host city this month for the 33rd annual convention of Toastmasters International. This is the second time a Toastmasters convention has been held in Denver, and Toastmasters of the area are planning an event to top all previous conventions.

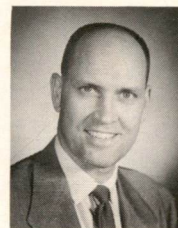
Denver has much to offer the visitor. From breath-taking vistas of snow-topped peaks to the glittering gold dome of the state capitol, it blends the beauty of the Rockies, the history of the Old West, and the bright modernity of an urban center of over 500,000 people. Sometimes dubbed "the little capital," Denver has more Federal offices than any other city except Washington, D.C., with more than 200 government bureaus, commissions and military installations. The Federal Mint operates 24 hours a day. Just outside the city is the huge Martin Company missile plant. South of Denver, at Colorado Springs, is the U.S. Air Force Academy.

Denver is both conscious and proud of its frontier background. Founded a little over 100 years ago as a supply point for the gold rush of 1858, it soon became the center of one of the richest gold and silver producing areas in the world. Although modern steel and glass skyscrapers are now replacing the old red sandstone homes, Denver keeps alive its lore and legend. Two of its heroines, Baby Doe and Molly Brown (the unsinkable) have recently been celebrated in opera and musical comedy. Denver museums supplement their art collections with mementos of mining days. Nearby Central City has been restored to its frontier splendor. Visitors may tour the old Diamond Lil gold mine, and also attend opera, with some of the finest Metropolitan Opera Company stars.

Toastmasters came to Denver early in 1948, with the chartering of Club 254-26. Since that time, 28 clubs have been chartered in the city, while others flourish in the surrounding communities.

Past District 26 Governor J. Don Wagner, general chairman of the Host Committee, Immediate Past Governor Glenn W. McQuillan and Governor Donald Paape, with their fellow Toastmasters of District 26, promise to all delegates and their families three star-studded days in the mile-high city of Denver. ♦

DISTRICT GOVERNORS 1964-65



1—F. H. Al Richardson
San Gabriel, Calif.



2—Robert White
Seattle, Wash.



3—George Morrison
Phoenix, Ariz.



4—Dewey A. Spiker
San Jose, Calif.



5—James K. Bury
San Diego, Calif.



6—W. K. Wildasin
St. Paul, Minn.



7—Edward Miska
Portland, Ore.



8—Leo F. Seiffert
Cape Girardeau, Mo.



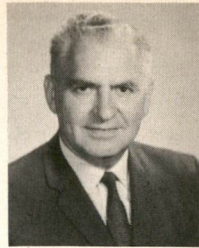
9—Dana W. Maryott
Spokane, Wash.



10—Eldon Phillips
Marion, Ohio



11—R. W. Leiman
Fort Wayne, Ind.



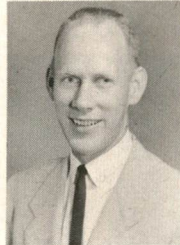
12—Albert Wuefling
Camarillo, Calif.



13—E. B. White
Beaver, Pa.



14—H. B. Causey
Savannah, Ga.



15—Gail E. Miller
Idaho Falls, Idaho



16—K. J. Hughes
Bartlesville, Okla.



17—E. P. Sedivy
Bozeman, Mont.



19—B. Messmer
Rock Island, Ill.



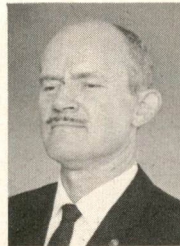
20—W. A. Malaski
Fargo, N.D.



21—Alan J. Hill
Vernon, B.C.



22—Rudy Schmidt
Mission, Kan.



23—C. B. Mills
Los Alamos, N.M.



24—J. T. Hansen
Hastings, Neb.



25—J. K. Myrick
Irving, Tex.



26—Donald Paape
Arvada, Colo.



27—Warren Dow
Modesto, Calif.



28—Geoffrey Gray
Lambertville, Mich.



29—W. A. Swann
Pensacola, Fla.



30—H. R. Gagnon
Waukegan, Ill.



31—J. P. Noonan
W. Barrington, R.I.



32—Boone Chittick
Manchester, Wash.



33—Clark E. Crouch
Richland, Wash.



34—M. P. Vadala
Elmira, N.Y.



35—W. A. Schilling
Wauwatosa, Wisc.



36—L. W. Andrews
Washington, D.C.



37—Peter H. Gerns
Charlotte, N.C.



38—D. O. Neidigh
Newark, Del.



39—Kenneth A. Olds
Sacramento, Calif.



40—Frank Thomas
Dayton, Ohio



41—Geo. Hastings
Huron, S.D.



42—Robert D. Kerr
Jackson, Tenn.



43—R. D. Osborne
Calgary, Alta.



56—John R. Olsen
San Antonio, Tex.



57—Nathan Kuper
Berkeley, Calif.



58—Arch Lugenbeel
Columbia, S.C.



44—Roy Thruston
Garden City, Tex.



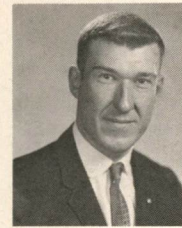
45—J. G. Hakanson
Falmouth, Me.



46—James Kalley
River Edge, N.J.



47—V. Christiansen
Jacksonville, Fla.



59—J. S. Ketchel
Reno, Nev.



60—Harold A. Baker
Toronto, Ont.



61—Don Hart
Kilmar, Que.



62—Ward Hubbell
Muskegon, Mich.



48—Nick Saad
Dothan, Ala.



49—H. W. Price
Honolulu, Hawaii



50—W. C. Reichel
El Segundo, Calif.



51—F. R. Ingraham
Compton, Calif.



63—H. P. Perry
Knoxville, Tenn.



64—L. W. Sutton
Winnipeg, Man.



65—B. W. Moore
Rochester, N.Y.



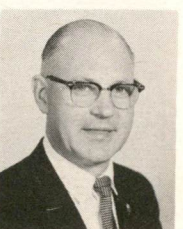
66—Wm. J. Boone
Roanoke, Va.



52—Ivan Deach, Jr.
Burbank, Calif.



53—David Corey
Quaker Hill, Conn.



54—John Lamb
Freeport, Ill.



55—R. E. Keith
Rock Springs, Wyo.



67—Walter E. Jerde
Spennard, Alaska



68—M. N. Bearden
Alexandria, La.



TCA—Dallas York
Carrington, N.S.W.



TCBI—M. F.
Macaulay
Milngavie, Scotland

GAVEL CLUB NEWS



By **MARY STANFORD**

Coordinator of Gavel Clubs

A PRACTICAL DEMONSTRATION that Toastmasters is open to all races, creeds and colors occurred recently when four Negro members of **Seagoville Gavel Club 92** participated in a demonstration meeting with a Toastmasters club in process of formation, at Dallas, Texas. The meeting, held at the Warren Street Methodist Church, was also attended by a number of Toastmasters of the Dallas area, including Educational Lieutenant Governor Jack Bradford and newly elected District 25 Governor John Myrick.

Gavel Club 92 is established within the Federal Correctional Institution at Seagoville, Texas. Permission to make the trip was granted by Institution authorities and the group was accompanied by Chaplain S. A. Vivens. The new Toastmasters group has chosen the name of "Commencers," and hopes to receive its charter soon.

In speaking of the experience, the editor of the Seagoville Club's bulletin, "Gavel Club Notes," writes: "It is my sincere hope that as we step across the threshold of this new frontier, doors will open to a brighter future for the colored Toastmasters of the South...I can do little else but pledge myself to always maintain, in my life and actions, the principles of good Toastmastering and harbor, in my heart, that my brothers both black and white, will do likewise and set an example for those of the world who

are not so fortunate as to have knowledge and understanding of human frailties. I am aware that, even in Toastmasters, because of the human element, there will not always be a complete meeting of the minds wherein this crucial problem is concerned. However, we, as Toastmasters, have an obligation to enlighten the world through our abilities and mutual desire for a better life for all."

Congratulations are in order for Gene Wilson of **Cowtown 4-H Gavel Club 142** (Fort Worth, Texas) who recently won the Texas State 4-H Club Public Speaking Contest at Texas A&M University. Gene attributes his success to his training in Gavel club work.

A report recently received from **Gavel Club 34**, New Law College, Bombay, India, states: "The Gavel Club of the New Law College is perhaps the first of its kind in Bombay. It was started in November 1959; the membership is open to all students... So far about 100 students have been members of the club. The students join for only two years, and therefore the first person to receive the Certificate of Merit in Basic Training was the present president, Mr. Desai N.B.... On special occasions like the U.N. Day or Human Rights Day, we hold a symposium where all members take part, each speaker being allotted three minutes..."



TM Saves the Day

At the annual summer educational workshop of the Rhode Island Credit Union League held in Wakefield, R.I., an emergency arose which proved conclusively the value of Toastmasters. The man scheduled to conduct the all-day session had come from Wisconsin the day before, and that night met with an accident which hospitalized him.

Utilizing much of his prepared material, nine men conducted the workshop with less than 15 minutes notice. They were the Rhode Island Credit Union League manager, a past president of the League, and seven Toastmasters. The meeting was a complete success, and the past president of the League has signified his intention of joining Toastmasters in the fall.

Rhode Island Credit Union Club 854

Cranton, R.I.

High School Speech Award

The first high school speech award presented in Orange County, Calif., was recently awarded by Toastmasters of Smedley Club No. 1, Santa Ana. The award was given to Lange Winckler, Santa Ana Valley High School senior. He received a trophy for contributing most to the furtherance of the speech program at Valley H. S.

**Smedley Club No. 1
Santa Ana, Calif.**

Celebrate National Anthem Anniversary

Just 150 years ago, Francis Scott Key stood on the deck of a ship in Baltimore harbor, watching the battle. During the night he wrote "The Star Spangled Banner," which later became the national anthem of the U. S.

Celebrating the anniversary, the City of Baltimore and State of Maryland have organized a great festival, running from July 2 to September 14. Toastmasters of the Northern Division, District 36, have undertaken the task of telling Maryland audiences of their rich and exciting national heritage. They have spoken before such diverse groups as the Maryland Branch of the National Women's Party, the Baltimore Council of Pioneer Women, the Minute-women, Lions, Optimists, Rotary and Kiwanis clubs. Lieutenant Governor Jack Fox of the Northern Division, worked closely with members of the festival committee to set up the speaking program and fill the many requests. Other Maryland Toastmasters participating in the festival program include Dr. John Albaugh, George Arakelian, Jack Beavers, Elmer Duffy, Jack Fox, Dr. Joe Inloes, Ken Rippel, James Z. Ross and Edward Sacco.

**Northern Division, District 36
Maryland**



Toastmasters attending District 24 Spring Conference attended the race meet at Fonner Park, Neb., where District sponsored 7th race and presented a blanket to winner, No. 7. Left to right: District Governor Bill Graham, Harold Reed, Virgil Roush, John Richards, Bill Burke and C. Ray Gates, all of Gateway Club 1101-24, Grand Island, the host club.



Lcdr. Don D. Burbank (left), outgoing president of the Kokua Club 1911-49, NSC Pearl Harbor, Hawaii, is presented with a "well-done" token of appreciation by Lcdr. W. W. Anderson, administrative vice president, who is Navy Purchasing Officer at Pearl Harbor.



RAdm. J. R. Davis, CEC, USN, addresses Oahu Olelo Club 1900 as guest speaker on Bosses Day, speaking on "Speech and the Professional Man in Today's World." Admiral Davis is Director, Pacific Div., Bureau of Yards and Docks, and Comander, Construction Battalions, Pacific.



Representatives of 13 clubs in six countries participated in annual European-wide TM speech contest at Frankfurt, Germany. Left to right: Al Edick, first place winner, Gentlemen of Verona Club, Italy; Col. Louis Gershonow, NACom commander, who presented trophies; Ken Bartels, second, Munich Toastmasters; Laird Gutteresen, third, Ramstein Toastmasters.



Larry Beitel (left), winner of 1963 International Speech Contest, is introduced by TM S. Dan Daniels of Broadway Club 1000, New York City, at District 46 10th anniversary banquet and speech contest held at U.N. Secretariat Bldg., New York.



Gate City Club 759-20, Fargo, N.D., gives special recognition to long-time member Floyd C. "Pinky" Wangrud, center, past International director. Left to right: Club President Chester Hedstrom, Wangrud, Oscar Sondrall, first elected president of Gate City Club.



Clearwater, Florida, Toastmasters Club 3087-47's entry in their city's Fun and Sun Parade was a horseless carriage with the fringe on top. Carriage was designed and built by 3087's treasurer John Carruthers and piloted by Cindy and Pat MacKinnon, daughters of Administrative Vice President Neil MacKinnon.



Rutherford County Club 1179-63, hunting for new meeting place, tries out the cargo compartment of giant C-130 Hercules transport at Sewart AFB, Tenn. Left to right: Past Pres. Ross Spielman, Lt. Michael Stewart, Gene Steele, Capt. John Rose-now, area governor, Lt. Thomas Felandini and Maj. Gerry Dwyer. Outside noise prevented plane from being adopted as permanent home.

Contest Carried Live

During the Fun Luncheon of the District 48 conference held recently in Tuscaloosa, Ala., the district received an invitation to carry the speech contest live over WNPT Radio. Plans were quickly made, and five Toastmasters taped one minute spots which explained the contest, how the speakers were selected, and also promoted Toastmasters. These were played during the pauses for the judges to complete each evaluation.

A tape of the program was sent to hometown stations of the participants to help boost Toastmasters.

District 48
Alabama

• • •

Speechcraft in South Africa

What is believed to be the first Speechcraft course ever to be conducted in South Africa was recently launched by the Pretoria Toastmasters Club 2199. The course was given in conjunction with the Pretoria Junior Chamber of Commerce and lasted for nine weeks.

The course was planned by Club Past President Theo Hofstra. Every member of the Pretoria Club took part, either as lecturers, evaluators, or guides. The course was enthusiastically received by members of the Junior Chamber and the general public.

Pretoria Club 2199-U
Pretoria, South Africa

• • •

Shakespeare Advises TM's

"Do you have friction with your diction?" asked Topicmaster Bev Springer of the Spokane Valley Club. He then proceeded to pass out 14 famous Shakespeare speeches, ranging

from "Twelfth Night" to "Hamlet," and covering in emotional scope a range from Falstaff to MacBeth.

At the conclusion of the session, Dick Slater, a panel speaker, asked to be heard again. Addressing the group, he stated that Shakespeare belonged to a Toastmasters group in his day, and during this 400th anniversary of his birth, was trying to contact a Toastmaster of today. Slater said he had received the message, which he proceeded to deliver — Hamlet's advice to the players, which Slater gave from memory, in its entirety. A perfectly fitting evaluation, the speech brought down the house in thunderous applause.

Spokane Valley Club 308-9
Spokane, Wash.

• • •

Traffic Talks

Club 2286-46, the Traffic Club of New York, has for the past several years sent out speaking teams to various colleges and high schools in the Metropolitan New York City area, in observance of National Transportation Week. The teams have presented programs covering the fields of traffic and transportation management.

This year the club sent two teams of six men each, to Fordham University and Pace College, New York City. The program presented covered the "Concept of Physical Distribution." The team at Pace College, while presenting its program to one class in person, also appeared on the school's closed circuit television which carried the program to three additional classrooms.

Traffic Club of New York
2286-46
New York, N.Y.

When your meeting falls to pieces . . .

Five Minutes Are Vital

By PAUL J. CATHEY

"JOE'S WIFE IS SICK; he can't make it as toastmaster tonight."

"Two of our speakers didn't show up."

"Who's going to take Harry's place as general evaluator? He's out of town."

Every club, sooner or later, runs into one of these meetings. It can't be avoided. However, what happens immediately after these holes show up in the program determines the course of the entire meeting. These next five minutes are crucial. They decide whether your meeting will be a success or a shambles.

How does your club react when its program is riddled by absence of participants?

Perhaps the members adopt a "let's-worry-about-it-later" approach. This is only postponing trouble. The replacement toastmaster of the evening hasn't a chance to learn about the speakers and the substitute speakers.

Speakers talk without being evaluated. The timer's chair remains vacant as everything goes overtime and the meeting drags on endlessly.

Perhaps your club decides, however, to do something about the program gaps. The club president may call out in the middle of table topics, "Please, fellows, we're three speakers short. Won't someone vol-



unteer?"

The general evaluator may wander from chair to chair looking for "someone without a job" to pinch hit as evaluator.

Obviously, this is not the way to patch a program. What is?

Several approaches are possible. The important element in all is *control*. Someone, of course, must see that the program is alive and kicking. Generally this is the educational vice president. It is his responsibility to test the soundness of the program beforehand. He must learn about un-

The Speaker's Page

avoidable absences in advance, if possible.

But whenever a void appears he must move quickly to find substitutes for those missing participants. His job can be made easier if he has a few previously prepared safeguards.

Many clubs list alternates on their printed program — substitute speakers, evaluators, toastmaster, timer and grammarians. This provides a chain clear to all members and the substitutes are given a warning to be ready.

If a program is too badly mangled to be used, it may even be possible to shift over entirely to the next scheduled program.

After all adjustments, major or minor, are made, they should be announced at one point, early in the program, clearly and concisely.

The sooner changes are announced, the better. This gives the substitutes a greater opportunity to prepare for their new jobs. A word of caution: When the program must be tailored, abandon all the frills. Concentrate on having an easy-to-follow schedule which won't offer opportunities for foul-ups.

At the same time, the right kind of improvisation may be worth while. If there are not enough substitute speakers available, perhaps an impromptu debate can be arranged. If skilled evaluators are lacking, try "do-it-yourself" evaluation.

Obviously, this is a time when icebreakers can be asked for —

and given — without much difficulty. It's also a chance to let the experienced speakers, those in the Advanced Speaker program, talk on some of the educational aspects of Toastmasters.

It's also a good time to introduce a session in the techniques of parliamentary procedure. And if the topicmaster is absent, why not let each of the table topics speakers select his own subject? Or have each man, after the first, select a topic for the speaker who follows him?

But, above all, when the program has been makeshift, don't apologize. When the time for evaluation comes, don't make excuses for the fill-in toastmaster, or the last-second speaker. As Toastmasters, they are supposed to be ready to step in and do the job required. Let the substitute know how he did, as honestly, candidly and fairly as you can.

When you think you have a meeting all set and suddenly discover that it has fallen apart, it's time to do something, and quickly. Those first five minutes are vital. Use them for quick and constructive planning, remembering that a substitute does not necessarily mean a makeshift. You can still achieve a successful, profitable meeting if you are prepared for emergencies. ♦

Paul J. Cathey of Philadelphia, Pa., is a senior editor of "Iron Age" magazine and administrative vice president of Jenkintown Toastmasters 2684-38.

SEPTEMBER HAS BEEN DESIGNATED as "Youth Month," with the purpose: "Practical projects to prevent juvenile delinquency and youth crime," sponsored by the Senior League, Inc., and American Friends of Youth, Inc. Toastmasters may obtain excellent speech material by writing to Evan P. Lovell, National Director, Taft Building, Hollywood at Vine, Hollywood, Calif.

September places considerable emphasis on the home. It is *Home Quiet Month, Home Sweet Home Month, National Better Breakfast Month, National Flapjack Month, Fall Clean-up Time* and *American Home Lighting Fixture Month*. On September 7, *Labor Day* is celebrated in all states and territories of the U.S. and in Canada. It coincides this year with *Rosh Hashanah*, Jewish New Year. The famous *Miss America Pageant*, oldest of all such contests, starts this day at Atlantic City, N.J. On Sept. 10, the *U.S. World Trade Fair* begins at San Francisco, and the *National Plowing Contest* at Fargo, N.D. On Sept. 12, Maryland stages the annual re-enactment of the bombardment of Fort McHenry in 1814, which inspired Francis Scott Key to write "The Star Spangled Banner." *Citizenship Day* is observed on Sept. 17, and the following day sees the beginning of the *46th National Convention of the American Legion*.

Husbands will probably not inform their wives that *Fall Millinery Week* begins Sept. 20, but may be interested that on Sept. 26, the *Valley of the Moon Vintage Festival* opens.

SPEECH STARTERS

If I have not read a book before, it is, to all intents and purposes, new to me, whether it was printed yesterday or three hundred years ago.

—William Hazlitt

There is no absurdity so palpable but that it may be firmly planted in the human head if you only begin to inculcate it before the age of five, by constantly repeating it with an air of great solemnity.

—Arthur Schopenhauer

POINT OF EMPHASIS

The September Point of Emphasis is "Better Evaluation" — a time to study why and how we evaluate. Use recordings to help self-evaluation. Evaluate all speeches for logical arrangement, interest, and sincerity. *Evaluate the evaluators.*

FROM THE GRAMMARIAN

LOCATED: "The canyon is located about 60 miles northwest of the McMurdo Sound base." To locate is to find or fix the position of something, usually with the connotation that some agent is doing the finding or fixing. The use of "located" for "situated" is a catachresis. Often, as in the example cited, no word at all is necessary.

—Theodore M. Bernstein, "More Language that Needs Watching."

TOASTscripts



Thirty-seven year old Van D. Holland joined ELGAS Toastmasters Club 1508-5, San Diego, Calif., in 1956. Since that time, he has held every office in the club and holds the distinction of being the first Toastmaster in the world to receive a "Certificate of Progress" for completing the new manual, "The Advanced Speaker."

To the members of ELGAS Club, this achievement is not surprising, for Van Holland and his wife, Patricia, are remarkable people. Both of them are confined to wheelchairs, but this hasn't stopped them from living a normal, busy life. Parents of two boys, Donald, 12 and Eric, 4, the Hollands live in a seven room house which they had remodeled to accommodate their wheelchairs. Van is an accountant and Mrs. Holland likes to paint. Both are active in church work and are members of Wheel-acade and the Indoor Sports Club. They attend many wheelchair dances given by the Indoor Sports.

Toastmasters International salutes Toastmaster Van D. Holland and his fine family.

When three members of McChord Air Force Base Clubs 1237 and 1594-32, Tacoma, Wash., visited another club they were asked to speak on the subject, "Does it Pay to be Honest?" Normally this would not be a tough assignment, but the McChord Toastmasters faced it with some trepidation. The club they were visiting was the McNeil Island Federal Prison Self Improvement Group and the subject was selected by the inmates themselves.



Toastmasters International is interested in knowing why some men leave Toastmasters and when semiannual reports indicate that a member has been dropped, a card is sent to the dropped member asking his reasons for leaving the club. It may seem odd, but often the reasons are testimonials to the value of Toastmasters training. The following are some of the reasons given on cards recently returned to World Headquarters:

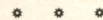
"Toastmasters provided the ingredients of success which made me too busy to continue with the Toastmasters program."

"We increased our sales \$3-million last year and we are 30% above so far this year. Toastmasters contributed to this."

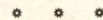
"Twenty years in Toastmasters is probably long enough and I wanted to pursue other activities..."

"Being a candidate for the Washington State Legislature, I have no time for Toastmasters at present. Without my Toastmasters training this political venture would have been impossible."

"Elected to local union secretary-treasurer position in referendum election of over 2,000 members. This was largely due to Toastmasters training."



A restaurant fire has destroyed the meeting place of Allegheny Valley Club 2310-13, Tarentum, Pa. The name of their meeting place? The Bonfire Inn!



CONGRATULATIONS: To Harold J. Derr of Club 2171-68, Alexandria, La., for being voted "Outstanding Federal Employee of the Year" in Central Louisiana. Toastmaster Derr was selected from more than 3500 Federal employees... To Lieut. Gerald C. Kelly, USN, educational vice president of Kaohsiung Club 1904-U, Taiwan, Republic of China, for receiving the highest award ever given an American of his rank from the Taiwan Police Department. Toastmaster Kelly received the



Toastmaster Van D. Holland receives his Certificate of Progress from Bob Huff of ELGAS club 1508-5. Mrs. Holland beams her approval.

Photo Courtesy San Diego Evening Tribune

Republic of China Police Medal of Merit #16 from the commissioner of the Taiwan Provincial Police Administration in recognition "for valuable and meritorious service rendered to the police."... To Oklahoma Toastmasters in District 16 who have answered the call of Oklahoma's Governor Henry Bellmon by providing speakers to acquaint Oklahomans with the State's exhibit at the New York World's Fair... To Lionel Mercier, past governor of District 21 (British Columbia), for being honored with a life membership in Club 1929-21, Vernon, B.C. Mercier founded the club in 1954. ♦

The possession of a chart does not make you a navigator.

Toastmasters must continually strive . . .

Towards Good Evaluation

By JOHN M. CORNWALL

NO PERFECT FORMULA has yet been developed for the guidance of general evaluators. Even if such a formula did exist, there would be little chance of perfect evaluations. Neither could the job be done by computers.

The basis of evaluation must be in human reactions; for speech is a human method of communication and the success of a speech must be measured with human faculties and expressed in human terms. This element is not a weakness of Toastmasters but its very essence. These considerations must, in my view, govern your approach when the educational vice president nominates you as general evaluator.

Follow the system adopted by your club, but try to notice those indefinable qualities which can lift a performance above me-

chanical assessment. Evaluation cannot be done by numbers. Instinct, intuition, even artistic sensitivity must find a place.

One member may have developed a faultless technique in the organization and presentation of his material, and yet lack the quality of sincerity. His speeches may seem to you to resemble more the tonal precision of an electronic organ

than the imperfect, more expressive notes of a Stradivarius. If you feel this, say it.

Look out for the speaker who, blessed with a dynamic personality, allows it to overshadow his material and sells himself, not ideas, to his audience. In this case, evaluate the "goods" and deal with the "wrapping" separately. It will be a healthy experience for you both.

My point is this: Do not be



ruled by your evaluation form. It has no doubt been prepared by wise and experienced Toastmasters but it has limitations. The possession of a good chart does not automatically make you a good navigator; neither does a first-class form make you an acceptable evaluator. Present your honest conclusions in direct terms and your words will be welcomed.

As a novice you may be afraid that your efforts will be of little value to experienced speakers. On the contrary they will value the less sophisticated reactions of a new Toastmaster. After all, we expect to apply our club experience in a variety of situations.

Whenever possible, consult the main speakers before the meeting begins. One may wish you to comment on the effectiveness of his gestures. Another, who has been told that his voice is monotonous, will require attention to his efforts to vary his pitch and speed. Consider each speaker's achievement in relation to his capabilities, helping him to develop himself to the extent of his natural limitations. Refrain from comparing one speaker with another, except

when offering constructive advice. Competition judging is a separate art.

Consider the meeting as a whole. If the tone was set by the president's jolly introduction or the toastmaster's hesitant fumbling, remark on it. If there was a turning point, such as a humorous topic which rescued a dull evening, compliment the speaker on his ability to make headway against the tide.

A comment does not have to be long to be effective. I heard an evaluation of a man who had developed a sound but rather too consistent method of construction of six minute speeches: "Toastmaster C... made his usual speech." No one who applies Toastmasters techniques daily wishes to find himself in a groove, even a good one.

Be thorough. The more carefully you consider other men's efforts the more quickly will you develop the habit of useful self-criticism. ♦

John M. Cornwall of Buckingham, Scotland, wrote this article originally for "The British Toastmaster" magazine of December, 1963.

He only is advancing in life, whose heart is getting softer, whose blood warmer, whose brain quicker, whose spirit is entering into living peace. And the men who have this life in them are the true lords or kings of the earth — they, and they only.

—John Ruskin

Convention Countdown

EDUCATION IS THE PRIMARY purpose of the annual convention of Toastmasters International, but to make the convention attractive to the entire family there must be other ingredients. The added attractions at the 1964 convention at Denver, Aug. 27-29, should make it a family affair long to be remembered.

Both adults and teenagers will be entertained Wednesday night, Aug. 26, at pre-convention activities, but in a strikingly different way. While the adults are attending the Pre-Convention Party, the teen-agers will be listening to "The Beatles," England's sensational vocal group who are appearing for one night at Denver's Red Rocks outdoor theater. Toastmaster at the Pre-Convention Party will be Chester Lauck, better known as "Lum" of the famous team of "Lum and Abner." Now an executive assistant with the Continental Oil Co., Lauck travels thousands of miles each year to speak at business meetings and at state and national conventions.

Also appearing on the program, which will include the introduction of officer and director

candidates, will be the "Denvairs," one of the nation's outstanding barbershop quartets. In demand throughout the Rocky Mountain area, the Denvairs have made as many as 15 appearances in a single month. Their harmony and humor are guaranteed to please all who attend the Pre-Convention Party.

Participating in the impressive convention opening ceremonies on Thursday morning will be the United States Air Force Academy Band and the Highlander Boys color guard and drill team. The Highlanders have been an important part of the youth activities of Denver since 1916.

Two special tours have been arranged for the ladies on Thursday morning and on Friday afternoon. The Thursday morning tour will visit the Colorado State Historical Society and the Wax Museum will be visited Friday afternoon.

At 10 a.m. Thursday morning, Bozo the Clown will entertain the younger children in the Youth Center. Bozo will have a bag of gifts to distribute to the small fry.



The Highlander Boys color guard and drill team will participate in the impressive opening ceremonies at the 33rd Annual Convention of Toastmasters International.

A humorous skit which has been widely acclaimed throughout District 63 will be presented at the Saturday Awards Luncheon by Tom Graves, governor, Area 1, District 63. Graves will be assisted by his 12-year old son.

Climaxing the convention's special entertainment will be a tour to Central City at 2:30 Saturday afternoon. The tour to the famed mining town will return to the Denver Hilton at 6 p.m.

In addition to scheduled entertainment features, the Youth and Hospitality centers will offer games, refreshments and diversions throughout the convention.



The Denvairs will be featured at the Pre-Convention Party. Top to bottom: Bob Magill, tenor; Tom Manion, lead; Chuck Norviel, baritone; Dick Mullen, bass.

The children of Toastmasters can expect surprises and prizes galore when Bozo the Clown entertains them in the Youth Center at the International convention.





JUST IN JEST

Some people who have quit smoking complain about gaining weight. For example, a reader of columnist Bill Gold of the "Washington News" wrote him: "I'm down to six cigarettes a day — one after each meal."

—Quote

There's no limit to the height a man can attain by remaining on the level.

DEFINITIONS

ALACRITY: What a small boy rises with on Christmas morning.

IGNORANCE: When you don't know anything and then somebody finds out.

EXPERT GOSSIP: Person who knows just how much to leave out of a conversation.

MODERN MINUTE MAN: A guy who can make it to the refrigerator and back while the TV commercial is on.

MIDDLE AGE: When the narrow waist and the broad mind begin to change places.

You just can't beat experience. For instance, there's no fool like an old fool.

IMPORTANT: 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. Include a mailing sticker torn from a previous magazine.

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

A notice in the village hall at Aldington, Kent, proclaims, "In the event of fire the nearest telephone is at Aldington Fire Station."

—Dundee Evening Telegraph

The traveling salesman entered the lobby of a hotel in a small town and picked up a pen to register. As he did so a bedbug crawled across the desk.

"Well," remarked the salesman, "I've been in lots of hotels and seen a lot of smart bedbugs, but this is the first time one ever came down to see what room I was getting!"

The successful man has a wife who tells him what to do — and a secretary who does it.

That speaker gets the most applause
And wisely ducks confusion
Who knows that when he's made
his point

It's followed by conclusion.

—Business Briefs

Modern man is a creature who has two legs, four wheels and a spare tire.

Letters to the Editor

Members are invited to use the "Letters to the Editor" Department for any questions about Toastmasters International, its clubs, and any problems concerning club and/or district operations and activities.

"Oh wad some power the giffie gie us
To see oursel as others see us!"

Thanks to modern ingenuity we now have that power. It was suggested in a recent article in "The Toastmaster magazine" that television would be of much help in the meeting. Sure it would, but it is costly and impracticable.

However, there is a simple and inexpensive way every speaker can have instant evaluation. A large mirror installed on the back wall behind the audience and in front of the speaker will enable him to "see himself as others see him." He can observe his gestures, and this will remind him to give them. He can watch his clothes, posture, facial expression, how he moves about on his feet, how he looks when he leaves the lectern, and so many other things that will help him to be a better speaker. Things that his evaluator hasn't the time, and maybe not the ability, to bring out. Too, he can correct any irregularity instantly, and not need to wait for the next time. A mirror, in effect, will prove to be an additional evaluator, and such a personal one, too. It is highly recommended your club get one.

J. D. Williams
Club 1393-58
West Columbia, S.C.

This is my first opportunity to express my appreciation for the outstanding cooperation and service provided by District 35 Toastmasters officials in getting our club started and a fine Charter Party behind us. It was a tremendous experience for our club members and one which will remain in our memory for a long, long time.

These men deserve a great deal of praise for their special efforts on our behalf: H. Deo Kingsley, governor District 35, who presented me with our charter; Everett D. Watson, admin. lt. gov. District 35; John Crossman, Southern Div. lt. gov.; and Lt. Col. Fred Panico (USAF-Ret) Sou. Div. expansion director. Just about all of the district officials turned out in force for the charter party and made it a good success.

As you may know, many military clubs operate under conditions which are not really advantageous for them. Many of our Toastmasters are subject to odd-hour missions work which causes some absenteeism. To overcome this, our club has to resort to using a great deal of variety in programing in order to keep interest continually high and stimulating.

S/Sgt Francis C. Beggan
Pres. Club 3762-35
Truax Field, Wisc.

Considerable time has gone by since I was president of Club 122, but I do not have the recollection of receiving so much printed material. It is my strong feeling that we receive too much correspondence which is not important or pertinent to our primary objective—learning to speak well.

Even the important messages... are too lengthy and wordy... Is this verbose practice a true representation of the spirit of Toastmasters? What would be lost if we cut away the superfluous correspondence?

Ted Van Soelen
Pres., Club 2534-23
Albuquerque, N.M.

New Clubs

(As of July 15, 1964)

- 276-5 VISTA, California, *Vista*,
 1040-46 DUMONT, New Jersey, *Dumont*, Mon. 8 p.m., Dumont Borough Hall, Dumont, New Jersey DU 5-1638
 1400-16 JAY, Oklahoma, *Jay*, Thurs. 7:30 p.m., Jay High School 4466
 1774-25 VERNON, Texas, *Vernon*,
 1922-56 CORPUS CHRISTI, Texas, *Laguna Madre*, Tues. noon, Sandy Cove Cafeteria, Naval Air Station, Corpus Christi, Texas TE 5-8211 Ext. 2423
 2047-44 MULESHOE, Texas, *Muleshoe Area*, Tues. 8 p.m., Bailey County Electric Building, Muleshoe, Texas
 2407-36 WINCHESTER, Virginia, *Winchester*, 2nd & 4th Wed. 6:30 p.m., Town House Restaurant of the Darlington Motor Inn, Winchester, Virginia Pres. MO 2-8201 MO 2-5100
 2506-43 HUMBOLDT, Tennessee, *Humboldt*, 2nd & 4th Mon., 6:30 p.m., The Tyler Towers Motel, Humboldt, Tennessee 784-4041 784-3611
 2634-14 ATLANTA, Georgia, *Bell Telephone*, 1st & 3rd Mon. 12:05 p.m., Hurt Building, Atlanta, Georgia 529-7281
 3266-6 MINNEAPOLIS, Minnesota, *Trafficmasters*, Mon. 11:45 a.m., Minneapolis Athletic Club, Minneapolis, Minnesota FE 9-2773
 3618-U LAJES FIELD, Azores, *Mid Atlantic*, Tues. 6 p.m., Lajes Field Non Commissioned Officers Club, Azores 3150 3123
 3726-61 OTTAWA, Ontario, Canada, *Carleton*, Thurs. 6:30, Macies Steak House, Kirkwood Plaza, Ottawa CE 5-4338
 3796-63 MORRISTOWN, Tennessee, *Morristown*, Thurs. 6:30 p.m., Imperial Cafeteria, Morristown, Tennessee 586-2933
 3803-35 NEW BERLIN, Wisconsin, *New Berlin*, 2nd & 4th Tues. 6:30 p.m., Sezon's Melody Inn, 16150 W. National Avenue, New Berlin, Wisc. SU 6-7160
 3804-47 MIAMI, Florida, *Miami Herald*, Tues. 7:30 a.m., 1 Herald Plaza, 3rd Floor, Conference Room, Miami, Florida 350-2576
 3805-22 MINNEAPOLIS, Kansas, *Slickers and Shippers*, Mon. 7 a.m., Courthouse Meeting Room, Minneapolis, Kansas EX 2-3074
 3807-47 MARIANNA, Florida, *Toastmasters of Jackson County*, Tues. 7:30 p.m., Jackson County Chamber of Commerce, County Court House 482-3122
 3808-32 ILWACO, Washington, *Peninsula*, 1st & 2nd Wed. 7:30 p.m.
 3809-46 PLEASANTVILLE, New York, *Pleasantville*, 2nd & 4th Thurs. 7:15 p.m., Sherman Park Restaurant, 500 Commerce St., Hawthorne, New York Pres. 914 RO 9-4193 Bus.: 914 RO 9-5000
 3810-15 SALT LAKE CITY, Utah, *Pop-Up Toasters*, Tues. 6:30 a.m., Clark's Cafeteria, Salt Lake City, Utah
 3812-65 BUFFALO, New York, *WECO*, 2nd & 4th Thurs. 4:45 p.m., Western Electric Co., Inc. Kenmore & Vulcan Sts. Room 205, Buffalo, N.Y.
 3814-52 LOS ANGELES, California, *Los Angeles Yawn Patrol*, Los Angeles Post Office Training Center, Los Angeles, California 688-2100
 3815-52 LOS ANGELES, California, *Be Plus*, 1st & 3rd Fri. 7 p.m., Family Savings, 3683 Crenshaw DU 2-7349 PL 1-9516
 3817-52 LOS ANGELES, California, *L. A. Postal Toastmasters No. 1*, 2nd & 4th Wed. 7:30 p.m., Los Angeles Post Office Training Center, Los Angeles, California 688-2360 AX 3-9741
 3820-F MONTEBELLO, California, *P.I.E.*, 2nd & 4th Thurs. 8 p.m., 3801 South Vail Street, Montebello, California
 3821-60 SUDBURY, Ontario, Canada, *Laurentian*, Mon. 8 p.m., Parkridge School, Sudbury, Ontario, Canada 674-3414

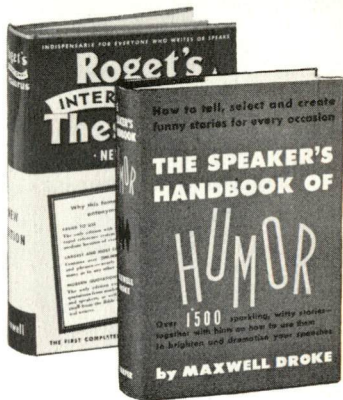
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