

DECEMBER, 1960



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

QUINCY, MASS.
TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

THERE'S A MOUNTAIN TO MOVE • SANTA CLAUS COMES TO TOWN

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A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop their executive abilities. In congenial fellowship, ambitious men help each other through actual 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 Home Office.

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Season's Greetings

As we enter the Christmas season, we are reminded that the spirit of Christmas lives throughout the year in a Toastmasters club. The high purpose of Toastmasters is the bright star that leads men to better understanding. In their service to each other, to their club and to their community, Toastmasters learn that "It is more blessed to give than to receive." Truly, they are men of goodwill.

The Home Office staff joins me in wishing Toastmasters and their families a happy holiday season with best wishes for a New Year of continued personal accomplishment.

Executive Director
Toastmasters International



There's A Mountain to Move

By RALPH E. HOWLAND, JR.

THE STORY IS TOLD that Lord Sedgwick, meeting the Earl of Watlingwood shortly after the death of the latter's wife, expressed his sympathy in these words: "I say, old chap, awfully sorry to hear you buried your wife." To which the Earl responded, "Had to; dead, y'know."

This hoary classic sharply depicts man's misunderstanding of man. Have you ever noticed how many of the anecdotes, cartoons and movies we consider humorous are based on a failure of communication? We are proud of the sense of humor which enables us to make light of war-time misery and to joke about serious events. We tell ourselves that this ability helps us to keep our balance in the midst of anxiety.

Unfortunately, this ability can also become a rose-tinted glass through which we avoid facing the true color of unpleasantness. Close observation of the world about us tends to blunt our humor as it reveals numberless situations where

someone is "not getting the word," to the detriment of understanding and the impairment of needed cooperation. It would seem that we continually erect mountain-like barriers between ourselves and others.

Certainly we have all seen the results of poor communications in the fields of domestic policies, labor-management relations, world affairs. We need only recite a few of the consequences of these failures: McCarthyism, the farm problem, the Kohler strike, the recent summit almost-conference.

As with many difficult problems, we are tempted to throw up our hands in despair. What can mere individuals do? We possess so little power, either political, economic, or spiritual. Why expose ourselves to heartache, abuse, frustration?

But better understanding on our part and improved ability to communicate can make our homes happier, increase our incomes and raise our prestige within our own

communities. And more: beyond these individual benefits we feel a compelling need to accomplish something, to accomplish what we can, anything we can.

George Romney of American Motors urges the people of the United States to determine precisely what we think of our political and economic way of life, to agree on how it should be described, and to search for the best methods of conveying these thoughts to our neighbors. He insists we must inform the world of what we believe to be the mission of the United States, to tell this story with example and persuasion so that not only will other people be better informed, but our own youth will be inspired with a sense of personal mission, realizing that America is not yet complete—its dream not yet fulfilled.

Deep within each of us is the belief that we can be something better than we are. As Dr. Albert Schweitzer states, "Every man has to seek in his own way to make his own self more noble and to realize his own true worth." We know this is true and perhaps we feel that there is ample reason for trying to help ourselves and others. Yet there remains the question of just what we, the little people, can do as individuals.

We can take some comfort in realizing that mankind never solves its difficulties, and seldom eases them, by solutions from the top. Only when the cure is applied at the level of the individual do we have a chance for total recovery. Diseases are wiped out by prevention, not by treatment of the afflicted. Intoler-

ance retreats from education, not legislation.

The number of the faithful of any religion is increased through personal conviction, not by advertising campaigns or building fund drives. A house becomes a home through love and respect among its residents, not from a stylish address or a motto on the wall. Perhaps, then, the effort of one person can be important; at least there's enough possibility of it to investigate further. The mountainous barriers are still there, blocking our pathway. Let's move in for a closer inspection.

Our first step toward the goal of improved communication cannot be taken until we are certain as to just what it is and what it involves. A visit with a dictionary indicates that the word *communication* describes "the act of making oneself understood," "the expression of thoughts and opinions." Turning the pages we find that *understanding* is "the agreement of two or more minds," "the equitable adjustment of opinions and views." Thought denotes "meditation." Opinion is defined as "a settled judgment formed after deliberation," while deliberation means "calm, mature consideration."

Bonaro and Harry Overstreet in their book, "The Mind Goes Forth," call communication "a matter of interchange, of challenge and response in the human spirit." If we add their thought to our list of dictionary definitions, we can evolve the following description: *Communication is the act of challenge and response in the human spirit with the aim of developing a mutual re-*

spect and appreciation through reasonable adjustment of the calm, mature judgment of every person involved. While this is a somewhat cumbersome statement, perhaps all we need remember are the key words and phrases—*challenge and response, mutual respect, reasonable adjustment and mature judgment.*

If we now have a better idea of where we want to go, we can begin our search for methods of getting there. The Overstreets list eight ways in which each of us can achieve some improvement in our communication. They are quick to admit that their suggestions are not a cure-all. They believe that these eight avenues "can encourage understanding in an age of many destructive misunderstandings—can put us on the side of sense rather than nonsense. They will not always work but they work well enough and often enough to justify the effort they take." Briefly stated, their suggestions are:

1. *Moderation where powder keg problems are concerned.*

(TV Westerns continually use the "let's string him up" theme to moralize against snap judgment.)

2. *Putting our minds at the disposal of others before we pass judgment.*

(How often have we heard the jest, "don't confuse me with facts—my mind is made up"?)

3. *Trying to put our own experience and specialized knowledge into words that can be understood.*

(Ever hear someone say that he was through working with fools and was going to stay with people who speak his language?)

4. *Avoiding "loaded" words; words that by-pass the mind to reach raw emotions, and needlessly put others on the defensive.*

(We recognize such loaded words as *crackpot* and *egghead*, but what of the news report which speaks of an action "fattening" paychecks, when perhaps it was a well-deserved increase?)

5. *Crediting other people with the capacity to understand the best we have to offer and then putting this best at their disposal.*

(The friendships which we most enjoy are based on the best we have to offer and to share, not on any part-time basis.)

6. *Firmly declining to accept evasion or elaborate nonsense when we have the right to know the facts.*

(We need only mention the many scandals which have been hidden under titles, "Classified" or "Top Secret.")

7. *Making practical arrangements, creating the necessary machinery for mutual understanding.*

(The United Nations, imperfect as it may be, helps us keep cold wars from warming up.)

8. *Keeping still when adding to the talk would add only to the confusion.*

(How often have you wished that you had counted to ten and then said nothing!)

Out of our recognition that there is a problem and out of our desire



to do something about it, we can find inspiration in our new definition of communication and in this eight-sided pattern of conduct. And if we can progress individually, then citizenship and brotherhood dictate that we must also seek some way of translating our own path to understanding into group action.

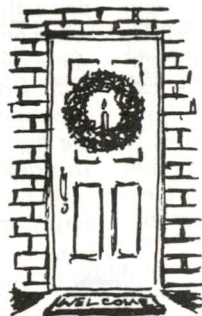
Toastmasters International immediately suggests itself as one of the ideal vehicles for this ambition, since Toastmasters is a world-wide fellowship of men developing their abilities through mutual challenge and response.

The name, Toastmasters International, is somewhat of a misnomer, for while it is true that members seek to improve their speaking ability, their ability to stand before men and to express their opinions, it offers so much more than mere public speaking that considerable exposure to the program is required before its full scope may be seen. However, we'll consider only the *speaking-listening-evaluating* elements here.

Before any of us can speak intelligently and effectively, we must consider what we wish to say, whether we are convinced that it is worth the effort of saying, and precisely how it may best be said. Certainly this encompasses the requirements of calm, mature thought, of putting our experience into understandable language, the elimination of loaded words, and the necessity of offering our best. That the Toastmaster exposes his every effort to the constructive evaluation of his

fellow-members indicates his desire to achieve mutual respect, evidences his readiness to adjust his opinions reasonably and underscores his belief in the capacity of his associates to understand.

The Toastmaster as a listener and critic is no less involved in our definition of communication. He must listen and think before offering his evaluation, thus indicating his willingness to place his mind



at the disposal of the speaker, his sincerity in seeking an appreciation of the thoughts presented. To be constructive he must be moderate, must insist on the facts, must offer the calibre of response due the speaker's challenge, and, on occasion, must remain silent. The entire situation with-

in the Toastmasters program is a continuing cycle of challenge, response and counter-challenge. In its realization, this cycle becomes a spiral that can lift us toward our goal.

Our dream of being something better than we are, our own self-interest can draw us to Toastmastering for its obvious personal benefits. Selfish though the beginning may be, the larger potential to which we are exposed can accomplish at least part of our dream. Our hope for success in improving all communications and thereby serving others, increases as more and more recruits are drawn into the group. The success of the Toastmasters program assures a well-trained task force ready to battle misunderstanding.

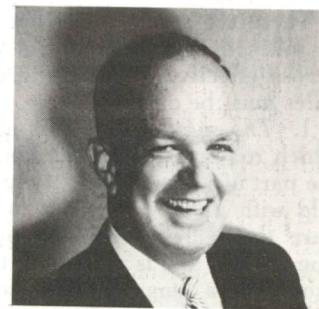
Dr. Charles Malik, outstanding

United Nations diplomat, states that one of the two great disadvantages facing the United States is that we have no cultural or racial ties to Asia such as has the Soviet Union. More important, he feels that the only way in which we can offset this disadvantage is to develop a type of man who has in his character such quality of understanding, humility, and truth as to enable him by sheer weight of his being to overcome this disadvantage. When you consider what would be required of our nation to produce this type of man, then we have two choices—the first, to capitulate now—the second, to begin the long and torturous job of removing this mountain range of misunderstanding, the task of making ourselves and our children into this new type of American.

All mountain ranges lose some of their imposing height as you approach the foothills. So it is with our problem. The mere movement toward a closer look and the decision to take definite action cuts

away much of the awesomeness of our obstacle. Perhaps we already have in our hands the tools necessary for the work if we will but use them.

If we see the value of using these tools in our daily lives, and if we see their correlation to Toastmasters, then surely we have reason to hope and to act on that hope. Aware of the personal benefits that our clubs have given to thousands of doctors, lawyers, merchants and chiefs and to thousands of butchers, bakers and candlestick makers, why, then, can't these be extended to millions more? Our organization is neither perfect nor miraculous, but like the eight avenues to understanding it works often enough and well enough to justify our efforts. If we feel that here is our opportunity to become that better man of our dreams, to realize our own true worth, and to serve those around us, then what harm can there be in trying? If there's a mountain to move, let's go move it! ♦



Ralph E. Howland is president of the Craftwood Corporation of Oconomowoc, Wisconsin. He is immediate past governor of District 35, and a member of Oconomowoc Club 834-45.



The Jester

By NATHANIEL H. BARISH

A JOKE or humorous story can do many things for a speech. It can add zest or flavor to an otherwise serious talk; it can drive home a point with telling effect; it can serve as an excellent change of pace. A joke can do all of these things providing the proper one is selected, and is told well. If the wrong story is chosen, or if the delivery is poor, it can easily detract from the effectiveness of the speech, or even kill it.

Recognizing the importance of humor in speech-making, Garden State Club No. 1049-46 has introduced a new feature into its program—The Jester. This function is a regularly scheduled part of the meeting, and comes between the

invocation and table topics. The Toastmaster who has been scheduled as The Jester must give a series of related jokes or humorous incidents during a 3 to 5 minute period. At the end of the evening his work is criticized by the general evaluator.

There are several classifications of jokes, and in order to put them across effectively, certain ground rules must be observed.

1. *The subtle joke.* This is one which requires a little thinking on the part of the audience. It must be told with a smile in order to prepare the listeners for the punch line. When this is delivered, there should be a lengthy pause, so the audience has a chance to get the

point and enjoy it. An example would be the definition of mixed emotions—watching your mother-in-law drive off a cliff in your new Cadillac convertible.

2. *The shaggy dog story.* This has a completely unexpected ending. It must be told with a straight face. This makes the audience respond to a greater degree than is usual, when the punch line is finally delivered. In relating this, or any other type of story, you must give your listeners sufficient time to laugh and enjoy the joke before you proceed with your next point. Going on to your next topic while there is still laughter, results in a frustrated audience.

3. *The story in dialect.* This always goes over well, providing the speaker is expert in dialect. Too frequently a man relates an anecdote in what he thinks is a German accent, but it sounds more like Lower Slobbovian. If you cannot do an authentic accent, forget the joke. And this above all: a dialect story should never be used if it casts any aspersion on the group it represents.

4. *The religious story.* Today, most people are rather broad-minded about their beliefs, and those of others. A religious anecdote will generally be acceptable if it is genuinely funny, and if it does

not hold up the particular faith, or its practitioners, to ridicule.

5. *The risque story.* If a joke is risque, even though it is also very funny, it is wise to be extremely careful, especially before a mixed audience. It is extremely difficult to judge degrees of acceptance of the spoken joke, and many times a joke which is read without any particular embarrassment on the part of the reader can become extremely offensive when heard from a speaker's platform. Better not take any chances. If there is even the slightest question of offensiveness, avoid the story completely.

If a story is dirty, it should be taboo to a speaker. It must be remembered that in addition to being Toastmasters, we are also gentlemen, and gentlemen don't spread filth. Even in an all-male audience, many a man has been embarrassed at hearing a speaker tell an off-color story.

The use of humor in a speech can be summed up in this bit of doggerel:

*"If you tell a joke,
Tell it well,
And with the audience.
You'll ring the bell.
But don't tell a bad one.
And this I beg.
For only a bird
Should lay an egg." ♦*



Nathaniel H. Barish was a professional singer until he abandoned his career to become associated with a pharmaceutical company. He is a member of Garden State Club 1049-46 of Irvington, New Jersey.

Even St. Nick
needs Toastmasters
training when . . .

Santa Claus Comes to Town

By RICHARD WESTERMANN



IT'S THE ANNUAL kids' Christmas party and you've been tapped to play the jolly old elf. You're all prepared for your grand entrance. You tighten your belt over the pillow stuck against your stomach, adjust the rented yak hair beard. The first notes of "Jingle Bells" rouse you to action; you come tramping into the room like a ham actor in an old-fashioned melodrama.

The kids are all staring at you, waiting, so you bellow a deep "Ho, ho, ho, is everybody glad to see old Santa?"

No response. The youngsters look at you blankly. You try again: "Ho, ho, ho, ho! Now here's a fine little boy, and a nice little girl. Now let's all talk to Santa Claus."

The boy and girl give you a disgusted look and turn away. As Santa Claus, you've just fallen flat on your face.

To prevent such scenes, the North Pole Santa Company of Compton, California, each year trains Santa Clauses for duty in department stores, supermarkets and at civic functions. This Christmas we are anticipating a banner year. What with helicopter landings, dog sled arrivals and department store tours of duty, we expect to have over 125 men in North Pole Santa garb, men trained in "Santology." The success of our business I attribute directly to my 15 years in Toastmasters. Without my TM training I could never have imparted to others what I know about speech. In fact, I consider that Toast-

masters made the North Pole Company possible.

But let's get back to that sour Santa Clausing of the first paragraphs. Let's tear this horrible presentation apart and put it together again in Toastmaster style. The whole secret of good Santa Clausing is just what I learned in Toastmasters: a good introduction, main points—in our case we separate these into *recognition* and *questioning*—and a strong close.

You must realize that "ho, ho, ho" is out of date and you never, never injure the pride of a young man by calling him "little boy" or of a young lady by addressing her as "little girl." Also, you need a good entrance gag calling for group action. So let's try it again:

You enter the room.

"Well, hello there everybody! Boy, old Santa sure is glad to get here; don't think a trip from the North Pole is something I do every day! The rough part is I had to walk the last three miles—coming down here we circled a great big cabbage patch; Rudolph saw it from 800 feet up, set his nose down and of course Prancer and Dancer and Donner and Blitzen all followed and landed up square in the middle of the field. You know what? That stubborn reindeer and his friends are still there eating cabbage and my feet are really sore.

"Well, I wonder if you're glad to see me. I'm going to ask you, and if you are, I want you to shout. Are you all glad to see Santa Claus?"

Chorus of yells, not too loud.

"Say, I think I faintly heard

something. Let's try it again. Now, are you glad to see Santa?"

Loud yelling.

"Well, that's better! Now let's get down to business. If you'll all line up I'd like to have a word with each of you and see what you want for Christmas."

First girl comes forward and you're ready with the invitation:

"Why, hello, there, sister! I haven't seen you for almost a year."

Then the recognition:

"Gosh, every time I see you you're looking prettier, and what a nice dress! Are you going to be in the movies when you grow up? Well, that's dandy."

And the questioning:

"Now tell me, just what do you want for Christmas?" (*Listen attentively and when you think she is through:*) "Is that all?"

And you're ready for the close:

"All right, you've told me what you want and now I'll tell you what I want. I want you to be good for another 30 days, even after Christmas. I want you to eat your vegetables, drink your milk, brush your teeth twice a day, go to bed on time and be good to Mom and Dad. Can you do that? O.K., then, that's a promise."

Boy comes up. Invitation:

"Well, hello, there, Junior! I haven't seen you for a long time."

Recognition: "Every time I see you, you're sprouting up like a weed. What are you going to do when you get older, play quarterback for the Rams or pitch for the Dodgers?"

Follow with same questioning and close as for girls.

Remember that on the recognition, the girls are always prettier or nicer; the boys always bigger or stronger.

Stick with the pitch and you'll stay out of trouble. Wander out on your own and you make a big faux pas, the way I did once.

A North Pole Santa became ill at one of the large Los Angeles department stores. All our extra Santas were out on relief jobs, so it was up to me. At 6 p.m. I dashed over to the store, rushed upstairs, put on my suit and made my entrance. I was pretty tired, but that was no excuse for looking at the first boy and going off the pitch. I said, "Well, is there anything new at your house today?"

The kid took a long breath and began. "Golly," he said, "it was real exciting. Daddy wouldn't get up so Mom threw a glass of cold water at him and he slugged her and she bit him on the wrist . . ." Just then a big man grabbed the kid, clamped a hand over his mouth and snarled, "You slobs are too nose; believe me, I'm not coming here again."

Then there's the perennial toughie. One out of every 15 little girls wants a baby brother. One Santa I had a few years ago in a Lakewood, Calif. store thought he was doing all right when he answered like this:

"A baby brother, is it? Sure and old Santa has just the answer. Up at the North Pole we have headquarters for that old bird Doctor Stork. I know Storky real

well, and within a year, if you're a good girl . . ." Sounds innocent enough, doesn't it? But the following Monday I found the girl's father in the daily paper, in scream headlines over a four-column article condemning the North Pole: "Fighting Pastor Flays North Pole Co., Infidels Seek to Replace Christ—Boost Stork Lore."

Nowadays we point out that the proper way to handle these young misses is:

"So you want a baby brother! Well, first let's get one thing straight. I'm just the old fellow that brings the gifts, not the brothers, but if you really want a baby brother, you go home tonight and kneel down beside your bed and pray. Then, if you pray hard enough and God wants you to have one, you'll get a baby brother. Now, what other presents do you want?"

Children are smart, so never profess any special powers you don't have. Then you'll avoid an experience I had once.

A small boy demanded, "You got a pencil and paper? I've got a long list and you'd better write it down." Ham that I am, I snapped back, "Fire away, young man! Old Santa has the brains of an elephant—he never forgets." That kid had a list of 68 items. When he finally left, I was groggy.

But that wasn't all. The little monster went back and buried himself in the line of waiting kids. Within the hour a vaguely familiar voice was asking, "Santa,



what do I want for Christmas?"

"You tell me," I countered cheerfully. Whereupon he snorted, "Brains of an elephant! Boy, Santa, you don't have the brains of a flea. Now get a pencil and paper and let's get this down in black and white." Meekly, I did.

A Santa party for your Toastmasters club can be a lot of fun for everybody. To make it more mystifying, get a man who has been out of the club for a year or so, but who still remembers everyone's name. Have him visit a meeting about two weeks before "Santa Night" to pick up names and faces of new members.

Several years ago, Larry Mosher, editor of the *Bellflower Herald-American*, called me up and asked if I would be Santa for the Progressive Toastmasters in Huntington Park, Calif. As an alumnus of the club, I dropped in for a meeting in November, unobtrusively making notes of new faces and names in order to be ready.

It was fun baffling the members by recognizing each of them by name and making some observation about him. Bets were flying around as to my identity!

Every October in my Santa classes at the North Pole Company I face some 40-50 candidates for Santa-dom. We pick men between 55 and 80, and give them a six-hour, two-night course. You might call it *Basic Training Streamlined*. Each prospective Santa makes an "icebreaker" speech on "Why I Want To Be a Santa Claus." Finally, he gives a version of our "pitch" for both boy and girl.

Sometimes we take men who

show no speaking ability at first, but who catch on in a night or two and go on to successful Santa Clausing. Sometimes they receive the greatest blessing of all, as this true Christmas story shows:

Last January a Santa of mine, 76 years young, dropped in to see me. "You know, Dick," he said, "I was living with my daughter and her son and daughter-in-law and their kids. I had a house out in back and the grandchildren were nice to me, but I drew away from the world. You might say I was a recluse.

"Then I saw your ad, graduated from Santa Tech—and what a difference! The day after Thanksgiving I mounted Santa's throne in the Broadway Department Store. My grandchildren were up close to me with some little friends and I heard one say, 'See that big shot up there—Santa? Well, that's my granddad; isn't he something?' I was asked to be Santa at the Elks Lodge and the Masons. I had a wonderful month and now I'm back in circulation again, part of the world. I just joined a Senior Citizens club and they elected me vice president. When anyone asks me what I do I say, 'I'm a professional Santa Claus,' and under my breath I say, 'Thank God for that!'" ♦

Richard Westerman is president of the North Pole Santa Company of Compton, Calif., where he trains and places some 125 Santa Clauses yearly. He was a member of the Progressive Toastmasters 18 of Huntington Park, and later became one of the three founders of Compton Toastmasters 464-51. He is a past president.

Talking Birds and Toastmasters

By ROGER NETHERLAND

CROWS, RAVENS, parrots, parakeets, myna birds and Toastmasters have one thing in common. They all can be taught to speak with greater or less proficiency than the average, depending on the individual case. There is one facet of Toastmastering, however, which cannot be handled by the talking birds. I refer to the role of evaluator. To mix a metaphor, it is here that we separate the sheep from the goats.

As I have progressed through Basic Training, speaking itself has become easier and easier. Perhaps not better and better, but easier and easier. I still flail my arms, lean on the lectern, stomp around, stare at my notes—but I don't have to work so hard at it. On the other hand, evaluating has remained just as difficult as it was the first time I tried it. And yet, it has become more and more rewarding and satisfying. I consider it the real challenge to the Toastmaster.

Our Club (Wings of Gold 1836-29) has had many wonderful evaluators. There was Captain Gregg Stokes—courtly, soft-spoken and

gentlemanly even when adverse, with ideas that rang as clear and true as fine crystal. There is Captain Phil Phillips of the polished delivery and demolishing wit, Stopi Stopinski, as adept with the rapier as with the meat ax. One of the finest was Captain Joe Land, a Mark Twain in Navy Blue, who made us see and laugh at our many faults while he told a joke on himself. How very much I have learned from the many good men who have evaluated me! I learned to correct so many mistakes. And how much I also learned from good evaluations of other speeches. From them I have corrected *the mistakes yet unmade, the errors yet uncommitted*. Good evaluations are like signs along the highway, to point out the dangers ahead, and to show means by which to avoid them.

Unhappily, we have all heard evaluators who have been somewhat less than ideal. Their performances seem to be repeated over and over in a never-ending pattern of sameness. These evaluations are more like roadblocks, detours or hazards along the way.



Let us meet some of these imperfect inquisitors as we stroll down Monotony Lane on our way to Toastmasters meeting. Our first evaluator today is Clifford

Cliche, the Kindly Clodhopper. Clifford has been busy with an extra dish of ice cream and hasn't been listening quite as carefully as he should have been to a number one speech:

"Well, sir, you certainly did accomplish the purpose of your number one speech . . . which was to help us to know you better. And we certainly do know you better . . . now that we've heard your icebreaker . . . and we're glad to have you as a member of this club. This was a number one speech—the icebreaker—and you certainly did break the ice. You sure put your story across . . . and now we sure do know you better. I'm sure that in time you'll become an outstanding speaker, and now you can go on to number two . . . now that you've completed number one . . . the icebreaker . . . and now we know you better . . . that's for sure . . . we sure do."

Clifford has told the speaker only what he already knew: that he'd just given a speech. This evaluation was no signpost, but instead, a roadblock in the way of progress.

Our next evaluator is Nasty Norbert, the Nitpicking Note Twister:

"Well, uh, let me see. First of

all, the word is pronounced KEY-motherapy, not CHEMotherapy. This is a natural mistake, since we do say CHEMical, not KEY-mical. It must have to do with the derivation from the Latin—or perhaps the Greek. I'll check my first edition Hippocrates when I get home and report on it next week. Now, don't forget to remind me, Mr. President. . . .

" . . . yes, well, where were we? Yes, uh, well your opening was definitely bad because you definitely . . . no, wait a minute; I misread my note. I mean to say that the opening was good—at least that's what it looks like . . . notes aren't very clear. Oh well, it hardly seems important. Now, uh, the middle part was much too slanted toward 'meet me in the office tomorrow morning?' Oh, no, that was not part of the evaluation, uh, it was a note I wrote to Mr. Smith who sits across the table from me, and it sort of got mixed up and . . .

"Well, use shorter sentences. Yes, use shorter sentences, because when you don't, even without intending to, but as a result of your nervousness, which is, after all, not unnatural, since you're only on your third speech which is rather early for . . .

"Uh, I seem to have mislaid the rest of my notes,



so I shall end by once again saying: use **LONGER SENTENCES.**"

Norbert has lost himself in a maze of detail, won the "Ah Crown," and has given a speech that is worse than the worst number one in any club. We still don't know if he even liked the speech! His signpost has led us around in useless circles.

Third on our program is Clever Cleveland, the Continuous Chatterbox. He writes his evaluation long before the speaker ever arises, and memorizes the notes while the speech is going on:

"The problem, as I see it, faced by the number seven speaker, is two-fold. First, to attain the rather limited objective of actually reading a speech; second, and in a broader sense, to employ and integrate, to the utmost degree of proficiency, all facets of Toastmaster speech engineering learned heretofore, so that the end result is a harmonious blend of the extensive and intensive. Or viewed in another light, so that the whole is greater than the sum of its parts. Now, let us determine how well the speaker has faced up to MY standards. I would have started off in a different manner . . ." AND SO ON, FAR INTO THE NIGHT.

No matter how new the speaker, he knows, as does everyone else, that Cleveland has no interest in evaluation, but only in showing (again) just how smart Cleveland is. His signpost has led us up a dead-end road which leads only to his house.

For a change of pace, I now offer you Shouting Sam, the SuperSalesman:

"Okay, George, we know you're a Ph.D., but man, you lack ZING! You've got to GIVE, man, boom it out, run it up the flag pole and make 'em salute it! You spoke on cosmic rays and their effect on the weather, but there were no boffs; you didn't make it jump! And watch that eye contact, fella. Sixty-five per cent of the time you looked to the left side, and only forty-three percent of your audience was on the left. And use those hands! Show those cosmic ray things falling on down: chunk-chunk-chunk-chunk. And your voice, use it! You talked about the weather, your voice was supposed to thunder like the lightning! Sell us on the cosmic rays, make us like 'em, make us see that they really belong as part of our glorious democracy!"

Great Caesar's Ghost! Sam's directions led us off the road and over a cliff. First of all, he only likes a style exactly like his own. Second, and far more serious, Sam hears only the sound of a speech and doesn't listen for the thought. (He would be a good evaluator for the myna bird.) The intrinsic worth of our ideas and the logic with which we present them are surely worth more than any mechanical gimmicks of hand, voice, head or eye.



Our last evaluator is Merciless Milton, the Mechanical Monster. Milton views every speech only as a series of aural and visual stimuli which register on his brain for translation into a verdict. He is so characterless that he defies caricature. He forgets that these stimuli were produced by a man, whose capabilities and limitations are unique from those of any other man. The basically poor speaker who has struggled and worked like the devil to improve himself gets no credit from Milton. The mistakes were there, ergo, they must be exposed. Conversely, the good but lazy speaker who never exerts himself and never comes close to utilizing his great potential is praised by Milton; the square pegs were in the square holes, the round in the round. Thus, Milton is invariably too hard on poor speakers, too easy on good ones. His roadsigns make no allowance for whether the traffic will be a bicycle or a trailer truck.

Now, let us stop a moment. I admit to having been cruel, but I feel that it was necessary. There is, unfortunately, a little bit of Clifford, Norbert, Cleveland, Sam and Milton in each of us, including me. My jagged harpoon has unfortunately pricked me as deeply and as often as it has you. I'm guilty—I admit it—but I'm trying to learn from my experiences and from this article. The challenge of evaluation can be met, seriously, by remembering some items from this little burlesque:

A. Clifford, don't flounder around in a sea of generalities. Find something specific, good or

bad, that will be of concrete help to the speaker.

B. Norbert, your speech of evaluation must be clear and concise. free from useless detail. Save your nitpicking for other occasions, and don't lose your notes.

C. Cleveland, we know you're smart, but don't try to show it at the expense of the speaker. You will have your own turn to dazzle us with your brilliance; don't rush it.

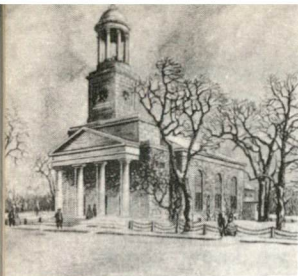
D. Sam, another style besides your own can be fruitful. And please listen to *what* the speaker says, not only to the way he says it.

E. Milton, you're dealing with a man, not a computer. Judge him by his past performances, his innate capabilities and the amount of preparation that he puts into his work.

F. This is for all of us. Above all else, let us beware of the triumphant condemnation. Let us be honest, yes, let us call a speech poor when necessary, hang the man when we must, but with compassion and in sorrow, not in pompous triumph. *The executioner must not enjoy his work.* Pompousness is the greatest sin of the Toastmaster.

When we speak, and most of all when we evaluate, let us be very, very thoughtful. Let us think before we speak, think of *whom* we speak. Only then are we not merely crows, ravens, parrots, parakeets and myna birds. Only then are we Toastmasters and evaluators. ♦

LCDR Roger M. Netherland, USN, is Co-ordinator of Midshipman Training at the Naval Air Station, Pensacola, Florida. He is a member of Wings of Gold Club 1836-29.



QUINCY—

Toastmaster Town of the Month

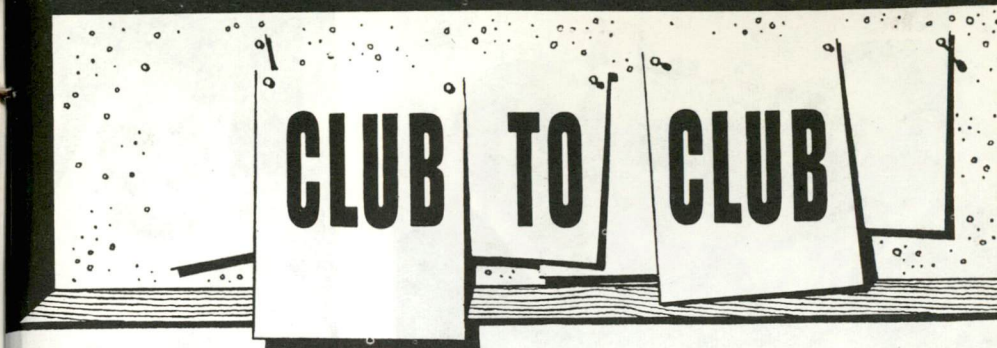
QUINCY, MASSACHUSETTS, a thriving cosmopolitan community of about 85,000, adjacent to Boston on the South Shore and located on Quincy Bay, is one of the oldest settlements in America. In 1621, only a short year from the time the Pilgrims landed at Plymouth, Captain Myles Standish and a small band of men explored the site; four years later a trading post was established by Captain Wollaston. To this settlement Quincy dates its origin.

In the early turbulent history of America Quincy played an important part. It has supplied two presidents—the only city to have done so—John Adams, second president of the United States, and John Quincy Adams, the sixth. The Adams' birthplaces are still to be seen in Quincy, and a cairn erected at the top of the hill near the cottages marks the spot where Abigail Adams and her young son watched the smoke and listened to the cannon of the battle of Bunker Hill. At the junction of Adams and Hancock streets stands the bust of another famous son of Quincy, with a replica of his signature—that bold, dashing “John Hancock” which heads the list of signers of the Declaration of Independence.

Quincy granite furnished the building material for the Bunker Hill Monument, and is the material used in the historic and beautiful “Church of the Presidents,” pictured on the cover of this issue of *THE TOASTMASTER*. Here lie the mortal remains of John and John Quincy Adams and their wives.

The first commercial railroad in the United States was built in Quincy; its two-mile track, finished in 1826, carried granite blocks from the quarry to the harbor. Shipbuilding, dating back to 1696, is still one of the principal industries, with employment peaks reaching 32,000. But the manufacture of iron utensils (1644) and coach laces (1797) has given way to the production of construction tools, soap, gears, propulsion units and engines, packaging machines, electronic equipment and many other products which play an important part in today's living.

Quincy Toastmasters Club 675 is, like the city, one of the oldest in the area, according to Edward G. Hines, governor of District 31 and member of the Quincy Club. Quincy members are active in civic affairs and in Toastmasters area and district functions. They frequently meet with their neighbors, Boston Clubs 502, 849, 1673, 2467 and 3078. With the constant reminders of their splendid history and with the progressive, modern spirit of their town today, they have a wealth of speech material for their programs.



Distinguished Visitor

Miss International Beauty Congress 1961 Stella Marquez, recently visited Kay Cee Toastmasters Club 638-50, at a regular meeting held in West Los Angeles, Calif.

Miss International, accompanied by her parents, was the guest of Past President Joaquin Better. Toastmaster Better and Miss International are natives of Colombia, South America.

**Kay Cee Club 638-50
Santa Monica, Calif.**

* * *

Novel Table Topic

Topicmaster Randy Jones evolved an interesting table topic at the recent officer installation meeting of Sunrise Toastmasters of Phoenix. He created radio station XYZ, and explained that participating members were on-the-spot reporters covering world events. The globe was covered with some extremely odd news and comments.

Forty-two members and guests attended the meeting, and all were effectively introduced to each other by President Ralph Williams. He called the names of states and countries and those in attendance gave their names and a comment concerning their native state.

**Sunrise Club 74-3
Phoenix, Ariz.**



Miss International Beauty Congress visits Kay Cee Club of Santa Monica, Calif.

Hear Native Tongue

Toastmasters of the Curacao Club 1889 who had expressed a desire to hear the native language, Papiamento, spoken in the club had the opportunity to do so at a recent meeting, when Toastmaster Bob Fijnje spoke on “Some Aspects of Life in Connection with Sports,” in Papiamento.

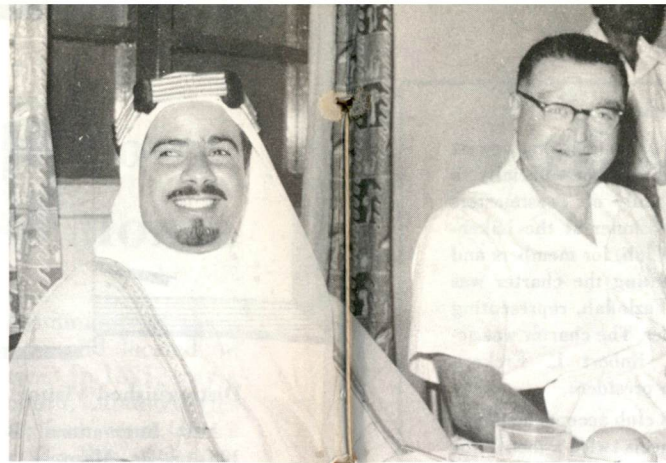
According to the dictionary, Papiamento is a tongue which combines in its vocabulary words of Spanish, Portuguese, Dutch, English, Carib and African origin.

Other talks by TM's Al Deshotels and Max Herr were given on subjects “Hypocrisy in the World” and “Dine with Wine.”

**Curacao Club 1889-U
Curacao, Neth. Antilles**



H. E. Shaikh Isa bin Sulman al Khalifa and Club President L. V. Dorsch chat at charter dinner of Bahrain Club 2875-U. Shaikh Isa, eldest son and Heir Apparent to His Highness the Ruler of Bahrain, later presented the charter.



Three Clubs of North American Aviation Co.'s Columbus (Ohio) Division provided attention-arresting TM exhibit at company's "Family Day." Clubs 214, 1321 and 1365-40 estimate approximately 26,000 people viewed exhibit.

TMI Executive Director Maurice Forley (rt) discusses with Santa Ana City Manager Carl Thornton the Toastmasters article "Accustomed As I Am" by J. Campbell Bruce, in October 1960 issue of "The Reader's Digest."



College Toastmasters 2155-5 of San Diego promote stimulating Harbor Cruise for D-5 Toastmaster and Toastmistress guests. D-5 Gov. Bill Loerke and Fran Leland of I.T.C. Council 7 survey crowd before embarking.

John Spurrier, pres. of Ad Club 1028-40 points out advantages of Toastmasters Training to D-40 Gov. Henry Anderson at TM booth, Ohio State Fair, sponsored by Club 1028.



Helmsmen of Club 2412-36 (Washington, D.C.) assemble for regular 7 a.m. meeting. Club is composed of Navy and Marine Corps officers.



TM Manohar Singh conducts stimulating topic session at First Foundation Day celebration and dinner of Air-India Club 3043-U, Bombay, India.



Capt. Robert L. Erckert (rt) receives charter of Lakenheath Club 3180-U from Major Mauric J. Fazlollah at dinner meeting.



Isthmian Club welcomes visiting D-36 Gov. Maurice L. Etzell.

Visitor to Canal Zone

When Maurice L. Etzell, Governor of District 36 and a member of the Civil Service Commission, made a recent business trip to the Canal Zone, he was welcomed by the five clubs in the vicinity and kept unusually busy "making the rounds." Picture above shows DG Etzell at a meeting of the Isthmian Club 1788. Photo shows, left to right: Treasurer-elect Lou Archuleta; President-elect Ted Shaw; Etzell; Ed. V-P-elect Carl Widell and incumbent Sec. Al Terrazas. Not shown are newly elected Ad. V-P Russell Jones, Sec. Fred Morton and Sergeant-at-Arms Don Meyling. Photo was taken by TM Adolph Hebert, Jr.

**Isthmian Club 1847-U
Canal Zone**

New Club in England

The Lakenheath Toastmasters, newest club in England, became officially a member of the family of Toastmasters International at a dinner at the Lakenheath RAF NCO Club, for members and their wives. Presenting the charter was Major Mauric J. Fazlollah, representing the base commander. The charter was accepted by Capt. Robert L. Erckert, newly-elected club president.

The Lakenheath club accepts members of all ranks and meets twice a month for dinner and speeches by its members and special guest speakers.

**Lakenheath Club 3180-U
Lakenheath RAF, Suffolk, Eng.**

* * *

New Evaluation Procedure

At a recent joint meeting and Ladies' Night of the Caracas and Tamanaco Clubs of Caracas, Venezuela, an evaluation procedure that brought everyone into the act was instituted. Each member and guest was given an evaluation score sheet with instructions for its use, and a detachable stub to be filled in with the nomination for the best speaker. This stub was filled in and collected before the evaluators made their talks, and the score sheet was retained so that individual judgments could be compared with those of the evaluators.

Evaluation was classified under four heads: the judge—purpose of the speech; the analyst—speech construction; the baseball umpire—delivery; and the detective—any significant strong points or distracting weak points. Bad timing was scored as a penalty, with one point deducted for each 15 seconds of overtime or short timing.

**Caracas Club 1665-U
Caracas, Venezuela**

Creative tips to Imaginative Speaking

By DAVID L. WARD

AFTER THE DINNER dishes have been cleared away and the business meeting concluded, the president of your Toastmasters Club turns the meeting over to the toastmaster of the evening.

Here is the moment everyone has been waiting for. All eyes are riveted on the first speaker, waiting to hear what new and interesting things he will say. As the toastmaster finishes his opening remarks, he exclaims, "And now, gentlemen, we'll hear from Mr. Lumox with his interesting and informative speech, *My Dog Spot!*"

Does this sound familiar? Too many of us forget that Toastmasters was organized for the purpose of giving people of different interests a chance to meet, improve their speaking ability and exchange ideas of mutually important interest through their speeches.

Although *My Dog Spot* may have given the speaker an opportunity to meet with his friends and display his vocal abilities, it certainly did not inform, stimulate or improve the minds of his audience.

Most speakers will admit they are lacking in creative ideas for their speeches. Yet it really isn't difficult to be creative!

The notion has long prevailed that the ability to have ideas is like the ability to wiggle your ears—either you're born with it or you aren't. Creativity, however, is not some strange, mysterious, magical faculty possessed by the blessed, chosen few. It is nothing more than bringing something new into being through the process of thought.

Originating ideas is just as definite a process as the production of material things. In this produc-

tion, the mind follows an operating procedure that can be learned and controlled. And, just as with any other skill, its effective use is a matter of effort and practice.

By developing this power of originality—thinking up ideas—we are using a tool that can improve the performance of our speaking. Psychologists tell us that the ability to come up with ideas does not depend on one's age, formal education, or intelligence quotient. Experience shows that the so-called "Whiz-kids" and Phi Beta Kappas are not necessarily creative people. Many great ideas have come from people with little or no special training.

You can be taught to develop your creative imagination if you realize that results are proportional to your own hard work and self-organization. If you wish to be an interesting speaker, here are 15 *creative tips to imaginative speaking*.

Remember, these are not the answers to all your speaking problems. They are simple techniques, not automatic solutions. But if you follow these aids, you'll find your speeches will have zest and your audience will listen with eager appreciation.

1. *Study and know yourself:* your weaknesses, your strong points, your interests. Learn to use your brain power. Know that you can give a speech or solve any problem with *ideas*.

2. *Don't be content with just knowing yourself* and your indi-

vidual interests. Broaden your interests. Develop a creative hobby, such as music or painting.

3. *Be curious.* Talk with strangers and friends. Reach out for ideas and take them from anyone and everyone. All people have ideas; encourage them to tell you about their best one. Remember, someone else's idea may trigger a new one for you.

4. *Use other people's failures as guides to your successes.* Take speech ideas that haven't gone over with other audiences. Re-analyze them and find errors, note the good points. Revise the speech, put in your own ideas. Re-sell it.

5. *Be alert to see the unusual* and use it to your advantage. Learn to pick up your ideas from places and situations that surround you every day—the commonplace things you take for granted. Look at everything as if it were the first time you had ever seen it—and the last time you might see it.

6. *Listen carefully,* with your eyes as well as ears. Really hear what people are saying to you. Watch their expressions and mannerisms. See how they carry across their own ideas.

7. *Do mental exercises.* Read puzzle books and whodunits. Ask yourself a new question every day, and try to find the answer. Ask questions which develop your mind. Use the newspaper reporter's formula of *who? what? where? when? and how?* Challenge yourself to think up new improvements



which can aid your speaking on the job or at home.

8. *Read and read some more.* Study your own field of work, corresponding areas, and subjects which might be interesting. Read widely and wisely.

9. *Write down everything that pops into your mind,* no matter how ridiculous. Use two "idea" notebooks. Carry one with you and leave the other at your bedside for those late ideas you can never remember in the morning. Take an idea and start writing variations on it.

10. *Start a "grab-bag" of ideas.* Whenever you get an interesting thought, write it down and file it in a convenient folder. Don't throw away your rejected ideas. Keep them in the bag along with your new notions. A periodic search through the folder will give you new applications of old ideas, plus numerous ways to use the new ones.

11. *If new ideas won't come, use a check list* such as this to get your mental wheels rolling: *can you adapt, modify, magnify, substitute, rearrange, reverse or associate the ideas you already have?*

If you can, get ready for a whole bunch of new and different concepts.

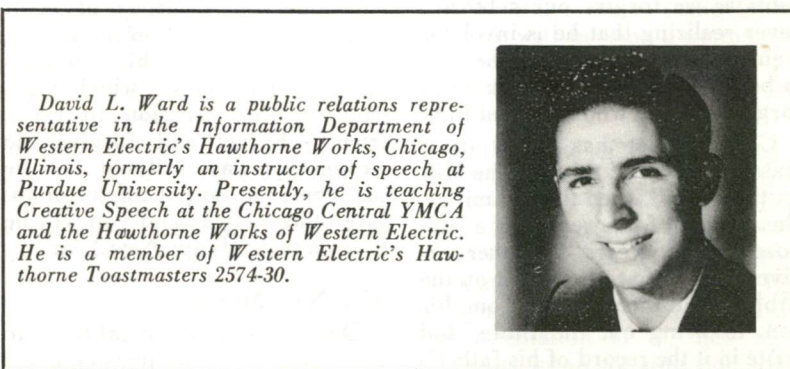
12. *Pick a place where you will be free from interruptions.* Call it your "Imagination Corner." Here you can learn to make fantastic and unrelated associations. Here you can be daring and adventuresome, striving for unique conceptions.

13. *Don't restrict your thinking to speech ideas only.* When you use your creative ability at home, at play or with your family, ideas for speeches develop as a result of and in conjunction with these activities.

14. *Practice daily the art of getting ideas.* Every creative faculty thrives on use. Set yourself a deadline, and try hard to meet it.

15. *Set your goals high.* Accept only the most imaginative idea for your speech. Second-rate ideas make second-rate speakers who give second-rate speeches such as *My Dog Spot*.

Remember, creativity is a skill to be learned and practiced. Try it; it's a fascinating pastime and it produces wonderful results. ♦



David L. Ward is a public relations representative in the Information Department of Western Electric's Hawthorne Works, Chicago, Illinois, formerly an instructor of speech at Purdue University. Presently, he is teaching Creative Speech at the Chicago Central YMCA and the Hawthorne Works of Western Electric. He is a member of Western Electric's Hawthorne Toastmasters 2574-30.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Forget and Forgive

Christmas is a time not only for "peace on earth" but for peace in ourselves as well. For that peace, we need the spirit of "good will to men" which is part of Christmas. I like these lines by William H. Murray:

"Forget, forgive, for who may say that Christmas Day may ever come to host or guest again. Touch hands!"

Many of us believe that we have much to forgive—perhaps too much. Not infrequently we hear someone say, "I'll never forgive him for that!"

And then that same irritated person goes to church on Sunday and joins in the prayer, "Forgive us our debts as we forgive our debtors," never realizing that he is invoking a curse upon himself when he asks to be forgiven as he has refused to forgive the one who offended him.

George Eliot has given us a classic example of this in "The Mill on the Floss," when the old miller, cheated out of his wealth by a supposed friend, swears "I'll never forgive him for that. I swear it on the Bible." And then he tells Tom, his son, to bring out the Bible, and write in it the record of his father's

unforgiveness; and he demands that Tom shall take the same oath. How could a man go to meet his Creator with that kind of spirit in his heart! Be sure that none of the Tulliver spirit lives within you.

Confucius says: "When you see a good man, think of emulating him; when you see a bad man, examine your own heart."

Christopher Morley has this suggestion for Christmas: "Just for a few hours on Christmas Eve and Christmas Day the stupid, harsh mechanism of the world runs down and we permit ourselves to live according to untrammelled common sense, the unconquerable efficiency of good will."

Carry this idea a step further, and try to continue to apply "the unconquerable efficiency of good will" to your living every day in the months ahead. This embodies the Christmas wishes which I extend on this occasion to every friend. Forget and forgive the wrongs you have suffered, and be sure that you do not offend or injure other people, and you will be in for a truly Happy New Year.

The New Member

One of the most critical times in the career of a Toastmaster is the

time when he first comes into the club as a member. On the treatment and service which he receives during the first few meetings may depend his continuance in the membership, and the profit he will gain from it.

You were a new member once, yourself. How did you feel about it? Try to remember your first impressions, and thus discover how other new members should be handled. Wise action at this time may help to solve the problem of membership turnover in your club.

Being newly exposed to our work, the man naturally does not understand all about it. He needs to be informed. He may expect it to be of the nature of a class in public speaking, and when he notes the informality of atmosphere and the absence of a teacher, or even of assigned lessons, he may wonder just what he is getting into. He may shrink from the critical comments of evaluators, not understanding their friendly purpose to help. See to it that he has the needed information, so that he may fit into the program. Let him know that he is among friends.

One of the first obligations to the new man is to report him at once to Santa Ana. The club secretary sends in his name and address on the card provided for that purpose. When it reaches Santa Ana, his copy of *Basic Training* will go to him promptly, and in following weeks other materials will be sent, including *Speech Evaluation* and *The Amateur Chairman*. Do not fail to follow up his receipt of these books, so that he may know how to use them, and what to gain from them. He wants to learn, but he

needs to be shown how.

Of course he has been properly inducted into membership, and he has been handed the introductory material for the new member, which the club secretary keeps on hand, and which the inducting officer presents to him. He should be told how to use this material for his own good.

Before he is assigned to his first formal speech, the "Ice Breaker," some member should be appointed to go over the assignment with him, offering suggestions on how to use *Basic Training*, and especially on how to handle this first speech. In many of the better clubs, a special "coach" or "big brother" is designated for each new member, and this one advises him and encourages him as he takes hold.

The member who is properly introduced to the club's program and practice is the one who will find his way to progress and achievement. Presently, he will himself be an experienced member, well grounded in the principles of Toastmasters training, and ready to help other novices as they are received. Other things being favorable, he will become a permanent member, seeking constantly to improve himself and to help his fellow members.

At this time of the year, many new members are being welcomed into the clubs. While careful attention must be given the new recruits at all times, now is the time to stress the matter. Take proper care of the welcoming and the indoctrination and orientation of the new men who come into your club and good results will follow. ♦

Australian Clubs hold Conference

"THIS WILL BE A MEMORABLE OCCASION in the development of Toastmasters International within Australia," said President D. J. Waters of Wollongong Club 2456 as he welcomed delegates to the first Conference of Australian Toastmasters. His words were prophetic, for one of the results of the two-day meeting at the Grand Hotel in Wollongong was the formation of the Australian Council of Toastmasters.

The council is a structure recommended by Toastmasters International where circumstances make the formation of a district impractical. Its functions are to maintain liaison between clubs and the Home Office, to assist in the formation of new clubs, to plan and convene council conferences and to give assistance to existing clubs where required. The Australian Council is comprised of the president, the educational vice president (or their nominees) of each affiliated club, together with a council president, elected annually. Graham Morton of the Wollongong Club was elected as council president for the coming year.

Four of the five clubs in Australia sent representatives to the conference; in addition to the host club, delegates arrived from Cronulla 3034, Sydney 1929 and Bankstown 1519. Mr. D. F. Sheil, inspector of secondary schools for the Illawarra area, gave the opening address, and as the ladies adjourned for afternoon tea, delegates convened in committees to explore new ideas and present recommendations for the clubs.

The first Australian inter-club speech contest was held during the evening, with Jim Player (Sydney), John Russell (Cronulla) and David Waters (Wollongong) competing for the Wollongong trophy. The beautiful and unusual plaque, donated by Toastmaster Ernie Gardon, will be presented annually to the club to which the winning speaker belongs. Jim Player captured the trophy for the Sydney Club with his ten-minute speech entitled, "The Last Bottle of Wine."

Guests of honor were: D. F. Shiel, inspector for secondary schools; A. A. Squires, mayor of Greater Wollongong; D. Compton, editor of "The South Coast Times;" M. Jackson, manager of Radio Station 2 WL, and their ladies.

Wollongong Club President David Waters (left) presents Wollongong trophy to Jim Player, president, Sydney Club 1929-U.

THE TOASTMASTER

What is a District Governor?

By SAMUEL C. HATHORN

A DISTRICT GOVERNOR must be a man of vision and ambition, an after-dinner and before-breakfast speaker, a before-and-after dinner mixer, an early riser and a night owl. He must be able to work all day, talk to Toastmasters all night and appear bright and fresh the next morning. He must economize here and there to keep the district treasurer, the Home Office and the Audit Committee off his neck. He must be able to inhale cigarette, cigar and pipe smoke, drive through fog, smog and rain, and work from sunrise to 2 a.m. without perspiring or needing a shave.

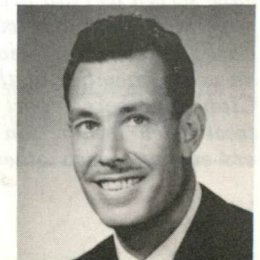
He must be a sales promotion expert and be well versed in public relations. He must attend all district meetings, area meetings, club meetings and special events — visit Toastmasters in hospitals, entertain visiting directors, governors and officials, and in his spare time do missionary work, find new members and build up attendance. He must have unlimited endurance, patience and perseverance.

He must have a new car, a large home, a gasoline credit card and an unlimited supply of stationery. He must dress immaculately, discharge his financial obligations promptly and live within the district budget. He must know the name, number and meeting place of every club in the district and associate every man in the district with the right club, the right wife and the right moniker.

He must be a politician, mathematician, conversationalist, expert driver, diplomat, financier, statistician, philanthropist, listener, analyst, capitalist; an authority on diction, enunciation, pronunciation, evaluation, parliamentary procedure, protocol, psychology, the history of Toastmasters International, Gavel clubs, Toastmistress clubs and Service clubs.

Above all, he must use the past as a guide post and not as a hitching post.

Samuel C. Hathorn is a contractor, with the firm of S. C. Hathorn Associates, Inc., trusses and structural framing, of Inglewood, Calif. He is immediate past governor of District 50 and a member of Miracle Mile Club 494, Los Angeles.



DECEMBER, 1960



HOME OFFICE

TOASTscripts



When Air-India Toastmasters Club 3043 in Bombay held its charter party, President K. Y. Nadkarni told the members and guests that Toastmasters not only trains men to speak, but also teaches them when not to talk. To illustrate his point, he told about a lion who ate a bull and felt so wonderful about it he roared and roared. A hunter heard him roar and shot him. "The moral," said President Nadkarni, "is that when one is full of bull, he had better keep his mouth shut!"

* * *

We wonder how many families there are in Toastmasters like the Sanderses of Carthage, Mo. Carl F. Sanders retired from the International Board of Directors in August after serving a two-year term. He and his son, J. C. Sanders, are charter members of Club 533-22 in Carthage. Both men have served as club president, area governor and district governor. Carl's other son, David G., is also an active member of the Carthage Club. Members report it's quite a treat when father, son and brothers evaluate each other.

Congratulations are in order for Toastmasters Maurice Forley, Richard H. Hendricks, George J. Mucey and Ted Shaw.

Maurice Forley, of course, is the executive director of Toastmasters International. He has received a Merit Award plaque from the American Society of Personnel Administration "for your contribution of significant literature in personnel administration." Mr. Forley wrote an article titled, "Industry Profits by Toastmasters" for *The Personnel Administrator* magazine, which the editors report has "received wide readership and acceptance."

Richard H. Hendricks of Club 252-2 (Seattle) deserves recognition for his recent appointment as district director in charge of all General Services Administration in Alaska. He was selected for his outstanding administrative and public speaking ability. Mr. Hendricks founded Club 2360-2 (Lynwood, Wash.) and the Naval Air Station Club 252-2. He is past president of Club 252 and past area governor.

International President George J. Mucey focused attention on Toastmasters when radio station

WCAE, Pittsburgh, saluted him for his services to the community on its daily feature, "Who's Who in Pittsburgh."

Ted Shaw, educational vice president of Isthmian Toastmasters Club 1788-U (Panama), received his honors on Labor Day from Local 907 of the American Federation of State, County and Municipal Employees. The Union, largely composed of non-U.S. citizen employees of military agencies in the Canal Zone, named Toastmaster Shaw as one of the four "Outstanding U.S. Citizens of the Year" for fostering good relations between American and non-American employees. Mr. Shaw is civilian personnel officer at the Albrook Air Force Base.

* * *

Members of NCR Toastmasters Club 2633-40 (Dayton, Ohio) were not sure what was going to happen when they were told to bring ladies' hats to their next meeting. President F. T. Gunder, who served as topicmaster, explained the reason for the hats when he told them they were going to have a "Dear Abby" table topics session. Problems were presented and each member and guest had to serve as "Dear Abby" in offering a solution. Prepared speeches also followed the domestic relations theme.

* * *

P.S.: "Where the finest do their best" is the slogan of Lee Emerson Bassett Toastmasters Club 33-4 (Palo Alto, Calif.). . . . Twenty-eight of the thirty members in Club 2627-36 (Beltsville, Md.) hold Ph.D.'s in the biological



Zeb Bilbrey as "Dear Abby" uses hand gestures to emphasize his advice to a reader at a "Dear Abby" table topics session conducted by Club 2633-40

sciences, primarily the plant sciences. . . . Club 3200 in Belleville, Ill., was chartered Oct. 4, the 30th anniversary of the formation of Toastmasters International. . . . Speaking of new clubs, the first club in the Marshall Islands has been formed on Kwajalein. . . . Good show by South Ruislip Club 2212-U (Middlesex, England). The club sent its October semiannual report to the Home Office before the Home Office had sent out the report forms! We salute the South Ruislip Toastmasters, but warn them that another shock of this nature may send the financial department at the Home Office into a state of complete collapse.

* * *

When ordering supplies or materials from the Home Office, be sure your club and district number is included.



CHRISTMAS GIFT SUGGESTIONS

FROM
TOASTMASTERS

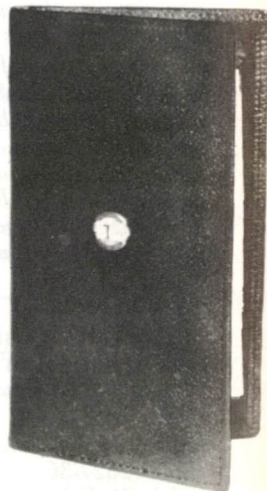


MEMBER TIE BAR

M1860:
Gold plate, attractive TM
emblem \$2.00
Federal tax 10%

POCKET SECRETARY

Quality brown Morocco, with note
pad, alphabetized address file,
ball point pen, embossed Toast-
masters seal \$4.50
Federal tax 10%



CIGARETTE LIGHTER

Windproof, satin finish, with
Toastmaster seal \$3.75
No Federal tax



MEMBERSHIP RING

TM 1065:
10K yellow gold with imported
black onyx \$18.75
Sterling silver with imported
black onyx \$10.00
Federal tax 10%

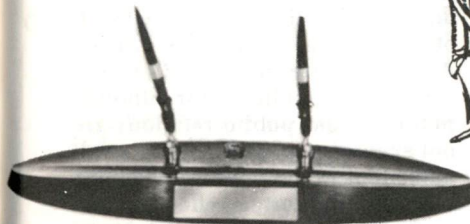
KEY CLASP

6021
Gold plate, Rose Roman finish,
with Toastmaster seal.
Detachable. \$1.50
No Federal tax



DESK SET

20237
Black Ebonite, two ball point
pens. Toastmaster seal and
bronze plate \$4.50
No Federal tax



TOASTMASTERS INTERNATIONAL SANTA ANA, CALIFORNIA

Please send me the following

(Name)

(Address)

(Club & District No.)

Add:
10% Federal tax
except as shown
25c packing and
shipping, each item
Calif. clubs add
4% sales tax

An administrative vice president says . . .

PR Doesn't Mean "Press Release"

By CHARLES OATES

HOW COULD WE EXPAND our public relations program? This was the problem that confronted me when I was elected administrative vice president of Maumee Valley Club 1434-28 in Toledo, Ohio.

Like most clubs, we had received sporadic publicity in the local press, but to me, a public relations program is more than a press release. I believe the person responsible for public relations in any organization should be concerned with every contact made by that organization. In a Toastmasters club, he should be concerned with the impression the club bulletin makes upon members and others who read it. He should be concerned with the manner in which guests are invited, how they are welcomed and how they are encouraged to join the club. He should be concerned with the manner in which the club expresses

sympathy when there is illness or a death in a Toastmaster's family. He should be concerned with the promotional mailings the club produces. He should be concerned with other clubs and with the district. And, of course, he should be concerned with publicity, for although publicity and public relations are not synonymous, publicity is a valuable tool in the practice of public relations. In short, an effective public relations program is doing a good job and letting people know about it.

Before publicizing any organization, the public relations officer must be convinced that the organization is doing a good job. He is not a "press agent" trying to create an attractive image. He is a responsible representative of his organization and the values of that organization must be real if he is to do a convincing job of telling others about it.

The Maumee Valley Club is a good club. We only needed to let more people know about it. We started our program with a letter to the editor of *The Toledo Blade*. The letter contained much of the information included on the inside front cover of each issue of *THE TOASTMASTER* magazine and it was signed by me as the club's administrative vice president. The day after it appeared in the "Letters to the Editor" column, we received two invitations to speak before civic groups.

Checking the many publications which find their way into my home, I realized there were many opportunities to use letters to publicize our club. Union and company publications, community newspapers, church bulletins are examples of the many outlets available for letters to the editor.

My Union paper, *Team & Wheel*, which is sent to all members of the Teamsters Union in the Toledo area, published the letter with pictures.

Letters to sales managers of large industrial and business firms pointing out the value of Toastmasters training for sales trainees met with tremendous approval. Letters to high school principals brought invitations to speak at assembly programs and before public speaking

classes. A letter to the public service director of our television station resulted in the station offering its full cooperation in helping us promote our club.

Our letter writing campaign is paying off, but we aren't overlooking other phases of our public relations program. A recent issue of *TM Topics*, the Home Office publication sent to all club officers, suggested that a memorandum explaining Toastmasters be sent to media representatives and civic leaders. We plan to follow this suggestion. We also plan to have our club listed in the next edition of our local telephone directory. We hope to purchase a highway marker so that visitors entering our city will know we have a Toastmasters club. We are increasing the circulation of our club bulletin so that prospective members will be aware of our activities.

We have not discarded press releases as part of our public relations effort, but we have learned that there are many channels available for telling the story of Toastmasters. Why limit yourself? ♦

Charles Oates is administrative vice president of Maumee Valley Club 1434-28, Toledo, Ohio. He is a retail milkman for Sealtest Foods in the Oregon, Walbridge and East Toledo districts.

The true test of civilization is, not the census, nor the size of cities, nor the crops — no, but the kind of man the country turns out.

—Ralph Waldo Emerson

Letters to the Editor

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

Re the article captioned "Small Words are Strong Words," by Mr. Sylvester in the September Toastmaster, I wish to make an evaluation. On the cover of our magazine is the slogan "For better listening, thinking, speaking," is an excellent daily guide for all of us. I find little depth of thinking in the article. The plain implication of this emanation of our author is that words of one syllable, small words, are all we need to give expression to our thinking. With this idea I disagree.

I grant that the article can be easily understood, but it seems to me to be really directed toward persons of the eighth-grade level. In my estimation, Toastmasters are a select, schooled and thinking group of individuals. Mr. Sylvester in his passion for small words, would have neither desire nor capacity to read the works of Plato, Pindar, Shakespeare, Winston Churchill or Woodrow Wilson. If we are to grow and expand in our thinking as well as in our speech, we need to learn the connotations, the shadings of words, to project meaning, depth, style and clarity in our speeches. . . . Word variation clothed with vocal variety contributes substantially to our individual appeal. Here are a few multisyllable words of culture and beauty to enhance and lift our thoughts: appreciation, lyrical, harmonious, gratitude, consideration, humility, loveliness.

Mr. Sylvester says, "Speak to me as a child. Speak so that I may grasp at once the full thought, the deep thought, the round thought." Are we children or mature men? The Bible says, "When I became a man I put away childish things."

In conclusion I will say that I use and approve of small, active, power words, but I also amplify and embellish thought and speech with the whole glorious range and vocabulary of our rich English language.

V. W. Cather
Club 622-7
Portland, Ore.

The article "Small Words are Strong Words" by Ellsworth A. Sylvester in the September 1960 issue of *The Toastmaster*, has been read with a great deal of interest.

We conduct a seminar on managerial development in this headquarters. The topics covered in this seminar include communications and self-improvement.

It is requested that permission be granted to reproduce this article for use in our training sessions.

Leland Springer, Comptroller
HQ, US Army Transportation
and Materiel Command
St. Louis, Mo.

(Granted—Ed.)

It is good to know that at long last Toastmasters International is to have a home of its own. According to information given at the Atlanta convention, I understand that work will start this fall on a building at Santa Ana to house all the varied home office activities of Toastmasters. . . . A building of our own not only will permit more efficient operation but also will enhance the prestige of Toastmasters. . . .

Although the Home Office has the funds for building and there is no need to pass the hat or assess members, I believe many individual Toastmasters would like to contribute to the building fund as a token of appreciation and as an expression of the prestige a home office will provide.

I suggest that Toastmasters so inclined be permitted to contribute. I further suggest that contributors be given a special scroll designating them as "honorary members" of the building committee and that their names be included in any material placed in the cornerstone.

To avoid any semblance of a hat being passed, I believe that the Home Office should merely say that contributions will be permitted and let further action be up to members. . . .

Walter Steigleman
Past Int. Dir.
Iowa City, Iowa

(This letter also appeared as an editorial in the "District 19 News." Any comments on Dr. Steigleman's suggestion should be addressed to the Board of Directors, *Toastmasters International*—Ed.)

The other day I was re-reading some of my old *Toastmaster* magazines and came across again the article "A Buddy in the Basement," by Haywood Long (June 1960).

This article was about how Mr. Raymond C. Crawford has helped many Toastmasters of Kittyhawk Club 1108-40. Although Mr. Long did not mention it in his article, he also has helped many members, with me being one of them. I like to feel that the 'buddy in the basement' concept started when I was transferred to Alaska. Inasmuch as I could not give my last Basic Training speech (No. 12) before the Kittyhawk Club, I taped it in Mr. Long's basement and then moved on to Alaska. Mr. Long played the

recording at the next Kittyhawk meeting and sent to me in Alaska the speech and the evaluation on a tape. From this beginning came the concept that all speeches and evaluations should be recorded and given to the originator. This has been a reality for three months at the Elmendorf Toastmasters Club 2379-U.

I have become a better Toastmaster because for one year I competed with Mr. Crawford and Mr. Long for the weekly proficiency trophy; they are both experts and enjoy helping novices like myself.

Mr. Long ends his article with the statement that reassignments have scattered members of the Kittyhawk Club all over the world and that no matter where they go they never forget the Kittyhawk training. No truer words have ever been written.

Maxwell J. Richards
Capt., USAF
Pres., Club 2379-U
Elmendorf AFB., Alaska

Would like to offer a suggestion for your consideration that has been in use in our club for several months. Instead of having a speaker evaluated by only one person, we are grouping our four or five evaluators together. Each speaker has his own evaluator, but when he finishes his comments, the others add their comments also. . . . We have found this very effective. In scheduling evaluators, occasionally a relatively new member finds himself as critic of an advanced speaker, and cannot contribute too much from experience. By grouping all evaluators, a speaker is quite thoroughly evaluated . . . when one is evaluated by four critics, not too much is missed that needs correction.

J. B. Miller, Sec'y
Club 2258-47
Orlando, Fla.



JUST IN JEST

One day Winston Churchill was being bedeviled by a persistent critic, who loftily declared: "I am a firm believer in fighting the enemy with his own weapons."

"Really?" Mr. Churchill replied, puffing deeply on his inevitable cigar. "Tell me, how long does it take you to sting a bee?"



Three fourths of the earth's surface is water and one-fourth is land. It's clear the Good Lord intended a man should spend three times as much time fishing as he does mowing the lawn.



"Well, Doc, how's your football team coming?"

"Like counterfeit money."

"Whattaya mean?"

"The halves are full of lead and the quarters can't pass!"



*Witticisms I reserve
For audience appeal
Often prove to be the gems
My introducers steal!*



A man owned a bird dog he claimed was the world's greatest. One day he was walking down the street with the dog when suddenly it froze in the traditional bird-in-the-grass pose as a man with a shopping bag in his arms approached.

"Do you happen to have a game bird in your poke?" the dog owner asked.

"No," replied the man, "but my name does happen to be Partridge."

An inconsistency of modern living is that women cannot get ready on time—that's how we get everything else.



These days young people seem inclined to think that the recipe for success begins with the dough their fathers made.



A real estate agent was trying to sell an old farm house to a middle-aged woman. After looking the house over and listening to the agent, she said, "I could do a lot with this house."

Then she added, "On the other hand, I said the same thing the first time I looked at my husband."



Behind a teenager's "customized" car usually is found a pauperized Pop.



Vision is definitely affected by glasses, especially after they have been filled and emptied a few times.



In most Federal offices, contrary to general belief, they set a great store by punctuality. Senator Clinton Anderson (D-N.M.) tells of an employee who showed up an hour late at the General Accounting Office. The worker limped, was bruised and battered about the face and carried his arm in a sling. His section chief glowered at him and glanced meaningly at the clock.

"I fell out of the window," the timid worker explained.

"And that took you an hour?" his boss roared.

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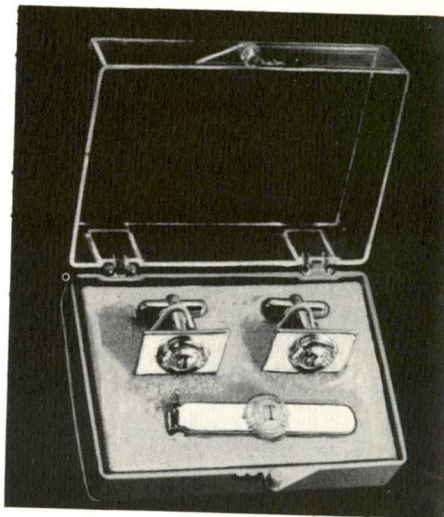
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DISTRICT GOVERNORS—1960-1961

F	Amos W. Randall	341 W. Orange Grove Ave., Pomona, California
2.	John H. Lee	3551 92nd N.E., Bellevue, Washington
3.	Dr. Ivan J. Shields	127 East 15th Street, Tempe, Arizona
4.	Robert Giesell	122 Benito Avenue, Santa Cruz, California
5.	William F. Loerke, Jr.	1625 Linwood Street, San Diego 1, California
6.	Jack R. Pelinka	13414 Garfield Avenue, So., Savage, Minnesota
7.	Richard V. Case	c/o Northwest Natural Gas Company, 920 S. W. Sixth Street, Portland, Oregon
		641 Warrenton Drive, Kirkwood 22, Missouri
8.	Carlos E. Harrison	2340 Ninth Ave., Lewiston, Idaho
9.	William G. Edward	Mt. Pleasant Rd. Box 524 R. D. No. 2, Clinton, Ohio
10.	Victor F. Vance	2817 East Oak Street, Evansville, Indiana
11.	Vincent A. Miller	112 Princeton, Las Vegas, Nevada
12.	Robert H. Robinson	9 Carleton Drive, Pittsburgh, Pennsylvania
13.	Pascal DeLacio	1090 McConnell Dr., Decatur, Georgia
14.	R. E. Perkins	1390 12th St., Idaho Falls, Idaho
15.	Wm. B. Kerr	1503 N. 33rd, Lawton, Oklahoma
16.	O. Willard Holloway	520 No. Benton, Helena, Montana
17.	John E. Austregg	8 Scotland Street, Edinburgh 3, Scotland
18.	Ian F. Brock	1901 So. 6th St., Marshalltown, Iowa
19.	Randall E. Winters	1714 North Seventh Street, Bismarck, North Dakota
20.	Lloyd H. Nygaard	401 Treebank Drive, Victoria, British Columbia
21.	J. W. McEvay	912 E. Commercial, Springfield, Missouri
22.	Arthur Bone	1105 Caminito Alegre, Santa Fe, New Mexico
23.	Jack Gilliam	2435 Winthrop Road, Lincoln, Nebraska
24.	Paul E. Quinlan	1408 Shields Dr., Sherman, Texas
25.	Wm. Scarborough	1535 So. Franklin, Denver, Colorado
26.	Frank M. Krasovec	3517 North Hayston, Fresno, California
27.	Howard L. Crouse	1508 Gould Rd., Toledo 12, Ohio
28.	James E. Nally	830 Aubodon Bldg., New Orleans, Louisiana
29.	Moses E. Brener	1034 S. 4th Street, St. Charles, Illinois
30.	Robert A. Foley	99 Putnam Street, Quincy 69, Massachusetts
31.	Edward G. Hines	Route 5, Box 387, Bremerton, Washington
32.	Wilfred Wollett	417 South 59th Avenue, Yakima, Washington
33.	Lee N. Bickerstaff	408 Cayuga St., Fulton, New York
34.	C. Robert Otis	Oak Lane Drive, Beloit, Wisconsin
35.	Richard W. Garde	3406 North Kensington Street, Arlington 7, Virginia
36.	Maurice L. Etzell	2230 Farmington Lane, Charlotte 5, North Carolina
37.	Robert S. Galloway	140 North 21st Street, Philadelphia 3, Pennsylvania
38.	Edmund Thelen	1828 Maryal Drive, Sacramento 25, California
39.	A. Carter McClure	1919 Westwood Ave., Columbus 12, Ohio
40.	Henry Anderson	841 Idaho Street, Huron, South Dakota
41.	Alvin G. Reher	2530 Albert Street, Saskatoon, Saskatchewan, Canada
42.	Roy V. Maber	P. O. Box 3313, Memphis 17, Tennessee
43.	Bill Dunning	P. O. Box 6072, Amarillo, Texas
44.	William W. Densford	Friendly Acres, Strong, Maine
45.	Deane S. Stevens	169 Columbia Heights, Brooklyn 2, New York
46.	CDR. Wm. Gerber	1538 South Orange Avenue, Sarasota, Florida
47.	Charles S. Swan	1609 10th Avenue, Ct., S. E., Decatur, Alabama
48.	Paul W. Markwood, Jr.	3119 Kaohinani Dr., Honolulu, Hawaii
49.	Joseph G. Blackburn	2520 Sierra, Torrance, California
50.	Douglas H. Johnson	9713 Kauffman, South Gate, California
51.	Charles L. Hutson	9644½ W. Olympic Blvd., Beverly Hills, California
52.	Richard C. Nelson	223 Granby Street, Hartford, Connecticut
53.	Charles H. Leiper	507 North Base Street, Morrison, Illinois
54.	William H. Stoermer	P. O. Box 833, Rawlins, Wyoming
55.	Edward M. Smyth	Box 1960, McAllen, Texas
56.	Dave Horgor, Jr.	16106 Via Lupine, San Lorenzo, California
57.	Roy Kahn	P. O. Box 1231, Greenville, South Carolina
58.	John Sanders	1860 Alexander Hamilton Dr., Reno, Nevada
59.	Alex Coon	238 Goodram Drive, Shore Acre Heights, Burlington, Ontario, Canada
60.	Stanley Ditchfield	32 Riverview Ave., Nitro, Quebec, Canada
		37 East Grand, Muskegon, Michigan
61.	Noel M. Savoie	2406 Pafford Drive, Nashville 4, Tennessee
62.	Donald J. Hack	32 Riverside Dr., Winnipeg 9, Manitoba, Canada
63.	Troy Lynn	
64.	D. H. Wheeler	

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Special Christmas Gift Offer!



Now available for Christmas giving: combination set of Toastmasters cuff links and tie bar . . . cuff links 1/20 12K gold filled . . . Toastmasters seal . . . attractively packaged in lucite box.

Rectangular cuff links and tie bar, set \$8.00

Square cuff links and tie bar (not pictured) \$7.50

May be purchased separately:

Cuff links, rectangular

gold \$6.00

silver \$5.25

Cuff links, square

gold \$5.50

silver \$4.75

(no silver tie bar available)

Add 10% Federal tax and 25c shipping and packing charges.

Order from

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(Include club and district number when ordering)

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*See pages 32-33 for additional gift items