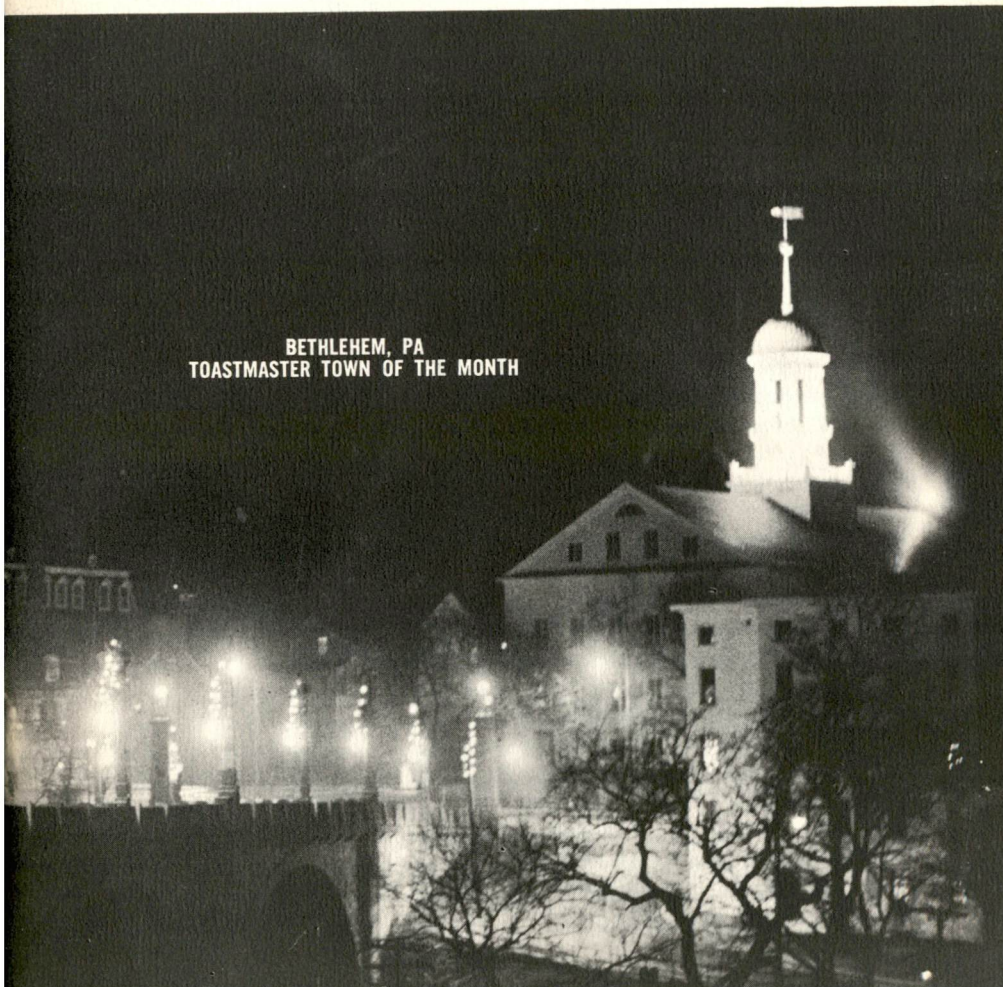


DECEMBER, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

BETHLEHEM, PA
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 3,600 clubs in every state of the Union, every province of Canada and in 43 other countries.

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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the TOASTMASTER

For Better Listening—Thinking—Speaking

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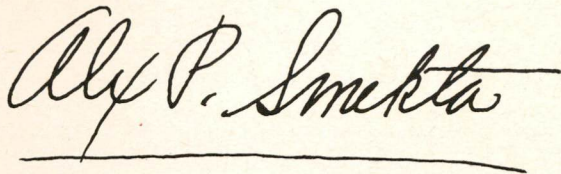
The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit educational organization of 3675 active clubs located in the United States, Canada and 48 other countries. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters—2200 N. Grand Ave. Santa Ana, Calif. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1963 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Christmas Greeting

Once again the holiday season brings a time of understanding, affection and communication between men of good will. For as all men, of whatever nation or creed, share in the desire for better understanding through better communication, so is the spirit of Christmas preserved and implemented throughout the world.

As the old year closes and a new one dawns, let us dedicate ourselves anew to the objectives of our great organization, and pledge ourselves that the coming year shall be one of growth — personal growth in the attainment of our own Toastmasters goals and the growth of our great organization through the sharing of our Toastmasters experience.



President, Toastmasters International

*The new advanced speech manuals
offer Toastmasters . . .*

Three Steps To Self Improvement

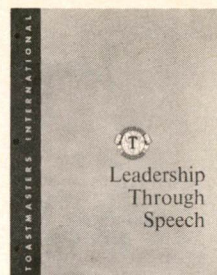
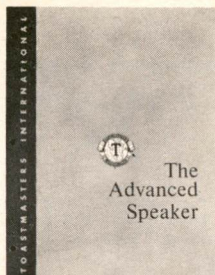
By **LOTHAR SALIN**

TOASTMASTERS FOR 1964 has a new look, in the form of two new advanced training manuals, "The Advanced Speaker" and "Leadership Through Speech." Introduced at the 1963 International convention at St. Louis, the new manuals, in conjunction with Basic Training, offer a coherent, interlocked, three-step program for mastery of the art of speaking.

The new manuals are based on the Beyond Basic Training manual by Dr. Ralph C. Smedley, which has been in successful use for the past 13 years. They provide two different approaches for the man who has completed Basic Training. What do they mean to the member at large and to club operation?

For the club, the two new

manuals mean an opportunity for more varied programing, a greater depth of talent to make meetings more interesting. Toastmasters training has been enlarged from a previous norm of 12 Basic Training speeches to include a total of 32 speech projects, within the framework of regular club participation. Participation in advanced speech training has been set up in such a way that it is now no longer an individual project for the "older" member, but part of the regular club routine. It eliminates the all-too frequent situation where men who have completed Basic Training do not participate in any advanced course of learning, but give "special" or "unnumbered" speeches from time to time —



New advanced speech manuals offer challenge to ambitious Toastmasters.

finally dropping out because they realize they are not progressing.

Once the new manuals reach the distribution for which they were designed, clubs should be in a position to insist that all members who hold a Basic Training Certificate take up one of these advanced plans. They hereby acquire even greater proficiency in speech, to the benefit not only of themselves, but of all other members. Most of us, for instance, know what an ice-breaker or a Basic Training No. 6 speech is supposed to be like, and this gives us a frame of reference in which to judge a man's particular effort. Before too long, we hope that at least the older club members will have heard enough advanced speeches to know the basic format of, say, a panel discussion or an after-dinner speech.

There is also a hidden bonus of tremendous proportions for the club able to keep its older members actively participating through these manuals. Every member who stays an extra year

is one who need not be replaced by a new member. New recruits then add to membership strength instead of merely replacing drop-outs. The presence of these experienced members will also make things more interesting for the new men who will in turn be motivated to stay longer—a ballooning effect on membership rolls. This is of significance at the club level. And imagine what an increase of even six months average membership tenure, figured on the basis of over 80,000 members in 3,600 clubs, would do for the overall strength of Toastmasters!

Imaginative club leadership is the key to success, here as elsewhere. It will take much of this to get the ball rolling, but those of us who have worked on the new manuals are convinced that once the new books are in the field, they will generate their own continuity. In providing a continuing goal, they counteract a tendency to flagging enthusiasm during the latter stages of Basic Training—a flagging presumably engendered by the fal-

lacious belief that the participant is on the home stretch with little else to learn once the finish line is reached.

Men are eager to join Toastmasters to acquire the rudiments for public self expression. Will they not be even more enthusiastic once they learn that as soon as they have completed the mastery of fundamentals through the Basic Training manual, they can expect to participate in two other manuals designed to bring them to substantial competence in communication? And all this would be within the regular programming of their own club and as a matter of almost routine improvement.

And what do these new manuals offer to the member? They offer ten lessons each, so that even at a leisurely pace, one manual can be completed in 18 months. This is a realistic goal for almost any member. The ten projects of "The Advanced Speaker" are mostly in the nature of an improved understanding of the techniques of preparing a speech and how to give a number of specialized kinds of talks. The second manual, "Leadership Through Speech," is, as its name implies, slanted more towards those men who desire greater competence in establishing rapport with their audience and influencing a group to specific action. Of course, it takes mastery of both these facets of

speechmaking to become really good. Toastmasters should ultimately take both programs, but the choice of order in which to take them is theirs. It is recommended, however, that they start with "The Advanced Speaker."

Let's consider "The Advanced Speaker." Its starting project is one on *Review of Fundamentals*, whose importance is probably best summed up in the lead quotation from Martin Heidegger: "Only that man is knowing who understands that he must keep learning over and over again." The *Review* is followed by chapters on *Vocabulary Building*, *Effective Speech Outlines*, *A Humorous Speech* and *A Book Review*. *How to Use Audio-Visual Materials*, a problem for many capable speakers, is presented at length, followed by pointers on *The Written Speech*. *How to Use Biography* comes next, followed by a definitive analysis of *Mannerisms*, and finally, one of the most difficult assignments for any speaker, *The After-Dinner Speech*.

Participants in *Beyond Basic Training* will immediately recognize all of these as carryovers and adaptations from the previous manual. The excellence of Dr. Smedley's material has indeed been preserved. But speechmaking as a craft is intricately involved with the problems of the hour, and the concern of rhetoric from the beginning has

been to present timeless principles in the form most suitable for current needs. Between us and the world of only ten years ago lies a greater technological chasm than between the generation of our parents and the age of Newton. This gap is bound to make itself felt in the wants of the man who desires to participate actively in society through speaking and appearing in public. We have tried not only to meet these needs, but to excel beyond any competition in this field.

Parallel to "The Advanced Speaker" is "Leadership Through Speech." It is important to note that while the manual might loosely be nicknamed the "Leadership" manual, this is precisely what it is *not*. Toastmasters is not trying to turn out "leaders." What we hope to do is to help those men who wish to increase their leadership ability by making it easier for them to acquire the public presence and understanding of other people without which their goal is unattainable.

"Leadership Through Speech" begins with the project, *When Called Upon Unexpectedly*. (As an alternate treatment of the same skill, a *Question and Answer Speech* may be given.) Next come such important projects as *Evaluation and Analytical Lis-*

tening and Public Address Systems, Radio and Television. These are followed by: *The Speaker as a Showman, How to Converse, The Telephone — an Important Tool*, and *Building Your Personality*. The conclusion of the manual brings two especially meaty projects: *Group Discussion and Conferences* (two alternate approaches, *Problem Solving Conference* and *Panel Discussion* are treated in detail), and *Written Communication: Letters, Memos and Reports*, intended to give the student a start in written proficiency to match what he has learned to do orally.

"Leadership Through Speech" will be especially useful to one particular group of members, namely, officers at all levels. Many senior club officers are "too busy" to complete the Basic Training manual until their tenure of office is over, let alone getting started on advanced training. Much the same situation applies to area and district officers. Now Toastmasters is in a position to state unequivocally to these men: "Here is a manual which will help you immeasurably in the performance of your duties." Officers who work more from their tour of duty and will be of greater service to



their club, area or district. The combination of this manual and actual experience as an officer is the greatest opportunity they will ever have.

One other concept is vitally involved not only in the acquisition of leadership competence but in the whole structure of public speaking. This is a consideration of *ethics*. Remember that when the art of rhetoric was first developed in ancient Greece some 2500 years ago, it was taught by a group of professional speech teachers who called themselves Sophists. For a fee, they were prepared to instruct anyone in how to sway an audience regardless of motivation or basic understanding of any facts. Against these pernicious creators of "image men" arose the most respected man in ancient philosophy: Socrates. Many of Plato's finest dialogues deal with Socrates' analysis and understanding of the problems of public speaking as related to ethics. As Toastmasters comes of age, it is vital that this particular torch, which has burned throughout the ages in the hands of such giants as Aristotle, Cicero, St. Augustine and Fenelon, remain lighted in our ranks. For this reason, much material of this nature has been placed in the manual for the benefit especially of men with leadership aspirations.

Whether men who have already started on Beyond Basic

Training should switch over to the new manuals depends largely on whether they feel an updated and enlarged revision of the projects is worth the extra investment. In any case, regardless of which of the manuals is used, we hope our more advanced Toastmasters will make use of the increased opportunity to present their talks to their own club. They should forego the temptation to gather into "Beyond Basic" clubs, which negate a fundamental concept of education: that *yesterday's students are needed as tomorrow's teachers*.

There are some special certificates connected with the new manuals. A Toastmaster who completes either of them will receive a handsomely designed "Certificate of Progress;" on completing both he will receive an even more impressive "Certificate of Achievement."

Those of us who have lived with the preparation of our advanced training manuals for a little over a year now, are admittedly excited about the potential of "The Advanced Speaker" and "Leadership Through Speech." This includes Charles C. Mohr, now vice president for education of TMI, Paris S. Jackson, senior vice president, and Harry Harvey, director of membership services of the World Headquarters staff. It was my privilege to be associated with these men in the

project. Dr. Smedley was always ready with advice and new ideas. Credit for the attractive appearance of the manuals goes to Past International President John W. Haynes, who counseled on format and typography. The entire project was completed under the leadership of Executive Director Maurice Forley.

The product is now on the consumers' shelves. A year of concerted effort on the part of directors and World Headquarters staff has gone into the writing, editing, designing and printing of what we believe to be two of the finest manuals in advanced speech training avail-

able today. But their ultimate acceptance is up to you. What will be your plans for further improvement and participation as you complete the Basic Training manual? Will you be tempted to relax under the false assumption that you have acquired sufficient competence in speaking, or will you work at it even harder, increasing your own ability and helping the new members of your club as you go along?

The advanced manuals are presented, in effect, as a challenge to ambitious Toastmasters. Like Mallory's Mount Everest, "they are there." Will you climb?



Past International Director Lothar Salin of San Rafael, Calif., is owner-manager of Salin Printing Co. A member of Tamalpais Club 1755-57, he played an active part in the organization of the district and was its first governor. In 1961 he was elected to the Board of Directors of Toastmasters International.

Histories make men wise; poets, witty; the mathematics, subtle; natural philosophy, deep; moral, grave; logic and rhetoric, able to contend.

— Francis Bacon

Why Speechcraft?

By KERELE KELLER

THERE'S A CLICHE that most Toastmasters have encountered at some time or other which says: "There's a first time for everything." Our Vigo Toastmasters Club 332 of Terre Haute, Indiana, pondered over the question of conducting Speechcraft for the first time. We did; and the results were so satisfactory that we hope the story of our experience will be of assistance to other clubs who are anticipating their first time for Speechcraft. If they aren't anticipating it, they should be!

Our primary object was not to gain new members, although naturally we enjoy inducting men into our club as much as all the clubs do. What we wanted was to give the citizens of our community the opportunity of receiving a good speech course at a nominal fee. At the same time, we wanted to publicize Toastmasters in general and our club in particular, as a specialized agency in the field of adult

education, teaching its members better speaking methods.

We discussed the course at club meetings so that the entire membership could be thoroughly sold on the idea. A committee was then appointed to set the wheels in motion.

Our first order of business was ordering the required materials from World Headquarters. After we received this, the committee studied the manuals carefully and we started our plans. First we prepared about 200 letters. These were mailed to top executives in industry and to individuals named by club members. Registration blanks were inserted in each envelope.

We gave ourselves one full month in which to plan, publicize and prepare. The first and second weeks were used to mail letters, make personal contacts and follow-ups on the letters, and prepare newspaper publicity. The local newspapers cooperated with us to the fullest extent, but



Members of Speechcraft complete course offered by Vigo Club. Kerele Keller, general chairman and author of the article, standing at extreme right.

we believe that the personal contacts were more effective and rewarding.

During the third week we had more newspaper publicity and inserted one paid advertisement. That week we selected the eight instruction chairmen. They were responsible for the selection and training of their own lecturers, or instructors. By appointing our more experienced Toastmasters as weekly chairmen we ensured good speakers and an exceptionally good instruction period each evening.

The fourth week we added radio spot announcements to our publicity and inserted our second paid newspaper advertisement. By this time the chairmen had selected their speakers and were busy preparing their specific lessons.

With every detail worked out, we were ready for our first meeting. Schedules had been printed

showing the exact time each participant had during the two-hour meeting. A typical one went something like this: 7-7:10, invocation, introductions and opening remarks; 7:10-7:15, club business; 7:15-7:55, Speechcraft instruction period; 7:55-8, five minute break; 8-9, an abbreviated Toastmasters meeting of table topics, one Basic Training speaker, grammarian and evaluator, and awarding of trophies. Each participant was warned that he must stay *exactly* within his time limits.

At the first meeting, Toastmasters arrived early to help with the registering, making of name cards, and collecting the five dollar registration fee. We were understandably elated, for at the first meeting, 25 people had registered and 19 had signed for the course and paid the fee. An excellent program was presented; each participant stayed within his time limit. If you think we are

overstressing this matter of timing, let me say right here that we consider it one of the fundamentals of a successful Speechcraft course.

Another paid advertisement was used, along with the publicity the newspapers were giving our course. At the second meeting, three more members enrolled, making a total of 22 students taking the course. It was announced that no one could register after this second meeting.

At the close of the first meeting we announced that any student or speechcrafter who wanted to participate in table topics could sign his name to a paper passed around, and he would be included at the next meeting. Six members signed at the first session and six more at the next one. By the end of the course each speechcrafter had participated in table topics at least twice. This, of course, was what we very much wanted them to do, and they enjoyed it.

Each week of the eight-week course, each Toastmaster who took part in the instruction or in the Toastmasters meeting performed at his best. The club agreed that the Toastmasters profited as much as the speechcrafters. And this is as it must be if the course is to be a success.

We decided that the last night of the course would be an impressive evening the speech-

crafters would never forget. At the conclusion of the lectures, a "certificate of completion" ceremony was performed, with the club president giving the certificates to each man and congratulating him on completing the course. The certificates were ordered from World Headquarters and inserted in folders purchased from a local photo shop. The last half of the meeting was a table topic session for the students, and all spoke on the Speechcraft course.

Why Speechcraft? Because it works. The community gains, the club gains, the participants gain. We're enthusiastic over it at Vigo 332 and plan to make our second course even better. And why are we so enthusiastic? For one thing, of the 22 who signed for the course, 20 completed it; 14 have already joined our club, and 4 others stated they will do so within a few months.

Every club in Toastmasters International should conduct a Speechcraft course. Club members will be better Toastmasters, your club will receive good publicity, you will render a community service and if you happen to need new members, this will bring them. Try it! ♦

Kerele Keller is past governor of District 11 and member of Vigo Club 332-11, Terre Haute, Ind. He acted as general chairman of the Speechcraft course he describes.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

We Wish You a Merry Christmas

George William Curtis, whose name as an author and essayist was better known a century ago than it is today, once wrote the following lines concerning Christmas:

"If we were to fancy a wholly Christianized world, it would be a world inspired by the spirit of Christmas — a bright, friendly, beneficent, generous, sympathetic, mutually helpful world. A man who is habitually mean, selfish, narrow, is a man without Christmas in his soul. Let us cling to Christmas all the more as a day of the spirit which in every age some souls have believed to be the possible spirit of human society. The earnest faith and untiring endeavor which see in Christmas a forecast are more truly Christian, surely, than the pleasant cynicism of atheists, etc., which smiles upon it as the festival of a futile hope. Meanwhile, we may reflect that from good natured hopelessness to a Christian world may not be farther than from star dust to a solar system."

In other words, consider what

a different and better world this would be if each of us would carry through the entire year with the spirit of Christmas ruling our thoughts and conduct.

We may well join Charles Dickens in his saying: "I will honor Christmas in my heart, and try to keep it all the year."

*We ring the bells and we raise
the strain,
We hang up garlands everywhere,
And bid the tapers twinkle fair,
And feast and frolic—and then
we go
Back to the same old lives again.*
—Susan Coolidge

Can You Read?

Of course you can read; that is, you can read to yourself. But can you read aloud, to other people?

A great many people, some of them able speakers, seem unable to speak from a script in a satisfactory manner. They permit the script to break contact with the audience, and thus impair the effect of what they are saying.

You need look no further than your TV screen for evidence of this. Observe how speakers appear when reading from script. Note how the speaker glues his

eyes to the copy which he is reading, and merely pronounces the words as though no one else were present.

Perhaps he glances up for an instant now and then, giving you the impression that he is winking at you. Perhaps he stops speaking when he looks up to see if you are still there, and so breaks the continuity.

Even some of our great political leaders are guilty of such misconduct, and some of our most experienced newscasters have the same bad habits.

Perhaps you are guilty, yourself!

Every speaker should be able to read from script without permitting it to come between him and his hearers. He should learn to look ahead in his reading, so that he can speak a sentence without looking at the script. He should be so familiar with his material that he can give the gist of it without being confined absolutely to the written or printed text. He should cultivate fluency and smoothness in his reading.

You can gain good experience by reading aloud when you are at home, or when you are alone. Practice looking ahead as you read, and see how many words or sentences you can grasp at a glance. If a member of the family will listen to you, see how much of the time you can keep your eye on the auditor.

It will pay you, in your club,

to undertake practice in reading. The program committee should frequently arrange for such reading practice.

And you might refer to Project Seven, in your Basic Training manual, for additional help. **A New Club**

I have started a new club. As yet, it has only one member, and I am that one, but you may join if you like. There are no meetings to attend, no dues to pay, no officers to elect. Each member is an individual club in himself.

This remarkable club is to be known as C-C-D, which means "Credit for Courtesy in Driving." The basic idea is for each member to try to be as courteous and thoughtful for others when he is driving as he is when walking or standing around. That is, he will cheerfully yield the right of way to drivers in a great hurry, but he will not impede traffic by driving too slowly. He will not yell at other drivers by use of his horn, in cases where he would not scream at other pedestrians when he is on foot.

He will be careful to show proper signals for turning or stopping. He will turn off his lights or his signal blinkers when they are not needed. In short, he will try to remember his good manners at all times, especially when driving his car.

Come along and join the CCD, and let's make driving safer and more pleasant for all. ♦

Evaluators I Have Known

BY PAUL J. CATHEY

IS THE EVALUATOR a speaker's best friend? Not necessarily!

He is when he does an intelligent job of criticism. He's not a speaker's best friend when he shirks his job. I'd like to share with you some recollections of evaluators I have known—Toastmasters wanted dead or alive for crimes against the art of skilled evaluation.

First there's *Bland Barney*. When you come up with Barney as your evaluator, lose all hope of learning anything about your speech. "Your voice was good," says Barney. "I liked your eye contact and your gestures were full of movement—especially those with your hands. The subject was one we are all familiar with, but you brought us an important message. All in all, it was a very nice speech."

There are three explanations for Barney's approach: he just loves everybody, he doesn't listen carefully, or he doesn't understand what Toastmasters is all about.

Next we come to *Al the Axe*. Al isn't interested in how you say it; it's what you say he objects to. "First," Al begins, "I didn't agree with a word you said, Joe. You stood up here for

five minutes and argued in favor of medicare. I know from experience it just isn't so. Look what's happened in England. Why, back in..." But why go on? Al has the floor and won't yield it, and you, Mr. Speaker, won't find out a word about your speech, your voice, your ability.

There are worse things, however. Have you ever run up against *Slasher Sam*? Sam hates people. He may begin gently—for him. "Your speech," he may say, "was not the worst I've heard. The reason—I couldn't hear you. Anybody as shy as you are needs help. It happens that my brother is a psychiatrist, and..." Or Sam may use the machine gun blast, mowing down your talk point by point. "Voice—poor, indistinct. Gestures, none. Eye contact—you never looked up. Poise—why are you so nervous? Subject—surely you can talk about something more interesting than this."

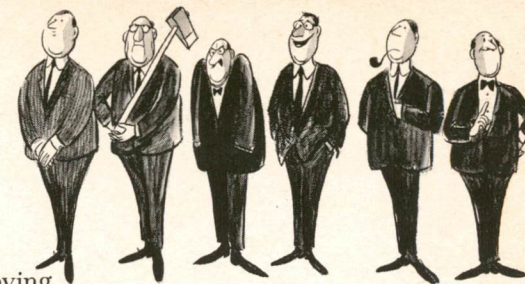
Then there's *Cheerful Charlie*. Charlie isn't listening to your talk in order to criticize it. He's looking for a place to hang his jokes. With a bright smile in your direction Charlie begins: "Well, Joe, you had a busy talk tonight. Reminds me of the story

of the man running up a moving stairs..." and Cheerful Charlie is off to the races, casting funny stories right and left. Your speech lies in the middle, undisturbed and uncriticized.

Last we have *Pompous Paul*. He's another evaluator to avoid. Infatuated with the sound of his own voice and impressed with his own intellect, Paul doesn't come to criticize, he comes to overwhelm. "Your predilection for the fluent idiom is only superseded by your propensity for recondite elucidation," he begins. As you sit stunned, mumbling "What'd he say?," Paul moves on. Without a dictionary handy, you have trouble moving with him.

These evaluators, you will notice, have two faults in common. First, they are more interested in themselves than in you, the speaker. And second, either through neglect, disinterest or laziness, they have not mastered the art of skillful criticism.

Blessed is the day (or evening) when you draw *Helpful Harry* as your evaluator. On rising, he says: "An interesting talk, Joe, and in the main, well done. Your opening was strong but the closing was a little weak.



You didn't *sell* us enough. Try making both ends of your talk equally powerful. Your ideas were logical and clearly presented. Modulation is improving, but could be strengthened by more voice practice. I liked your gestures—in general they were excellent, but once in a while they seemed a little artificial. If you can, practice your talks before a mirror or with your family, for greater naturalness. This was your sixth talk, Joe, and looking back at your past evaluations I notice you are working on your defects. It's showing up in better speeches. Keep up the good work."

Thank heaven for *Helpful Harry*. He and others like him make evaluation worth while and easy to take.

And may I humbly suggest, in the words of the Bible, "Go thou and do likewise." ♦

Paul J. Cathey is a member of Jenkintown (Pa.) Toastmasters 2684-38. A Toastmaster for five years, he has contributed three other articles to *The Toastmaster*. He lives in Wyndmoor, Pa., and is an industrial editor, serving as an associate editor on "Iron Age," the national metalworking weekly.

"Now therefore, I Do Hereby Proclaim"

MORE AND MORE, as Toastmasters become increasingly recognized for services to their communities, governors of states and mayors of cities are setting aside a time officially designated as "Toastmasters Week." This honor serves a dual purpose; it acquaints the community with the scope and purposes of Toastmasters and inspires Toastmasters so honored to even greater efforts in using their skills for community benefits.

Frequently the proclamation of Toastmasters Week (or month, or day) coincides with some special Toastmasters event: a visit from the International President or a district conference. Governor Richard J. Hughes of New Jersey proclaimed the week of May 6 as Toastmasters Week for District 46, while Governor John W. Reynolds of Wisconsin set aside the week of May 1 in District 35. Governor John Anderson Jr. proclaimed May 19 as the opening of Toastmasters Week in Kansas. Mayor John J. Duncan of Knoxville, Tenn., named July 20, the day of International Pres-

ident Frank I. Spangler's visit, as "Toastmasters Day." Governor Albert D. Rosellini of Washington paid a similar tribute.

Typical of the proclamations is the following by Governor Albert S. Harrison Jr. of Virginia:

"The ability to speak concisely, intelligently and with confidence to groups of people or to individuals is one of the most valuable talents that a person can develop.

"Toastmasters International is an organization dedicated to Better Listening, Thinking and Speaking, and to the cultivation of these talents.

"This kind of training is of great value to individuals and businesses in a community.

"I, therefore, take pleasure in calling public attention to the week of October 27 through November 2 as TOASTMASTERS WEEK IN VIRGINIA."

Toastmasters International is proud of the recognition accorded by these state and civic leaders, but is even more proud of the fine work of the individual Toastmasters who have made this recognition possible. ♦



Mayor Archie Westfall proclaims Toastmasters Week in Albuquerque, New Mexico. Left to right: Tom Reddin, secretary, Club 122-23; George McKim, past International director, TMI; Mayor Westfall; Jim Shepherd, president, Club 122. Club 122 was chartered in 1938, is oldest club in New Mexico.



Toastmasters Week proclamation is signed by Governor Richard J. Hughes of New Jersey in the presence of District 46 Governor Cleve Campbell (6th from left) and other District 46 Toastmasters.



Washington Toastmasters accompany International Director Maurice L. Olson (seated, left) and President Spangler on visit to Governor Albert D. Rosellini on "Toastmasters Day" in Washington.



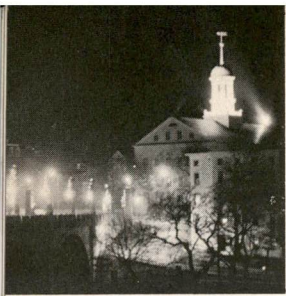
Governor Karl F. Rolvaag makes "Toastmasters Week in Minnesota" official. Left to right, standing: Robert Tokar, Warren Wildasin, District 6 Governor Stan Dickinson, Bob White, Bernard Szymczak, A. M. Herriges, Jack Pelinka.



Knoxville's Mayor John J. Duncan (seated, right) greets President Spangler on "Toastmasters Day." Standing, left to right: District 63 Governor Al Stillwell, Robert Wacker, and District Lieutenant Governor H. P. Perry.



Kansas prepares for Toastmasters Week as Governor John Anderson, Jr. (left), signs proclamation, in presence of Claude Wilson, lieutenant governor of District 22.



BETHLEHEM, PA

Toastmaster Town of the Month

BETHLEHEM, PA., "THE CHRISTMAS CITY," was born on Christmas Eve, 1761, when a small group of Moravian religious refugees gathered in a crude log cabin in the Lehigh Valley to keep the holy vigil. During the night they planned their new home, and named it "Bethlehem."

Today Bethlehem is a thriving city of 75,000 people, the home of Bethlehem Steel Company as well as many other companies in such diverse fields as textiles, cement, electrical equipment and chemicals. It is the home of Lehigh University and Moravian College, and of the Bethlehem Bach Choir and its world famous annual Bach Festival.

It is at the Yuletide season that Bethlehem justifies its title as "Christmas City." Hundreds of thousands of tourists come from far and near to see the lights and attend the services. The famous "Star of Bethlehem," mounted on a 91 foot high steel structure on South Mountain, is visible for over 30 miles. The great tree at the center of Hill-to-Hill bridge, composed of 110 smaller trees, blazes with over 3,000 Christmas lights. Christmas Eve vigils are kept in the Central Moravian Church, a simple liturgy and carol service with orchestra and organ, while the congregation holds lighted beeswax tapers. Services are traditionally followed by "putz-visiting." Almost every home has its "putz," a miniature portrayal of the Nativity scene, many with carved figures treasured in families for generations.

The turning on of the Christmas lights in November is also a community ceremony, and last year the Bethlehem Toastmasters club was honored by having one of its officers chosen to be toastmaster of the occasion. Toastmasters really came to Bethlehem in 1958 with the founding of a club in near-by Allentown. Several Bethlehem men were charter members, and as the Allentown club grew, they decided to break off and form their own club. Christmas City Toastmasters 3236-38 was chartered in 1961 and has been an extremely active and successful group. The club sponsors a Speakers Bureau and a program of Toastmasters demonstration nights for community organizations.

Christmas City Toastmasters extend Christmas greetings to fellow Toastmasters across the world, wishing peace, good will and the joy of accomplishment during 1964. ♦



Club Publicity Attracts New Members

Publicity in the local papers reporting highlights of club meetings resulted in a total of 200 column inches and 12 new members, reports Scarborough (Ontario) Club 3090-60. And the first meeting of the Fall season brought out 14 guests, with ten asking for membership on the spot.

The Toastmasters gavel proved an international link when Irishman Tom Healy (picture, left), new president of Club 3090, succeeded German-born Werner Bache. The international link continues through Educational Vice President Jack Brooks (England), and Administrative Vice President John Dewar, Canadian. Installation of the new officers was performed by District Governor Frank Strange.

**Scarborough Club 3090-60
Scarborough, Ont.**

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Toastmasters Take to the Air

September, 1963, saw the inauguration of a weekly radio program in Central California area. "Toastmasters in Action," broadcast over KKOK at Lompoc, is produced by Lompoc Valley Club 2969-12. The club has developed a simple but effective format for preparation and presentation.

Tape recordings of the club meetings are made by a member of the



New officers of Scarborough Club take over.

radio committee. Portions of the meeting are then selected for use on the program. The radio committee then edits these selections and retapes them, adding suitable explanations of the proceedings.

A typical 15 minute program might include: Opening remarks and a statement of the purpose of Toastmasters; a sample of two table topics recorded at a meeting, along with explanation of this part of Toastmasters training; a formal speech with appropriate explanation; closing remarks and information on contacting the local club for more information on Toastmasters.

**Lompoc Valley Club 2969-12
Lompoc, Calif.**



"Mr. Toastmaster," life-size mascot of Panam Club 3333-46, takes up residence at Pan American Airline's hangar at Idlewild (N.Y.) Airport. Saluting him are club officers, left to right: Past Pres. and Area Gov. Pete Sammon, Treas. Pat Gleason, Adm. Vice Pres. Vince Falletta (father of Mr. T.), Pres. Hank Maillet, Ed. Vice Pres. Bill Norton, Sec. Jack Swift, Sergeant at Arms R. C. Michaels. Mr. Toastmaster has pockets containing information on Toastmasters and information on club meetings.



Ten years of successful club operation and still going strong is the record of Chicago C.P.A. Club 745-30. Past and present members join in anniversary meeting. Left to right, front row: Marvin, Hillsman, Cusimano, Hutchison, Silberman, Kucia. 2nd row: McHose, Zaretsky, Dubin, Schober, Knirko, Witte, Nelson, Gray. 3rd row: Bird, Ruby, London, Shapiro, Crosell, Dearborn, Adams, Kern, Wallisa, Gordon. 4th row: DeValk, Meinert, Voll, Merkle, Apple, Glynn, Berge, Damhorst, Brauweiler.



Rear Admiral Hugh C. Haynsworth, Jr. (left), commanding officer, strongly boosts the Oakland, Calif., Naval Supply Center's Club 889. Along with Club President Edward Preston (center), he congratulates Commander-select John C. Carlson, a past president, for completing his Basic Training course.



Pennsylvania's governor and lieutenant governor accept honorary membership in Commonwealth (Harrisburg, Pa.), Club 2822-38. Left to right: Past President Dan Buser, Governor William W. Scranton, Lt. Governor Raymond P. Shafer, Toastmaster Robert Mask.



Incoming officers of First Wisconsin Club 228-35 (Eau Claire, Wis.) are handcuffed at installation ceremony to emphasize necessity of togetherness. Left to right: Jack Wolfe, president; Keith Robinson, educational vice president; L. J. Stucky, administrative vice president; Mel Anderson, secretary.



Mrs. Grace Nichols, staff member at the San Antonio (Tex.) Public Library, looks over speech books in special Toastmasters International Anniversary exhibit, arranged by Toastmasters of Area 4, Dist. 56.

"Model" table topic stumped even experienced members of Hollywood & Vine (Hollywood, Calif.) Club 328-50 as Topicmaster Vid Rosner introduced professional models and asked each Toastmaster to describe merchandise modeled in not more than two minutes.





Manuel Gilliland and Vivian Li receive "Best Speaker" and "Best Table Topic" awards from Club 3102-U President K. T. Mok.

International Membership

Tainan Toastmasters 3102-U of Taiwan, Republic of China, are proud of their club's international membership, which was brought into focus at the recent officer installation held at Tainan Air Station Officers Open Mess. Inducted into office by Lt. Col. Robert M. Robinson, base commander and area coordinating officer, were L. P. Curley, president; Captain John K. Miller, educational vice president; Bennett Fok, administrative vice president; Nelson Yen, secretary; L. S. Cheng, treasurer, and T/Sgt. Manuel Gilliland, sergeant at arms. Curley is an Australian, Miller and Gilliland are Americans and the others are Chinese Nationals.

The photograph shows outgoing club president K. T. Mok presenting "Best Table Topic" award to Vivian Li, executive secretary for the Air Asia organization and one of the club's newer members. At left is T/Sgt. Manuel Gilliland of the Explosive Ordnance Disposal Element, USAF, who has just received "Best Speaker" trophy. Past President Mok is Quality Control Supervisor for CAT, Air Asia.

**Tainan Club 3102-U
Taiwan, Republic of China**

Tercentenary Toastmasters

Governor Richard J. Hughes of New Jersey has announced that Toastmasters of the state have established a Tercentenary Speakers Bureau and as Tercentenary Toastmasters will speak without charge about the State's 300th birthday celebration to any New Jersey group.

In making the announcement, the Governor praised members of the 30 New Jersey clubs for accepting the State's invitation to speak. He said: "I want to congratulate the Toastmasters for undertaking this important assignment as part of their contribution to New Jersey's 300th anniversary celebration. More than 50 men have already been selected to serve as Tercentenary Toastmasters; they represent almost every phase of New Jersey business and professional life . . . By contributing their time and talent as Toastmasters to the Tercentenary effort, they will help tell the dynamic story of the State's three centuries of people, purpose, progress, to thousands of Jersey men."

Peter F. Sarthou, governor of District 46, accepted the Tercentenary invitation by establishing a special committee to organize the program, naming Merrill Lent, lieutenant governor of northern New Jersey Division I, as chairman of the program. Lent will be assisted by co-chairman John Holmes, the founder and organizer of several New Jersey TM clubs. Only qualified Toastmasters with more than three years of speaking experience will be selected to serve as Tercentenary Toastmasters, Lent said. A roster of available speakers has been prepared.

**District 46
New Jersey**

Model Meeting for ASIS

When the American Society for Industrial Safety held its Ninth International Seminar at San Francisco recently, members found the proceedings marked with a strong Toastmasters influence. Participating in a morning panel on the subject of "Education," Col. Van H. Tanner, past governor of District 36 and present senior lieutenant governor of District 57, gave a 30 minute pitch for Toastmasters before an audience of 500. That afternoon, about 200 members saw a model Toastmasters meeting.

Participating in the model presentation were: Robert L. Knotts, TM International director; Bob Fisher, president of Club 3579-57; Bob Steward, educational vice president of 3579; Lothar Salin, past International director; Walt Baaden, administrative vice president, Club 2189-50; Tom Ralph, lieutenant governor, District 39; Van Tanner; Nate Cooper, lieutenant governor, District 57; H. E. Leech, president, Club 3012-4; Bert Hutchberger, Club 3579-57; Joe Shelby, governor, District 57; Walt Allen, editor District 57 bulletin and Ray Grady, past governor, District 39.

A large number of ASIS members identified themselves as Toastmasters, and several of the larger chapters of the organization have asked for similar presentations to be made before their own membership.

**District 57
California**

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Tenth Anniversary

Belmond (Iowa) Club 1328-19 recently celebrated the 10th anniversary of its chartering with a Ladies Night dinner meeting at the Belmond Com-



Participating in model TM meeting at international seminar of ASIS, left to right: Bert Huchberger, Van Tanner, Ray Grady, Robert L. Knotts, Walt Baaden, Lothar Salin and Tom Ralph.

munity Center. Guests included International Vice President and Mrs. John Miller of Nevada, Iowa, and members of Hampton, (Iowa) Club 780-19, the club which originally sponsored the Belmond group.

Two men were given special recognition for their work in starting the club ten years ago: Joe Simonsen of the Hampton Club who provided the original spark, and R. B. Thompson of the Belmond Club, who carried the torch. Also noted was Dr. A. F. Toensing of the Hampton Club, who was president at the time Belmond was chartered, and is once again serving as club president.

Incidentally, Belmond has a population of 2506 people. Club members believe it to be one of the smallest communities able to keep a Toastmasters club active for this period of time. They would like to hear from other active clubs in small communities.

**Belmond Club 1328-19
Belmond, Iowa**

This club multiplied its membership . . .

Seven Times Four

By ROBERT E. LEE

THE FOUNDER OF Toastmasters, Dr. Ralph C. Smedley, has expressed himself as vitally concerned with club membership. He has issued a challenge to each club in Toastmasters International to increase its roster by at least five members.

This can be done by any club, with reasonable effort. In fact, by using a few simple techniques, a "sick" club can in a short time become one of the strongest clubs in its area and district. I have seen it happen.

Imagine a club of 14 members, only four of whom attended meetings. Inactive members could not be persuaded to attend; many of them had been laid off at a nearby plant and some had moved to other areas of the city.

It was a night in July. The faithful four met and were at

the point of abandoning their charter. The president and the treasurer suggested to the other two that perhaps the four of them should join another club in the area. They planned to spend the next few weeks visiting clubs

to select one into which they could transfer.

But during one club visit, an amazing thing happened. A Toastmaster of the host club was speaking on patriotism, tying in his subject with loyalty to one's fellow man, teaching by evaluation and, of course, Toastmasters. He said these things with such infectious enthusiasm that his audience applauded wildly when he finished.

In the silence that followed the applause, the two visiting Toastmasters looked at each other. Simultaneously each



started to speak. "Do you think . . .?"

Rejected forever was the thought of abandoning the club which had meant so much to them. Then and there they vowed to build back their club to its original size and worth. The irresistible enthusiasm of the speaker had sold them completely on Toastmasters. It aroused again the same zealous endeavor they had felt when they first formed their club.

But a question loomed large in their minds. *How does one go about restoring a sick club to vigorous health?*

The logical approach and the only one they believed would work was also the least expensive. This was word of mouth advertising. The four Toastmasters pledged themselves to live, eat, sleep—yes, even breathe Toastmasters. They set out to work a plug for Toastmasters into every conversation.

Their friends and business associates soon became aware that not only were these four men Toastmasters, they were also ready at the drop of a hat to give a first hand demonstration of how Toastmasters had helped them overcome oral communication problems.

At first their efforts met with little interest, but gradually as they learned more of the techniques of approaching acquaintances as prospective club mem-

bers, they found increasing success. Fortunately, the club treasury had sufficient funds to permit offering a free dinner for each prospective member on his first visit. Soon it was customary for the club to have four or five guests at each meeting. The interest of each visitor in the club was avidly followed up by the sponsoring member. In a short time, the club began inducting two or three new members at each meeting.

The club president prepared or edited detailed instructions on the specific duties and responsibilities of each club officer. Several innovations were effected. The point system used to build participation was revised, placing maximum emphasis on new member interest and assessing point penalties for failure to fill assignments. Absence from even one single meeting was discussed with the member by his sponsor or a club officer. Reasons given, other than business or illness, were carefully checked out. Such complaints as programing inequities, over-critical evaluation, personal animosities and such, were checked and resolved. No stone was left unturned to create an impression of coordinated effort and enthusiasm at each meeting.

Membership grew and kept on growing. It rose from the four active members in July to nine in September, 20 by December

and 28 by March of 1963. The membership was then temporarily closed to provide maximum participation to the individual member. Attendance averaged over 90 per cent during this time.

No, this story is not fiction. It actually happened to Droners Club 2931-52, which meets in Encino, Calif. Outgoing Presi-

dent Mel Rich, Past President William Kemp, Al Kleeb and Marty Williams were the four members who in this get-well campaign, multiplied their membership seven times.

Dr. Smedley's goal of five new members for each club was fulfilled 500 per cent by the Droners. ♦

Robert E. Lee, educational lieutenant governor of District 52, is manager of engineering finance for the Guidance and Control Systems Division of Litton Systems, Inc., Woodland Hills, Calif. A Toastmaster since 1957, he was educational vice president of San Gabriel Club 213-F before joining Encino 303-52, where he has served as club president and governor of Area 6-52.



Leadership is usually thought of as resulting from natural endowments and traits of personality. These may be helpful but they are incidental. The real qualities of leadership are to be found in those who are willing to suffer for the sake of objectives great enough to demand their wholehearted allegiance.

— Mark W. Lee

The first thing an executive must have is a fine memory. Of course it does not follow that a man with a fine memory is necessarily a fine executive. He might have a wonderful memory and be an awful chump in the bargain. But if he has the memory he has the first qualification, and if he has not the memory he lacks the first qualification and nothing else matters.

— Thomas A. Edison

Another Look at Poetry

By RAYMOND D. GRAHAM



WHEN DID YOU LAST sit down and read a poem?

Too many of us when asked this question will not remember. It was so long ago. In fact, many of us may recoil at the mere mention of poems and poetry. The reason for this reaction is often the painful experiences many of us had with poems in our early years. Too many of us remember schooldays when we were forced to analyze and find meaning in what was to us at the time only a group of meaningless lines.

Poetry is a form of writing which sometimes appears to high school students only a waste of many words to state a simple fact. Being asked to decide on a warm, lazy spring afternoon

when one's mind is on baseball or the Junior prom whether a line is iambic pentameter or trochaic tetrameter is the only memory many of us have of poetry. Or we may recall such jawbreaking words as *onomatopoeia*, or that there is a difference between an Italian and a Shakespearean sonnet. For far too many of us, this is all we remember.

However, Matthew Arnold once wrote that "poetry is simply the most beautiful, impressive, and widely effective mode of saying things." And Oliver Wendell Holmes wrote, "I would rather risk for future fame upon one lyric than upon ten volumes."

Throughout the ages man has regarded poetry as the finest and

highest form of writing. Many of the great books and plays of people from all over the world have been written in this form. Perhaps we should all take another look at poetry and see if we can profit from it, as so many people have profited.

In reading poetry one should remember that taste varies greatly. As with so many things, what one person enjoys and learns from may be useless to another. A man who thinks he dislikes poetry because in high school he couldn't make sense from Keats or Shelley may find he can enjoy and profit from reading Frost or Sandburg. There are people who look at an old vase and think it merely a handy thing to hold a few roses, while others enjoy its beauty and marvel how the poet Keats caught this beauty and summed it up in his "Ode to a Grecian Urn." Some may thrill to Tennyson's "Crossing the Bar," or enjoy Gray's lines:

*"The boast of heraldry, the pomp of power,
And all that beauty, all that
wealth e'er gave,
Awaits alike the inevitable hour:
The paths of glory lead but to
the grave."*

Others may find these same poems morbid and depressing, preferring something with an up-beat.

Recognizing that poetry cov-

ers a wide range from:
"I never saw a Purple Cow.

*I never hope to see one,
But I can tell you, anyhow,
I'd rather see than be one."*

to the works of Arnold, Milton and Shakespeare, makes one realize that somewhere within this great range we may well find poems and poets to appeal to each of us.

Poetry was written to be heard. If you have a chance to listen to poetry or to read it aloud, your enjoyment of it will increase greatly. Don't try to read a Shakespearean sonnet with the speed or casual attention you give to a magazine subscription renewal notice. You'll only be wasting your time. Poems were written to be said aloud. Trying to "speed-read" a poem defeats the purpose the poet was trying to achieve when he chose poetry as his medium. Poems need to be read several times and in a natural, unaffected way. Try such lines as Poe's:

*"Once upon a midnight dreary,
while I pondered, weak
and weary,
Over many a quaint and curious
volume of forgotten lore,
While I nodded, nearly napping,
suddenly there came a tapping,
As of someone gently rapping,
rapping at my chamber door.
'Tis some visitor," I muttered,
"tapping at my chamber door;
Only this, and nothing more."*

These lines must be heard, either

with the outer or the inner ear, to be enjoyed.

Some people argue that poetry is unessential for man's survival: after all, you cannot eat it. But poetry is essential for the survival of civilization. It represents all that is humanizing in mankind. Poetry is not meant to replace the newspapers. It is intended to increase and improve our awareness of life. Poetry is not simple, which may explain why some people react violently against it. But it has claimed the attention of mankind for centuries. Some of the most beautiful parts of the Bible are poetry. The work of the greatest of all English authors, Shakespeare, is poetry. I could go on for pages listing the great works of poetry which have been and are still being created.

A re-reading of your favorite poet or poem may prove to be

very rewarding. A look at some of the great poets you haven't bothered with since high school or college may give you a new outlook and understanding of life. Lines such as John Donne's

"No man is an island, entire of itself: every man is a piece of the continent, a part of the main: . . . any man's death diminishes me, because I am involved in mankind: and therefore never send to know for whom the bell tolls; it tolls for thee." have been meaningful for over 300 years. These lines will bring understanding to men long after the current crisis is passed, the cold war ended, and the names of Patterson, Mantle and Unitas forgotten. So I urge you, fellow Toastmasters, to give poetry another chance. Start to read and enjoy poems now. You'll find the habit will improve your speech expression, too. ♦



Raymond D. Graham is a social studies teacher at Shuksan Junior High School, Bellingham, Wash. He is a member of Bellingham Toastmasters 60-2. This article is based on his No. 3 Basic Training speech given before the club.

Nothing in life is more wonderful than faith—the one great moving force which we can neither weigh in the balance nor test in the crucible.

— Sir William Osler

TOASTscripts



In a week or two, a Christmas tree will be decorated in the lobby of World Headquarters. In the grove across the street, the trees are heavy with oranges and on a clear day you can see the snow-capped mountains in the background. For those of us who have lived long in Southern California, this is a typical Christmas scene. And although the scene may differ, it's evident that the Christmas spirit is in the air as club bulletins from all parts of the world report the holiday plans of Toastmasters clubs.

A few miles from World Headquarters, at Huntington Beach, Early Tide Toastmasters 770-F are again making plans to play Santa Claus. The club started the project last year in cooperation with the Huntington Beach Recreation Department. Each evening in the week before Christmas, the Early Tide Toastmasters man a battery of telephones so that youngsters in the area can call Santa Claus. Last year, a photographer who covered the activity for the local paper was so impressed he joined the club.

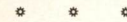
In Minnesota, members of

Minneapolis Club 75-6 know it's the holiday season as they start planning with the St. Paul Clown Club for their annual show for boys and girls at the Owatonna State School, an institution for mildly retarded children. This will be the 16th year that the Minneapolis Toastmasters have provided the transportation and expenses for the Clown Club to put on the show. While the Clowns are performing, the Toastmasters make up sacks of treats for the children — treats they have collected from a great many donors prior to the show.

Knowing that the club has a maximum membership of 30, C. M. Henderson, superintendent of the Owatonna School, wrote World Headquarters, "I was wondering how it could be possible for them to provide as much money as it must take to finance a project of this kind. Not only have these people over the years carried on this program and provided wonderful entertainment for the students, but they have become good friends of the institution and have an interest in our operation as well."

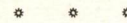
This month, thousands of

Toastmasters throughout the world are planning similar activities to help spread the spirit of the holiday season. To Toastmasters and their families everywhere, the World Headquarters staff sends Holiday Greetings and Best Wishes for a productive and prosperous New Year.



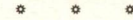
"The National Observer" reports that sometimes the members of Los Amigos Toastmasters Club now being formed in Phoenix, Ariz., don't understand a word being spoken. It's a club policy that each member must give a speech in a language other than English. Some members speak Spanish, others French, one talks Cherokee, one speaks Russian, and still another is fluent in Portuguese.

"We feel that our club helps tear down the fences people have built around minority groups," says acting club president Sigfried A. Hintze. "Through our club we hope to attain a better understanding of our fellow man."



International President Alex P. Smekta has been invited to join a panel of distinguished judges to select the honored recipients of the 1963 Freedoms Foundation Awards. The awards were established 15 years ago to honor outstanding individuals, organizations, teachers and schools "who

were speaking up and working for our nation as responsible patriotic citizens." Former President Eisenhower is chairman of the foundation and the awards jury will be composed of 30 to 45 outstanding national leaders, members of State Supreme Courts, and national presidents or commanding officers of civic, patriotic and veterans organizations. President Smekta was invited to represent Toastmasters International on the jury.



P.S.: *The Eagle Rock (Calif.) Presbyterian Church has dedicated an outdoor worship center in the patio of the church in memory of George W. S. Reed. Mr. Reed, who died last year, was president of Toastmasters International in 1950-51 . . . Jim Brennan of Westchester Club 863-46 (Hartsdale, N.Y.), has been commissioned a Kentucky colonel by Governor Earl Combs of Kentucky. Toastmaster Brennan, a blind member of the Westchester Club, and his guide dog are a popular duo at weekly meetings . . . In addition to being featured in this issue's "Toastmaster Town of the Month," Christmas City Club 3236 (Bethlehem, Pa.) has received further honors. Members of the club have been selected to present 88 Boy Scout charters to various sponsoring organizations in the community.*

Food For Thought:

By DOUGLAS SORENSON

TOASTMASTERS TRAINING gives little information about that small but important part of the program, the invocation. Too often this duty is taken so lightly as to be considered no job at all.

An invocation is a "prayer or entreaty to a divine being for blessing, assistance or intercession." My own definition of an invocation is "food for thought, and thought for food."

The invocation can set the mood for the whole meeting if it gives some food for thought as well as asking a blessing on the food. The following rules may help you to give a more meaningful invocation when you're called upon:

1. *Make the invocation fit the occasion.* Is your meeting for fellowship, to make important decisions, for education, to observe a special day or to honor a special guest? Make this reminder in your opening sentences.

2. *Don't embarrass anybody.* A group may be of mixed religious faiths. You can expect Catholics,

Jews, Lutherans, Methodists and many others in almost any group. Catholics may ask the special blessing of a saint and Lutherans mention the Holy Trinity, but a mixed group may not understand. Asking the blessing of God will include everyone.

3. *Tie your invocation into the meeting theme, if possible.* I know a famous farm magazine editor who is also an author of poetry and philosophy. When he is a member of a farm group, he is always

asked to give the invocation. His choice of agricultural words and ideas leaves no doubt that his prayer is for a farm group.

4. *Keep it simple.* Brevity is essential to an invocation. Food may be getting cold and waitresses may be anxious to get on with their work. Unless you are a clergyman, only a brief invocation will be expected of you — and even a clergyman usually keeps this particular prayer short.

5. *Don't forget the food.* After you've set the tone and men-



Thought For Food

tioned the occasion for meeting together, ask the blessing on the food.

6. *Write down your invocation and read it.** You'll usually feel more secure with notes in front of you. A three by five inch card, typewritten single space, will give you room for most invocations. Set the card down on your plate or the table. Your head will be bowed to read it, and if other heads are bowed, your audience won't know you are reading.

The following invocation fulfills most of the above require-

ments and is fitting for an ordinary Toastmasters meeting:

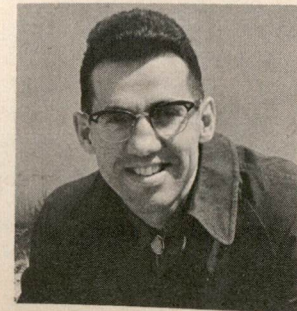
"Our heavenly Father, bless us as we meet together once more among familiar friends. Help us to feel the spirit of good fellowship and education as we take part in this meeting together.

"When we speak, make our words clear. When we listen, make our minds receptive.

"Bless the words and thoughts of this meeting to the nourishment of our minds, and the food to the nourishment of our bodies. Amen." ♦

* World Headquarters has available a packet of 55 "Saying Grace" cards, compiled and in part written by Dr. Ralph C. Smedley. Price, \$1, plus 10% shipping and packing, Calif. clubs add 4% sales tax. Code number 929.

Douglas Sorenson is managing editor of "Wisconsin Agriculturist," a farm magazine circulating to Wisconsin farm people. He is a member of Belle City Toastmasters No. 2323-35, Racine, Wis.



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)

The article, "Talking to Teens" by Carrol L. Caudle in the September 1963 issue of **The Toastmaster** had a few good points. I may have misinterpreted Mr. Caudle's article, but I question his manner of approach both mentally and in speaking. Speaking on the subject of their responsibilities and disciplining one member of the audience, certainly did nothing for the audience.

What right do I have to write this letter? My experience includes two and a half years of counseling ten to 15 year old young men and women in two Gavel Clubs. Seven years in Toastmasters and I have spoken to 4-H groups, Boy Scouts, high schools, Future Farmers, and at the university.

In a demonstration meeting, may I recommend the following steps with the entire program not to go over 30 to 40 minutes:

1. The president explains Toastmasters in general, not over five minutes.
2. He presents toastmaster of the evening who explains his job in about one minute. Keep it short.
3. Speakers talk on normal subjects. Don't pick on the youngsters.
4. Chief evaluator explains his position. Keep it short.
5. President explains how they may form a Gavel Club.
6. Keep meeting moving at all times. Show enthusiasm all the way through.
7. At this demonstration meeting, get as many mothers and fathers to come as possible, but seat them in the rear of the potential members.

Our club, Las Cruces 1938, and our area, IV-23, have found that ten to 15-

year olds can teach us old fogies some new tricks. Above all, we have found that if these young people are treated with respect, they respect you.

Now, Mr. Caudle, please start a Gavel Club in your area. Let **them** run the meetings. You evaluate the meeting afterwards as you would evaluate a fellow Toastmaster — no lectures, please. After six months, let us know what your reaction is to "Talking to Teens."

B. H. Bobzien
Past Pres. Club 1938-23
Las Cruces, New Mex.

I have just received the October issue of **The Toastmaster**. On page 29, there is an article concerning our club, Templers 2576-50. In this article the "High School Contest" was called the brain-child of Al Mayo. This credit is inaccurate. This speaking contest and its subsequent success was the result of collective efforts from our executive board.

Your reference to the television program showed that I took all parts. The KCOP program was conducted with most members of our club present, and nine members taking active speaking parts. We are all grateful for the space given our club in this issue, however, our members deserve mention, as a typical meeting of our group cannot be done by any one man. The success of this program was made possible by the cooperation of the entire group.

Al Mayo
Club 2576-50
Los Angeles, Calif.

The Citizens' Support Division of the Governor's Traffic Safety Conference held at Sacramento on the 3rd and 4th of October was old home week for Toastmasters. The presiding officer was Al Wood, patron saint of the WIIS (Western Insurance Information Service) Toastmasters clubs all over California. The initial speaker was an ex-Founders District treasurer, Larry Moshier, while Don Perkins gave what was probably the finest, most effective and entertaining speech that was given at the entire convention. You have this on the authority of two past governors who enjoyed every aspect of his presentation. Don takes quite a beating when anything goes wrong at a convention. I think it is only fair that when he does an outstanding job, he receives credit for it. You may paraphrase or do anything else you like with this commendation and I would appreciate you insisting that it be published in the magazine in some form, because Don truly gave a talk for which any Toastmaster would have been proud. On the basis of it, he undoubtedly should be awarded some kind of meritorious BBT certificate.

Van H. Tanner
Lt. Gov., Dist. 57
Past Gov., Dist. 36

(EXECUTIVE DIRECTOR'S NOTE: *An executive order was necessary before the modest editor of The Toastmaster would publish this letter.*)

It is with true enthusiasm and sincere humility that I say "thank you" for the Lynwood Toastmasters clubs. No honor with more prestige could have been given to a club than the one in which you featured Lynwood as the "Town of the Month." This brought recognition we could not otherwise have even dreamed of... We received many letters from various clubs and one from a Toastmaster

in Massillon, Ohio, who hopes and plans to come to Lynwood.

Copies of **The Toastmaster** were distributed to our city council, presented personally; mailed to many Chambers of Commerce including the State Chamber and the U.S. Chamber. Many were also placed in barber shops and doctors' offices for public reading.

Again we thank you, and the City of Lynwood thanks you for this honor.

Norman Wasserman
Lynwood Chamber of Commerce,
Past Pres. Club 423-51
Lynwood, Calif.

Thank you so much for the fine job done on the September **Toastmaster**. The magazines are always good, but this one is "more gooder."

Van Nation
Club 423-51
Lynwood, Calif.

Our magazine is widely read, as evidenced by the fact that a small item in the August number has brought 56 requests for copies of "PQ's for 63."... That edition is almost exhausted, so I will have to get busy and write another. More power to you!

J. Gustav White
Whittier, Calif.

I have just finished reading the October issue of **The Toastmaster** and I wish to thank you very much for printing our sad lament about our Chinatown Toastmasters club banner. The article is very clever and should cause the dastard who made off with our banner to return it if he reads the article.

Don Coon
Ass't Gov. Area 7
Club 2296-4
San Francisco, Calif.

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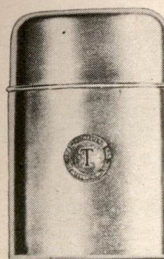


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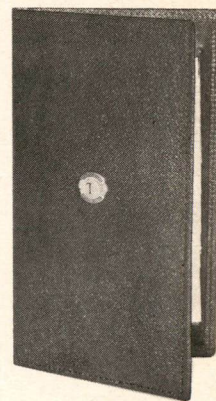


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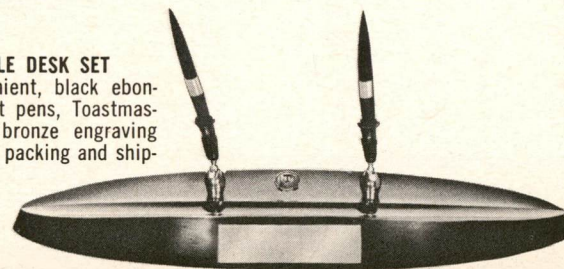


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JUST IN JEST

A Minneapolis father swears kids are getting lazier every year. The other day he told his young son he should start thinking about writing a letter to Santa Claus.

"Golly, dad," replied the youngster. "Couldn't I just sit in my room and holler?"

Before traffic lights were invented the original go-ahead signal was mistletoe.

The little boy was decked out in his new Christmas space suit and helmet when he cornered his dad and announced, "Put 'er thar, you ornery old horned toad, or I'll plug you with my six-shooter."

"Wait a minute, son," said his father. "You're talking Western, not space."

"Of course," said the lad disdainfully. "I happen to hail from West Mars."

No matter how strong he feels the rest of the year, the end of the Christmas season always finds dear old dad well spent.

—Quote

The fact-finding youngster approached his mother. "Didn't you tell me the stork brought me?"

"Why, yes, dear."

"And I weighed eight pounds?"

"Yes."

"Well, for your information," said the boy, "the stork hasn't the wing spread to carry an eight pound load."

As a rule, the person who can "smile when everything goes dead wrong" isn't doing much to remedy the situation.

At Christmas, what the kids would like is something that separates the men from the toys.

Our sympathy is all for the woman who was found waiting at the front door, her arms filled with coats and four little children clamoring around her. "Why are you just standing there?" asked her husband who was coming down the stairs.

"This time," she replied, handing him the coats, "you get the children ready and I'll go out and honk the horn."

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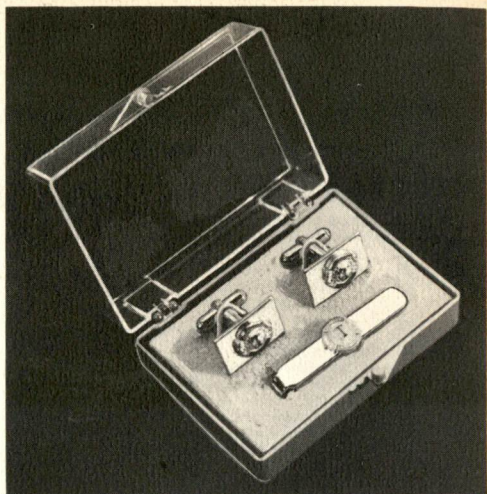
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