

FEBRUARY, 1961



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

WASHINGTON, PENNSYLVANIA
TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

"Just What I've Said All Along" • Words That Lived

OFFICERS

President—**GEORGE J. MUCEY** 144 N. Main St., Washington, Pennsylvania
1st Vice President—**HERMAN E. HOCHÉ** 408 E. Minnehaha Parkway, Minneapolis 19, Minnesota
2nd Vice President—**FRANK I. SPANGLER** 5271 N. Bay Ridge, Milwaukee 17, Wisconsin
Past President—**EMIL H. NELSON** 1367 Bayard Ave., St. Paul 16, Minnesota
Founder—**RALPH C. SMEDLEY** Santa Ana, California
Executive Director—**MAURICE FORLEY** Santa Ana, California

DIRECTORS

Dr. Leo Anderson 500 Beach St., York, Nebraska
Robin Dick 1259 W. Keith Rd., North Vancouver, British Columbia
Dr. Arthur E. Dracy South Dakota State College, Brookings, South Dakota
John J. Franczak 1734 East 72nd St., Chicago 49, Illinois
Bill Hylton P. O. Box 5174, High Point, North Carolina
Dr. Ralph G. Iverson 900 Oakwood Heights, Menomonie, Wisconsin
Paris Jackson 9068 E. Las Tunas Dr., Temple City, California
Richard V. Keim Rte. 5, Nampa, Idaho
Thomas R. McDonald c/o Retail Credit Co., P. O. Box 4081, Atlanta 2, Georgia
Charles C. Mohr Sun Oil Co., P. O. Box 920, Toledo 1, Ohio
Walter P. Moran 852 Thomas Rd., Lafayette Hill, Pennsylvania
Helge G. Olson 5305 Penn Ave., So., Minneapolis 19, Minnesota
Fred J. Payne 507 Central Station, Memphis 3, Tennessee
John D. Puddington 4989 Fleetwood Dr., N. W., Canton 9, Ohio
Max Sacks 7601 Kittyhawk Ave., Los Angeles 45, California
Dick Smith P. O. Box 18595, Dallas 18, Texas

TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,200 clubs which are located in every state of the Union, every province of Canada and in 39 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 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.

Don Perkins
Editor

Dorothy Garstang
Assistant Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOLUME 27 NUMBER 2 FEBRUARY, 1961

INDEX

"JUST WHAT I'VE SAID ALL ALONG"—By David Guy Powers	2
WHAT MAKES A SPELLBINDER?—By Raymond E. Rees	7
LEAVE SIMPLE WORDS TO SIMPLE SIMON— By Barney Kingston	10
WORDS THAT LIVED—By Fred DeArmond	12
OUR SPEECH IS FREE—By Charles C. Shinn	16
TOASTMASTERS—TRAINED TO COMMUNICATE— By Kenneth H. Ashworth	25
STATE VISIT—By George J. Mucey	32
WHAT ARE YOU TALKING ABOUT?—By Roger W. Farley	34
TOWN OF THE MONTH, 18 — CLUB TO CLUB, 19 — PERSONALLY SPEAKING, 28 — TOASTSCRIPTS, 30 — JUST IN JEST, 37 — LETTERS TO THE EDITOR, 38 — NEW CLUBS, 40	

PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications



The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a non-profit educational organization of 3,223 active clubs located in the United States and 34 other countries. Organized October 4, 1930. Incorporated December 19, 1932. First Toastmasters Club established October 22, 1924. Home Office—Santa Ana Community Center, 1104 West Eighth Street. 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 © 1961 by Toastmasters International. 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 Cincinnati, Ohio, and at additional mailing offices. Mailing prepared at Cincinnati, Ohio, by S. Rosenthal & Co., 22 East 12th St., Cincinnati, Ohio. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

*When you talk, talk
to the heart; then your
listeners will say . . .*

“THAT’S JUST WHAT I’VE SAID ALL ALONG”

By DAVID GUY POWERS, Ph.D., Ed.D.

SEVERAL YEARS AGO in trying to verify certain psychological principles in terms of experience I interviewed over a hundred of the world’s most successful men and women. One of these was Clark H. Minor, president of International General Electric Company. “We were building a new factory in China many years ago,” he said,

“and the Chinese workmen were being taught to use automatic drills. These were new tools to them. Naturally there were some crushed fingers and other injuries. Suddenly the workers went out on strike—we had evil spirits in the plant. No work could be done until those spirits were removed.

“Finally we hired the services of

a ‘modung’ or witch doctor. With great ceremony her assistants built a bonfire in the court and placed food around it. With the aid of a small pine tree and a lot of chanting they coaxed the evil spirits out of the building to eat the food. Actually the evidence of their eating was demonstrated by the disappearance of the food. I suspect the witch doctor kicked it into the fire as she marched around carrying her pine tree and a big bottle. When the evil spirits were well fed they were easily coaxed into the pine tree and eventually into the bottle. The witch doctor received a liberal fee and went her way with the ‘captured’ evil spirits. The workers were content, and work went on happily again.”

Clark Minor’s company did not believe in witch doctors, but evil spirits were a real influence in the lives of these Chinese workmen. So they went through this Oriental ceremony and tried to be as serious about it as the workmen. They appreciated the feelings of the other man.

Never try to force your opinion on others—even when you feel you are right. Indeed, the fact that you are right may be the very thing which will develop resistance. When you force an opinion you imply that you know better than the teachings of another man’s experience. Human beings will not learn that way. **IT IS PSYCHOLOGICALLY IMPOSSIBLE FOR A MAN TO DISMISS HIS EXPERIENCE.** It is part of him. If you

respect it, you may add to it. If you reject it, he will defend it to the death.

Many, many experiences in life go right by us until we discover this simple principle. **YOU CANNOT GIVE IDEAS TO OTHERS—YOU CAN ONLY ENLARGE ON WHAT THEY BELIEVE TO BE TRUE.** No man is capable of accepting into his hoard of knowledge a completely new idea. All he can ever do is to add a similar item to the sum total of his experience. What is totally different he rejects as untrue.



In 1944 our Army was trying to build an airstrip in Chabua, India. Under “Vinegar Joe” Stillwell, our engineering corps moved in and hired all the coolies in sight to cart earth, cement, and crushed stone for the field. To expedite the work, Stillwell had a thousand wheelbarrows sent in. The coolies refused to use them.

“Make them use them,” suggested some of the junior officers. But “Vinegar Joe” knew better. He ordered his men to give the wheelbarrows to the coolies and “let them do what they want with them.” What did they do? Why, the only thing they knew how to do. They knocked off the wheels and undercarriages and two of them would lift the loaded crates onto the head of a third, who would sail off with almost twice his own weight on his head. Were the coolies being foolish? According to our experience, yes. But according to theirs, no. They knew that the

muscles developed in their shoulders and necks made it easier for them to carry heavy loads that way. And what you and I know didn't even interest them.

The fact that you have an idea does not mean that you can give it to the other fellow. Be patient. He won't get it if you merely tell him about it. You didn't get it that way. You arrived at it through experience. At some time in your life you had to fall down to discover gravity. You are trying to save him that trouble; it will take time, patience.

Take advice from one of the most persuasive men of our time, Franklin Delano Roosevelt. Three days before he died he wrote in a faltering hand to Senator Claude Pepper: "We cannot jump to what we consider perfection if the other fellow does not go the whole way. He might think his point of view was just as good as, or better than ours." Claude Pepper framed that letter and hung it in his office in the Senate building. This deep truth has been learned in many ways. Roosevelt was echoing the famous English sociopsychologist, William Trotter, who said: "If a leader goes so far ahead as to cease to be in the herd, he will be ignored."

Yes, the same principle will work in a shop on Third Avenue or Fifth Avenue. It will work wherever men are at work, for man has an insatiable appetite for approval and understanding. No matter how small his cup, he desires that it be

filled. Dignify him and you will win his cooperation and devotion.

William Randolph Hearst built the world's largest newspaper syndicate on this simple truth. "People," said he, "will buy any paper which seems to express their feelings in addition to printing the facts."

One of the shrewdest advertising men I know once said: "It seems to me that Sears, Roebuck has outwitted Montgomery Ward for years by thinking of a single habit you and I have. Sears makes its catalogue smaller than Montgomery Ward. When you and I stack catalogues, which one do we put on top? The small one, of course. Only when we can't find what we want in the small book do we look in the big one. Sears thought about our habits. Montgomery Ward didn't."

Go that extra step—it will ease your journey. The next time you start to say "I want . . ." stop. Think a minute, and then start over with "We want . . ." You will be amazed how much more quickly you'll get what "we want."

The spirit of interest is crystallized by William A. Patterson, president of United Air Lines, in his penetrating concept of the machine. He believes men are more important than machines—and should be treated so. "One day," he told me, "there was an accident in one of our shops. I happened to be there. As they took the man out I asked, 'What happens to him as



far as the payroll goes?' I found out that they couldn't have checked him out as fast as they did without laying the stretcher down to punch the time clock.

"A machine came to mind. A machine breaks down. Do we throw it away? A human being breaks down—a man who has stood by his job day in and day out giving his energy and being a good employee. Should we discard him?"

"We have tried in our company to do a job of education—educating people in our philosophy. We have tried to compare the things we do to people with the position we take on other matters. When a man about to be disciplined either through separation from the company or through demotion appears before me I have adopted this point of view. I place a value on a man's job. Say a man is receiving two thousand dollars a year. I figure that is approximately a fifty-thousand-dollar investment. In other words, he would need a principal of fifty thousand dollars to yield him this return of two thousand dollars a year. If you place a value on that man and follow it religiously, you begin to consider the seriousness of what you may be doing to him. If you stop and think that you are about to take fifty thousand dollars in principal away from a man and his family, you will begin weighing very carefully the elements involved, and the extent of their seriousness.

"It will inspire you to try to preserve what that man has. This has helped me, because it is so easy to discharge a man, and so difficult to rehabilitate him. It's just human

nature to be quick to destroy and slow to construct. We are too lazy at times to make the necessary effort."

Being interested in the other man means understanding his respect for himself—the dignity with which he regards himself. Remember, the meanest slave respects himself. Never upset a man's appercart of values. He needs it to survive.

As Mohandas Gandhi observed: "God, Himself, dare not appear to a hungry man except in the form of bread."

Bruce Barton, the world's most famous advertising man, has a novel way of keeping his mind on the other fellow's need. He has a large photographic mural covering the entire rear wall of his New York office. It is a scene of the Atlantic City boardwalk jammed with people. "Those are the people," says Barton, "that we must keep in mind. That is the market we must reach. It's what they want, not what we want, that counts. That picture helps us to keep them in mind."

The famous Washington correspondent, Paul Mallon, summed up his philosophy this way: "In covering the daily developments of the world I have had to interview and gain the opinions of all classes of people without exception. I found that no story could be effectively written about them unless there was deep understanding. I developed the habit of thinking of the other person until it has become a part of me."

I had the good fortune to spend an afternoon with Arthur Godfrey. I asked him how he accounted for

the tremendous following he has acquired. Millions of people feel they know him intimately. He answered simply that he was always honest with them, and talked their language. "I know how they feel," he continued, "I try to talk to the fellow out there who is making a weekly salary, paying rent, paying for a car, and bringing up a family. I'm interested in him, and I guess that's why he is interested in me."

But these are all famous people. Does this gift of understanding work with plain folk like you and me?

Well, there is a plaque in the Pennsylvania Station in New York. It is the only memorial in that famous crossroad of world travelers. You would imagine it was dedicated to some distinguished figure in science or the arts. It wasn't. This is what it says:

Friend to Mankind
WILLIAM H. EGAN

1910 Station Master 1943

Beloved by all who journey through this station, by all who served its millions of patrons, devoted guardian to the lonely wayfarer, to presidents,

Besides being one of the top sales and advertising consultants in industry today, David Guy Powers is a professor at Queens College, commentator on the Mutual Broadcasting System, and noted public speaker. He has written 11 books, including standard texts used by more than 147 universities and colleges. His latest book, "Live a New Life," has sold over 100,000 copies. He is the creator of the "How to Tell and Sell Course," more popularly known as the Powers Sales Course. He is in high demand as a lecturer before sales, advertising and other business groups. This article first appeared in the "Public Relations Journal" and is re-printed with their permission.



princes and prima donnas. The lowly and the celebrated in all walks of life were proud to know him.

HE LOVED PEOPLE
THE
PENNSYLVANIA RAILROAD

Now go back and re-read the title. It holds the deepest secret of human relationships. Why? Because it is evidence that two human beings have arrived at a common judgment. Thousands of varied experiences have converged and a common denominator has been sensed. So to make your public relations human relations remember that man is not a logical animal but a psychological animal. And more frequently he will act in terms of what he believes to be true than on any logical basis. Never forget that it is psychologically impossible for man to dismiss his experience. It is as much a part of him as his heart. It is as natural to him as his breathing and he regards his experience as universal truths. If you show respect for his thinking you are talking to him in terms of his heart. You are telling him "what he was just thinking." ♦

What Makes a Spellbinder?

By RAYMOND E. REES

THOSE OF US who are interested in the techniques of public address are pleased from time to time to see and hear good speakers—men or women who deliver a message in effective, journeyman, workmanlike style.

But once in a while, perhaps just a few times in the span of our lives, we hear a speaker who completely enthalls us, who carries his audience to the heights. Such a speaker we never forget.

I have heard half-a-dozen such speakers in my lifetime, spellbinders who held their listeners in the palms of their hands. I sometimes wonder how they do it.

Sometimes they are public figures. Sometimes they are professional speakers. Often they are neither.

I will never forget Dr. Barker. I was in high school. A special assembly had been called; in we flowed to the auditorium—2,000 teenagers, talking and laughing and milling around. We sat in our seats, still conversing and squirming, when Dr. Barker walked to the center of the stage. He was short, bald, and middle-aged; we had never heard of him before, we found nothing prepossessing or attention-arresting in his appearance. He began to speak.

Not immediately, but very soon he got our attention. He was talking about us. He spoke of our school, of our teams, of our rivalries. He spoke of studies and of studying—and what he said showed that he knew how we studied and what we thought about when we studied.

This was so interesting to us that



not a single student could have told how long he had been speaking. No one wanted him to stop. But stop he did—or at least, he paused. He paused and said, “Young men and women, I have been sent here to do a job.”

You have heard about a pin dropping. It would have been a crash of thunder in that auditorium.

Dr. Barker then told us that he was a “sex lecturer.” He was—and he gave tactful treatment to a subject that back in those days was not often discussed in schools. I am sure that the authorities who hired him felt he accomplished his mission. He accomplished it because he completely won his audience—before he even got to his primary subject.

Then there was Howard Patrick.

Howard Patrick was a student at the university. He was a debater, but he had taken little or no part in campus politics. I was in a crowd of several hundred students attending a political rally on the eve of the election of student body president. This rally was being staged by the political machine to promote their candidate. There had been entertainment and a few speeches. Finally the chairman, as if to close the meeting, asked: “Is there anyone else who has anything to say?”

From somewhere in the back of the audience, Howard Patrick rose. “Yes! I have something to say!” He strode boldly down the aisle to the platform, assumed the center of the stage and began to speak. Practically no one in the audience knew where he stood politically. Our best guess was that he would attack the political machine.

Starting calmly but forcefully, he raised questions about the machine and answered them, methodically shaping in Mark Anthony fashion a logical case in favor of the machine. He commended it for selecting and training leaders, for filling a breach caused by the general apathy concerning student government. His words were wildfire through the crowd and apathy became enthusiasm. Howard Patrick later went on to a brilliant career in business, but I am sure that one of his greatest triumphs occurred that evening.

I remember hearing, not long ago, a high school speaker who rates as a spellbinder in my estimation. It was during the state finals in a high school oratory contest. We heard the contestants one after another: a tall boy with a shock of blond hair who told us that the youth of America would answer the challenge; a handsome dark-haired lad who cried with alarm about the dope menace. After four or five clear-eyed, clear-voiced orators had finished, there came the turn of a short, dark youngster who looked foreign. There was a classroom teacher’s desk in his way. The other students had spoken from behind it. He asked our indulgence, then moved the desk and began:

“There was a news item in the papers the other day. Perhaps you read it. In case you did not, I would like to tell you about it. . . .”

There was something in his curt, direct approach, in his intensity of conviction, in his confident assurance that made me nudge the person next to me and whisper, “I think we have a winner.” We did.

He was an exchange student from one of the Near East countries.

These are only three spellbinders from my own personal experience. Everyone has heard a few of his own. History records many others, from Demosthenes to Russell Conwell of “Acres of Diamonds” fame: William Jennings Bryan with his famous “Cross of Gold” speech, Patrick Henry before his fellow-colonists in 1775, Winston Churchill offering only “blood, sweat and tears.”

The question which comes to the serious student of speaking is: “What does a spellbinder have which other ‘good’ speakers lack? What is that extra something?”

It is practically impossible to locate and identify the spark which turns a good speech into a great one, which transforms a good speaker into a spellbinder. We Toastmasters can admonish each other to practice eye-contact, but we can’t measure what is in the eye and what is behind it. The nature of the essential quality eludes us.

There are, however, certain measurable qualities possessed in common by all speakers so exceptional as to be counted spellbinders. Each spellbinder possesses these to a marked degree:

1. *He is an authority.* He knows what he is talking about, and there is never any doubt about it. It is

not even necessary that his introducer give his biography to establish him as an authority. From his first words, his right to speak on that subject is evident to his audience.

2. *He is confident.* He exudes confidence. The audience responds by giving him their confidence; they become completely his; they know that nothing can go wrong while he is speaking.

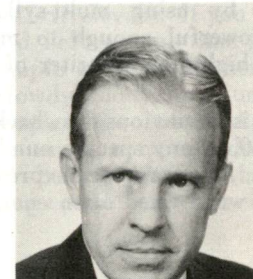
3. *He is daring.* He may take a new approach to an old subject, a novel, fresh approach. He may shock his audience, but they hang on every word.

4. *He knows his audience.* In one way or another he makes his listeners feel that he is one of them—that he talks their language, shares their feelings, knows their difficulties.

5. *He is utterly sincere.* He speaks from a deep personal conviction as well as from knowledge. This conviction he is able to communicate.

Now and then one of our Toastmaster speeches achieves or approaches the spellbinding quality. For speakers constantly seeking to improve, this is a worthwhile goal. After we have achieved the ability to give a good speech, we should continue to strive toward the day when we can deliver a spellbinding one. ♦

Raymond E. Rees is past governor of District 12 (Calif.) and a member and past president of Bakersfield, Calif. Club 270. Owner of the Bakersfield Printing Co., he is active in community affairs, having served as Chamber of Commerce director, Convention Bureau chairman and as president of the local Rotary Club.



Leave Simple Words to Simple Simon!

By BARNEY KINGSTON



thoughts without using words. It can't be done. The greater your word power the greater your thinking power. Experts on the subject ridicule the idea that a man loses his ability to think as he gets older. These authorities say a man, even at 90, retains his thinking ability. The only thing that slows down, cerebrally speaking, is the time it takes to get the thought; and this is a matter of 20 to 25% slower.

Read any of the great speeches of history: Lincoln's Gettysburg address, Washington's Farewell address, Bryan's Cross of Gold speech, Churchill's Dunkirk tocsin, Roosevelt's Four Freedoms fireside chat and you'll see there's nothing simple about either the words or the thoughts. More than 50% of the words used in these speeches were multi-syllable; yet who can deny the words were more powerful than bombs.

Along about this time a fellow like Toastmaster Sylvester will say, "Okay, the speeches you refer to were certainly great by any yardstick. But surely you'll agree great thoughts have always been expressed with simple one-syllable words."

To which I say with great conviction, "Look at the truly 'Great Thoughts' anywhere down the line and you'll find to the contrary; just about every great thought was expressed in powerful multi-syllable words." Don't take my word for it; look at what Steinmetz had to say

about electro-magnetics, what Freud had to say about human behavior in relation to our compulsions, what Einstein wrote in his Theory of Relativity or what Darwin set down in his explanation of human evolution. Or read what Jefferson, Madison or de Tocqueville had to say about the working of democracy. Here were truly great thoughts delineated with great force and clarity, with vision and with word power so great that these thoughts revolutionized the world we live in.

Every Toastmaster should indulge in a form of mental calisthenics by setting himself a goal of learning at least *one* new word a day. After 30 the average man, numerous studies show, acquires less than 25 new words a *year*. So think how far ahead of the crowd you'll be with just a little effort. But please remember, what we're talking about are not "big words" *per se*; but words of power. Whether the word has one syllable or five is irrelevant. If you want to get old before your time stick to the simple words of Mother Goose and Howdy Doody. As an unknown philosopher once said, "Age is a state of mind; not a calendar reference." So get the word habit of building a powerful word arsenal.♣

A FEW MONTHS AGO, Toastmaster Ellsworth A. Sylvester penned an article (Sept. 1960, THE TOASTMASTER), "Small Words are Strong Words." And to prove his point he used about 1,650 of the most vapid and innocuous one-syllable words he could find to spell out his message.

George Bernard Shaw was also a pundit of the "simple word." A good deal of his fortune was used in trying to promote "Basic English." This was a dictionary of 850 common English words; he proved that you could get along nicely with his basic word repertoire of "common words" by writing several short works in the Basic English vernacular. His most charitable critics called these efforts "banal."

However, Shaw had a different idea than the call to "simple thoughts" advocated by Toastmaster Sylvester. It was GBS's feeling we could never have "One World" unless we had one common, international language. His contribution to the Utopian dream was the 850-word Basic English dictionary. By way of comment it might be pointed out that Mr. Shaw made his millions by using multi-syllable words powerful enough to make him the highest-paid writer of his time.

There is an obvious drawback to using 850, or any specific number, of words. As a wag once expressed it, "Any word, used often enough,

soon gives you a reputation as being a man to avoid at all costs."

There are three fundamental reasons why you should, as a mature adult, make every effort to increase your vocabulary with words of power, whether they are one, two-, or even five-syllabled words.

First, your speech will acquire greater clarity, more precise meaning, and greater persuasion. Second, you'll be able to express yourself in writing with greater flexibility and more meaningful thoughts. The bane of all editors is the author with the trite words, hackneyed expressions and childhood dependence on the same common words. And, third, and most important of all; you'll think better.

Ask the average person why he doesn't make the effort to increase his vocabulary and he'll say he doesn't want to resort to "big" words; he's afraid of sounding pompous, recondite, affected and pedantic. The truth of the matter, of course, is most people are simply too lazy to spend a little pleasant effort to increase their word power. And they rationalize further, "You can't teach an old dog new tricks."

Well, I have something to say to you "old dogs": unless you take steps to build your word bank you'll become an intellectual pauper at 40. This is because *words are the tools of thought*. Try thinking "big thoughts" or even little

Words That Lived

and some that might have been said

By FRED DeARMOND

AMONG THE "IF'S" of history, account must be taken of words and slogans, because they have always vied with and inspired actions.

Could Julius Caesar's fateful march on Rome have been the same if he had simply said, "My mind is made up," or some equally colorless outgiving, instead of the stirring finality he put into his celebrated "The die is cast"?

Would anybody have quoted Calvin Coolidge as long as a year later had he contented himself with saying in 1928, "I will not be a

candidate for reelection"? But his deliberately cryptic Yankeeism, "I do not choose to run" became a fragment of history and helped to clothe the Silent Cal with an appealing legend of individualism.

Imagine yourself trying to express as pungently as you can a tribute to someone with the superior talent to do almost anything he wants to do. How would you say it?

There are an infinite number of ways, of course. When Martin Luther wanted to praise such a man, the composer Josquin De Pres, this

is the way he said it: "Other musicians do with notes what they can, Josquin what he likes."

To jump from the 16th century to the throbbing 20th, suppose you wanted to characterize pointedly in one sentence that legion of men who talk too much. Earl Wilson, the peripatetic columnist, did it this way: "The best way to entertain some men is to sit down and listen to them." Try improving on that one.

Picture a mediocre mind laboring to utter the thought that Sir Robert Walpole wrapped up so neatly in a phrase that made history and set foreign policy in the self-styled civilized world for 250 years: "The balance of power." A man with lesser genius than Walpole would have brought forth some such circumlocution as this: "The state of equilibrium that nations strive to establish among themselves to keep the peace and preserve the status quo." That would have been unimpeachably correct and grammatical. But could those words have accomplished what Walpole's did? To ask such a rhetorical question is to answer it, as the Fourth of July orators would say.

Here we see one test of communication that lives through the ages. It is cast in epigrammatic or

headline language, that he who runs may read. The idea must be clear, but its expression attains a dimension beyond mere clarity. It is quotable. General Pershing has denied that he said to a Paris audience in 1917, "Lafayette, we are here!" But the subordinate American officer who did compose it made the headlines and a footnote in history. And the line's news value was greatly enhanced in journalese if it could be attributed to a man in the limelight, such as General Pershing.

Imperishable language may start with a thought charged with emotion, but it must be dramatized, and that means getting away from the obvious in voicing it. Compare, "We have come to repay our debt to Lafayette." Good, maybe, but not superior.

Napoleon was an artist in words as well as tactics. Many things he could have said to warm the blood of his soldiers in Egypt, but what he did say was truly inspired. "Think of it, soldiers, from the summit of these pyramids, forty centuries look down upon you!" That was worth more than a lot of drum-beating and flag-waving. Who but wants the centuries, past and present, to note his actions?

Those who voice ideas for the multitude may be divided roughly



into three classes: the prosaic, the grandiloquent, and the epigrammatic. Let's attempt to illustrate their three ways of voicing the same thought.

The prosaic may say, "A man, if he is a leader, represents and personifies his organization."

The grandiloquent offers in gobbledegook. He will perpetrate something like this: "A pre-eminent individual bodies forth and exemplifies the institution, social or entrepreneurial, of which he is the *padrone*. The movement thus becomes but a projection of this personality. It constitutes the dichotomy that underlies the full fruition of enterprise."

(Arthur Schopenhauer paid his sarcastic respects to writers who wrap up commonplace thoughts in grand language. "Their sentences perpetually stalk about on stilts," he said. Again, he called some work of the German professors of his time "an untiring effort to sell words for thoughts.")

The epigrammatic would say it Emerson's way: "An institution is the lengthened shadow of one man."

It is so hard to say anything original that the speaker or writer must rely on word combinations to give his thought impact. Shakespeare did not originate one new plot. This and future generations will continue to associate "government of the people, by the people, and for the people" with Abraham Lincoln. But both Theodore Parker and Daniel Webster had previously expressed the identical idea in similar

language. Lincoln said it a little more concisely, and on a historic occasion.

"There is only one step from the sublime to the ridiculous" is usually credited to Napoleon. But 17 years earlier Tom Paine had written: "One step above the sublime makes the ridiculous, and one step above the ridiculous makes the sublime again." Paine was the more explicit, Napoleon the more quotable.

Some famous sayings will not survive the heat of critical examination. This applies particularly to the paradoxes that are uttered to attract attention to a grain of fact at the cost of contradicting the whole

truth. We are not to take seriously Dr. Johnson's celebrated quip that "No man but a blockhead ever wrote except for money." Had he said, "An author's work is not necessarily inferior because he writes for money," he would have been expressing a solid truth, but who would have remembered so commonplace a statement?

Most quotations from Oscar Wilde or George Bernard Shaw are in this class. If you want truth, turn their paradoxes around and see what the exact reverse comes to. Examples: Wilde's "The only way to get rid of a temptation is to yield to it," and Shaw's "Money is indeed the most important thing in the world; and all the sound and successful personal and national morality should have this fact for its basis."

However, we cannot deny that



paradoxes serve a valuable purpose in discourse. They are shock therapy for the over-complacent or self-satisfied. We read and smile at H. L. Mencken's passage in his delightful "In Defense of Women": "The wholly manly man lacks the wit necessary to give objective form to his soaring and secret dreams, and the wholly womanly woman is apt to be too cynical a creature to dream at all." Obviously, this is a gross exaggeration—and yet the broad satire masks a serious fact. The more capable men and women do have in their makeup a considerable element of the opposite sex. But again, this last sentence does not spear a reader's attention and cause him to think.

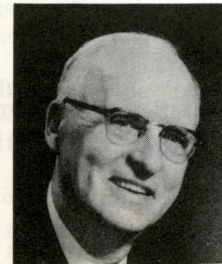
Likewise, Elbert Hubbard stretched the blanket when he wrote that "Every man is a damn fool at least five minutes of the day. Wisdom consists in not exceeding the limit." But try to express Hubbard's thought in more restrained terms and see if you can do so without sucking all the iron out of it.

It is worth noting that the authors of some of the great sayings had assists in giving them birth. Every British schoolboy knows how at Trafalgar Admiral Nelson signalled his fleet: "England expects that every man will do his duty." But the detailed narrative of that epic of the sea records that the

message as first written by Nelson read: "Nelson confides that every man will do his duty." An unnamed officer entrusted with the message suggested that it might have a happy effect if "Nelson" were changed to "England." He also pointed out that in transmission the word "confides," not being in the navy code book, would have to be signalled letter by letter. It would be much easier to transmit "expects." And the admiral agreed on both scores. What an editor that officer would have made!

Nearly everybody in our country knows Benjamin Franklin's grim words at the time of the signing of the Declaration of Independence by the Continental Congress. But we usually remember it out of context. John Hancock, who signed the document at the head of the list with a magnificent flourish, said, "Now gentlemen, we must all hang together." It was then that Franklin, the inimitable "straight" man in our Revolutionary act, added, "Ay, we must all hang together or else we shall all hang separately."

No, Virginia, all the smart things have not been said already. The English language is inexhaustible in its resources for vigorous expression of good thoughts. You, too, may one day say something so well it will long be remembered and admirably quoted. ♦



Fred De Armond, of Springfield, Mo., author and contributor to national magazines was one of the featured speakers at the educational sessions of Toastmasters International Convention at Atlanta, 1960.

Our Speech is Free

By CHARLES C. SHINN

FREE SPEECH is one of the blessings we accept as the normal state of things. We perfect it; polish it; nourish it; cherish it; yet, history tells us that speech is not always free. Today, perhaps one-half of the world is denied the practice of this inherent right of man. Toastmasters is the workshop of free speech, and free speech is the hallmark of western civilization.

Where did it begin? It began with the rebirth of knowledge known as the Renaissance. This was the beginning of western civilization, the appeal to reason in man. With freedom to investigate, man emerged from a stratified society in which each person knew his station into the inspiring atmosphere of progress, of great productivity, of individual freedom. Yes, freedom is the significant factor in the West.

Gradually, western man developed a new personality. Our heroes were the Horatio Algers, the captains of industry, the inventors, the innovators, men whose individual personalities and freedom of action brought them from push-cart peddler to business tycoon within a single lifetime. In a democracy, every man "had a chance to be President."

But something happened. Some have held that man acts as he must, that he has no free choice; that man acts as a result of economic forces exerted upon him. His mind merely rationalizes the acts, coming up with excuses, justifications and reasons to explain his behavior. Others credit the sex drive as the motivating force in man rather than the mind. There have been other expressions, including metaphysical ideas, in which man's actions are foreordained by the laws of this or that. These notions denying free-willed actions and responsibility are supported by evidence. Brain washing and thought control, successful manipulations of human motivation, have yielded results. Knowing about what goes on beneath the conscious level of the mind gives promise of greater control over man's actions.

Motivational research, subliminal appeal are bywords in advertising and merchandising. Human engineering is a full-fledged field of science . . . daily discovering more about what makes an average human tick psychologically.

Has all this resulted in a third personality for Western man? What of the rugged individualist? He is still admired, but frequently out-cast today . . . an oddity. Too often

successful personalities are empty ones. The man of principle and strong conviction is aroused—disturbed—upset. The "untroubled" men frequently are those without strong convictions, who can quickly adapt to other personalities and conform rapidly regardless of the implications. The non-committal man, the man with a passion for the anonymity of committees, group thinking and group action . . . is this the third personality of Western civilization? Is skill in avoiding direct responsibility, getting by without making direct decisions, the new art? Inherently this attitude is powerful. Lacking strong principles and strong moral or ethical convictions, taking no chances, can be perverse advantages.

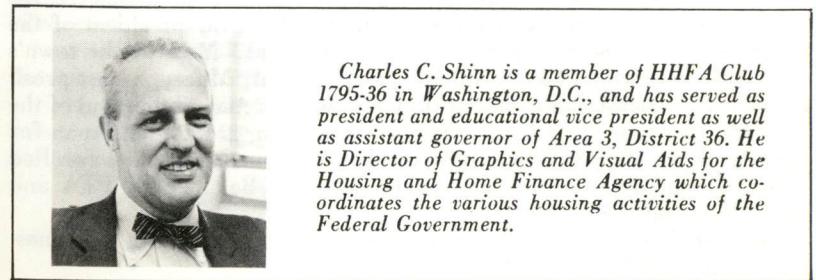
But as this personality develops there is an insidious loss of personal freedom. It has been exchanged for a false security. It has been sacrificed to avoid responsibility; it has been traded to spread the pressure of conviction, of principle and of action across as many shoulders as possible. This is a fatal soft spot. All this has given birth to the real possibility that masses of men can easily be controlled by the lone strong man who

remains, to whom the faceless ones must turn for leadership. Their habits will have robbed them of the desire, the strength, the courage and the will to act when the chips are down.

We, as Toastmasters, have a choice. We are free to say what we want to say. We are not yet committed. Before we say it in public we can try it out here among friends who will be helpfully critical. If we are afraid to speak out, here is the laboratory in which we can attain courage. If we have unvoiced convictions, we can learn to project them here. This is opportunity.

The greatest advantage is that our speech is openly evaluated. We can prevent each other from thinking in confusion and talking in a vacuum, from compounding the errors of which we are not aware. Often the best ideas are lost by improper or antagonistic projection.

The fact that we have an interest is evidence that we will not allow speech to lie fallow. Toastmastering is a symbol of free speech. This can be the springboard that saves us from becoming third personalities. Free speech is the evidence of courage, the missile of truth, and the voice of democracy. ♦



Charles C. Shinn is a member of HHFA Club 1795-36 in Washington, D.C., and has served as president and educational vice president as well as assistant governor of Area 3, District 36. He is Director of Graphics and Visual Aids for the Housing and Home Finance Agency which coordinates the various housing activities of the Federal Government.

WASHINGTON, PENNSYLVANIA

Toastmaster Town of the Month

FROM A THICKET of red hawthorn and wild plum in 1782 to a modern progressive city in 1961 is the story of Washington, Pa.

The coming of the National Pike (1820-1853) changed Washington from a frontier village to a center of national importance; the historic road brought a steady stream of Conestoga wagons and dashing Concord stagecoaches carrying famous visitors: James Monroe, James K. Polk, Zachary Taylor, U. S. Grant (who laid the cornerstone of the old Town Hall in 1869) and General Lafayette. Washington & Jefferson, the oldest college for men west of the Alleghenies, was established in Washington in 1865.

Washington cherishes its historic past, crystallized in the Bradford House, headquarters of the Whiskey Insurrection of 1791; the Le Moyne House, once a station on the Underground Railroad; the Auld Hotel, favorite stopping place of General Andrew Jackson.

Today Washington looks to its bright future. A heavily industrialized area, the people in the city and its suburbs are engaged in production of glass food containers; chemical colorings for ceramics; carbon tool, stainless, special alloy and high-grade steel; tungsten; molybdenum; annealing boxes; electronic products; machine tools and paper products. It is also an important agricultural center.

Washington is famous as the birthplace of PONY League baseball, an international teen-age boys program. TMI President George J. Mucey, professional ball player turned insurance executive, was one of the founders of the PONY League. The PONY League World Series is held yearly in Washington at an 8000-seat field (see cover picture) constructed through local volunteer enterprise.

Mucey also founded Washington Toastmasters 237-13 in 1942. The club has many prominent members; in addition to TMI's president, it numbers the president of Washington Junior Chamber of Commerce, the immediate past president of the Community Chest, the president of the Chamber of Commerce (a past district governor). Most of the town's service clubs have had a Toastmaster as president; Mucey, a past president of the Washington County Life Underwriters Association and of the Pennsylvania State Life Underwriters Association, is state chairman for the March of Dimes. The club's speakers bureau has spoken for Red Cross, Community Chest, National Foundation, Boy Scouts, PTA and other civic and national causes.

For its historic past, its thriving present and its rosy future, Toastmasters salute Washington, Pa.

CLUB

TO

CLUB

Celebrate 25th Anniversary

Hoosier Club No. 42-11 of Indianapolis, Ind. recently celebrated its 25th anniversary with a gala party. Immediate Past President of TMI Emil H. Nelson and Mrs. Nelson were honored guests, as were a number of International Directors and the officers of District 11. Many Toastmasters of the Central Division of TMI joined the club for an outstanding evening's program.

The Hoosier club is the second oldest TM club east of the Rocky Mountains.

Hoosier Toastmasters 42-11 Indianapolis, Ind.

* * *

Assist in Community Celebration

The Bryan (Ohio) Chamber of Commerce recently staged its 14th Annual "Bryan Jubilee"—a week-long event with all profits going for the benefit of the community. Bryan Toastmasters were asked for the second time to serve as master of ceremonies for each of the daily events.

Toastmasters made all announcements, descriptions, introductions, and served wherever they were needed. Members report valuable experience in addition to the community service.

Bryan Club 2268-28 Bryan, Ohio

* * *

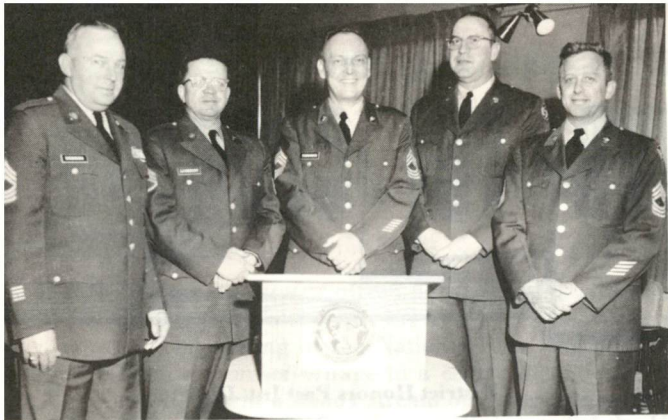
District Honors Past Int. Director

Honoring Roy D. Graham, who completed his two year term of service on TMI's board of directors in August, 1960, District 51 recently held "Roy D. Graham Day" in conjunction with the District's annual fall conference. Two hundred and twenty-five members of the district attended, with honored guests including Dr. Ralph C. Smedley, Founder of Toastmasters; Past President of TMI Sheldon Hayden; Int. Directors Max Sacks and Paris Jackson; Amos W. Randall, governor of Founder's District; Maurice Shenbaum, past governor of Founder's District; District 50 Governor Doug Johnson, Past District 50 Governor Sam Hathorn; Past Governor District 52 Bob Dunham, Past Governor District 51 Ralph O. Lines. Norris Lange represented Rich Nelson, Governor of District 52.

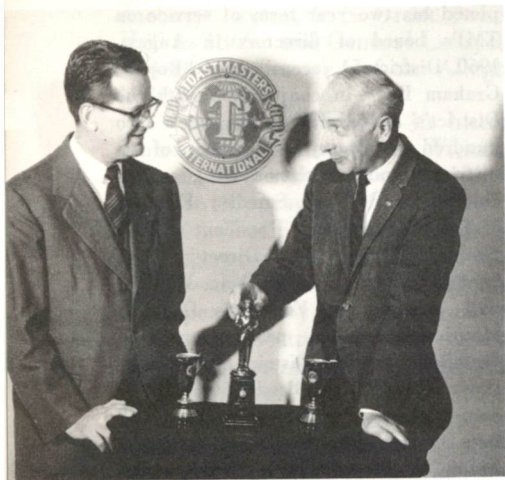
Letters were read from TMI President George J. Mucey, 1st Vice President Herman E. Hoche, 2nd Vice President Frank I. Spangler and a host of past and present leaders of TMI. A plaque was presented to Mr. Graham by District 51 Governor Chuck Hutson. The evening was climaxed with a banquet and social hour, culminating in a speech contest.

District 51 Los Angeles, Calif.

* * *



Sergeants take over as new officers of NCO Club 2364-U, Fort Richardson, Alaska. L-R: Sgt-at-Arms Virgil B. Dodson, Sec. Charles G. Lockhart, Pres. Eugene J. Ferguson, Jr., Ed. V-P William E. Johnson, Ad. V-P Wilson A. Michaud



Lloyd Nolan (rt) past pres. Middletown, Ohio, Club 723-40, shows President Art E. Thomann the first prize trophies he won in 3 consecutive Area 11 speech contests. Club members have brought home awards in each of the last 5 contests.



Lt. Col. Wesley H. Burr, Deputy Information Officer, USAREUR, presents charter of new Heidelberg, Germany, Club 1632-U, to Malcolm F. Brundage, retiring president of club and Heidelberg Educational Advisor

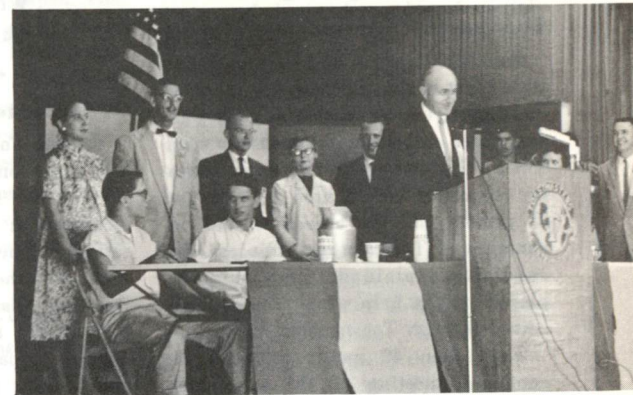


Lt. Gov. of New Mexico Ed. Mead (rt) installs new officers of Kirtland AFB Club 2065-23. L-R: Preston Sewell, Pres.; Raymond Walker, Sec-Treas.; Oscar Ayres, Ad V-P; Martin Noland, Ed. V-P; Keith Byrne, Sgt.-at-Arms; D-23 Lt. Gov. Roger Johnson seated.

Area 8 D-31 clubs join in placing TM signs at entrances to USN Construction Battalion Center, Davisville, and USNAS Quonset Point, R.I. L-R: LCDR. Elwood W. Growden, Pres. 1685; Forrest O. Rathbun, Gov. Area 8; Capt. William F. Wesanen, C.O. CBC, Davisville; Albert J. Cote, Jr. Pres. Club 1947; Arthur Colston, Pres. Club 1749.



Bob Ralph addresses "convention" meeting of Itazuke Airmen's Club 2439-U, Japan, and guests. New officers were nominated and elected in true USA political party style, complete with slogans, banners, parades and political fanfare



Pres. Wally Tate (l) of Harbor Area Club 1044-F (Newport-Costa Mesa, Calif.) accepts ah-meter with Ed. V-P John Campbell. Ah-meter was made by Campbell's mother; lights up when ah's are sounded in club.

CDR. William P. Carmichael, USN, president of Trident Club 1413-36 (Annapolis, Md.) discusses Basic Training Manual with (L-R) Ensigns Jay Blanke, Paul Cooper, Jim Dudley and Paul Ilg at guest night for recent Naval Academy graduates



Table Topics Attract New Members

An unusual table topic session was directly responsible for two new members in the Royal City Club 1639 of Kansas City. A simulated inquest, with Topic-master M. F. Radford acting as coroner, established, developed and solved a murder case. Topic participants played the roles of doctor, patrolman, butler, chief heirs—in short, all who might be concerned in the murder.

Interest was keen and humor was lively. Much of the success of the topic was due to the fast pace of the "inquest."

Royal City Club 1639-22
Kansas City, Mo.

* * *

Toastmasters Symposium

Industrial leaders of El Paso, Texas, were given a dramatic demonstration of Toastmastering when the East El Paso and Paseo del Norte Toastmasters sponsored a Toastmasters symposium. Industry executives were invited by letter and in person, and the objectives and advantages of Toastmasters training were carefully explained. Emphasis was placed on the help which could be received through Toastmasters training.

More than 40 guests attended the combined meeting of the two clubs. Topics and prepared speeches were given by members of both clubs.

As a result of the symposium, a new Toastmasters club was formed and both of the established clubs added new members. Chairman for the symposium was Charles E. French. Harry Moore was toastmaster and Ted Moser, topicmaster.

East El Paso Club 2461-23
Paseo del Norte Club 1163-23
El Paso, Texas

* * *

Fathers' Night Program

Members of the Will Rogers Club 1032 of Oklahoma City, Okla., put on a PTA program for the Franklin Kaiser Public School in Oklahoma City for their Fathers' Night meeting. The program was in the form of a typical Toastmasters meeting and included table topics, three main speeches, evaluations and a closing humorous speech.

The program was a huge success, especially the severe yet constructive criticism given by the evaluators. Many members of the audience indicated an interest in Toastmasters and picked up the publicity material made available after the meeting.

Will Rogers Club 1032-16
Oklahoma City, Okla.

* * *

Of Service to the Navy

Trident Toastmasters, one of the two TM clubs composed largely of naval officers on the faculty of the U.S. Naval Academy at Annapolis, Md., recently set aside one of its meetings as guest night for the graduates of the Naval Academy Class of 1960.

Generally the young naval officer is not able to participate in a Toastmasters club during the first few years of his commissioned service because of his official duties. After approximately five years, when he is on his first tour of shore duty, the officer is more likely to have time available for TM participation.

Trident Toastmasters recognized the problems of the young naval officer and realized that, like many college graduates, the newly-commissioned Naval Academy ensigns know little about how Toastmasters International achieves its objectives. It also recognized that these same officers will be available for Toastmasters in a few years.

Seven ensigns attended the special meeting and all were enthusiastic about the Toastmasters meeting they observed. Trident and other clubs can expect to have these seven men knocking on their doors and requesting membership in the near future.

Trident Club 1413-36
U. S. Naval Academy
Annapolis, Md.

* * *

New Club in Japan

With the chartering of the new Wakkanaï Club 3191-U, a dream became a reality for the men of the 6986th Radio Squadron Mobile stationed on the most northern point on Hokkaido, Japan. The newly chartered club is headed by President Marvin E. Schultz, Educational Vice-Pres. Loren W. Burch, Adm. Vice Pres. Russell J. Thoma, Sec. Johnie F. Steward, Treas. Keith V. Dean and Sgt.-at-Arms Arthur L. Richardson.

Plans are underway for exchange speakers between the Wakkanaï Club and the Misawa Club, as well as with other Toastmasters clubs in the Far East.

Wakkanaï Club 3191-U
Wakkanaï Air Station, Japan

* * *

Sponsors Lecture

The La Habra Toastmasters Club 2164-F, recently sponsored a lecture on the Soviet Union, as a community service. The lecture was given by Henry J. Noebels, an executive of Beckman Instruments, Inc., who recently traveled over 5000 miles in Russia, from the Finnish frontier to the Black Sea, taking many color slides and talking with many Russians—something which he was able to do because of his familiarity with the language.



Officers of new Wakkanaï Club start club program planning. L-R: Sec. Johnie F. Steward, Ad. V-P Russell Y. Thoma, Pres. Marvin E. Schultz, Ed. V-P Loren W. Burch, Treas. Keith V. Dean

Invitations to the lecture were issued to many of the service and professional organizations of the area, including all the Toastmasters and Toastmistress clubs. A large audience heard the unusual and educational presentation.

La Habra Club 2164-F
La Habra, Calif.

* * *

Icebreakers Compete

Following the induction of three new members by Adm. Vice President Merle Deming of the Saturday Morning Club of Jacksonville, Florida, the neophytes were assigned by Ed. Vice President Roy Baer to give their icebreaker speeches two weeks later. To complete the quota of four speakers, a recently inducted member on his No. 2 speech was placed on the program.

This produced one of the most interesting and best attended meetings of the season. Competition was keen and well matched. Icebreaker Steve Joyner won the best speaker's trophy.

Saturday Morning Club
2840-47
Jacksonville, Fla.

Entertain Expert

The River Raisin Club of Adrian, Mich., recently had as guest speaker Mrs. Irene Case, a handwriting expert who gave a blackboard talk on grapho-analysis. Grapho-analysis is the study of a person's handwriting and hidden character traits revealed therein. The speaker pin-pointed writing habits which revealed such traits as determination—or the lack of it—subconscious drives, etc.

The guest appearance of the handwriting analyst was the first in a series of special events planned by club President John Van Valkenburg and Educational Vice President Galen Easter to lend variety to the programs and create public interest in the club.

**River Raisin Club 1551-28
Adrian, Mich.**

* * *

Present Safety Talks

"One out of every two people in our nation today will be killed or injured in a future traffic accident," was the warning spoken to some 13,500 Keesler AFB personnel recently by members of Gulfport Club 1945, Gulfport, Miss. In a series of 18 Veterans' Day safety talks given in cooperation with the Keesler Ground Safety Officer, the Toastmasters pointed out that half of this country's population of 180 million would be involved in future traffic accidents in the next 40 years if the present trend continues.

The talks were well received and several were repeated over the local radio station. Gulfport members believe that this is some sort of record for number of consecutive speeches and size of audiences reached.

**Gulfport Club 1945-29
Gulfport, Miss.**

Club Discusses Communism Menace

Harbor Lites Club of Newport Beach, Calif., recently held a panel discussion on the Communist menace at their regular club meeting. The impetus for the program came from the House Un-American Activities Committee films of the Communist-incited riots which attempted to break up committee hearings in San Francisco last spring.

Moderator J. S. T. Rutter reviewed the film and recounted the events leading up to the outbreak. Dr. Charles Stegmuller, who had previously interviewed many of the students who had taken part in the demonstrations, reported on their activities and attitudes, and the organization, purpose and operation of the Un-American Activities Committee were explained by Roy Ward.

Mark Pines spoke on the dangers of fighting Communism on its terms rather than with our own principles of freedom and justice, while Arthur Kitnick dealt with the threat of Communist infiltration of youth organizations and his own experience in fighting this particular menace. He outlined some of the methods used by Communists in appealing to youth. Joe Broderick concluded with a discussion of Communism and its conflict with our way of life.

A lively question and answer period followed the panel discussion.

**Harbor Lites Club 1927-F
Newport Beach, Calif.**

* * *

Use club and district numbers in all correspondence with the Home Office.

TOASTMASTERS-- Trained to Communicate

By KENNETH H. ASHWORTH

TOASTMASTERS INTERNATIONAL constantly works with the principal communications tool of the world—speech. Many of us Toastmasters are employed with organizations that carry on all types of activities. Most of us have certainly long ago observed the role communications plays in the success or failure of our organization to accomplish its objectives. Let us examine briefly, therefore, how important communications is to the organization we work for—be it private business, public enterprise, or government. At the same time let us see how our work with Toastmasters International can contribute to improving communications in our organizations.

The Discovery of Communications

What do you think of when you hear the word "communications"? This word means many things to different people. If you mention communications to executives from large organizations, you always get varied reactions. One administrator responded by saying that his

company had recently given communications a 4-F rating: At first it had been "forgot," then it was a "fad," next it became a "fetish," and finally it "flopped."

These comments pretty well trace what has happened to "communications" over the past quarter century in many large organizations. Neglected and ignored at first, it soon became recognized as an indispensable management tool. To study and analyze communications systems became the rage. Management-conscious people spent much time and effort to evolve the basic "principles" of communications. To improve communications, expensive and elaborate systems and devices were applied. Boards of directors and top executives came to feel that their colleagues and subordinates simply were not in the know if they were not communications conscious.

All too frequently, however, efforts to improve communications were in large measure futile and misdirected. Some organizations became slaves to complicated communicating systems that originally

had been intended to serve the organizations—the old story of the tail wagging the dog.

The basic problem can be stated very simply: *Effective communications transmit the thoughts and concepts of one mind into other minds.* But this is easier said than done. There are four essential underlying factors: logical organization, proper presentation, and effective transmission of the thoughts to be communicated. These points provide for the sending of the message, but the receipt of the thoughts depends also upon concentrated attention.

If this sounds familiar to Toastmasters, it should. One of our expressed goals is to communicate better through improved listening, thinking, and speaking.

Applied Communications

Now let us examine for a moment where speaking, thinking and listening fit into business and government organizations.

Any organization chart is merely a map of the flow of formal communications in the corporation or agency. Some cynics claim that the organization chart's primary use is to let those who make mistakes or want to avoid a decision know where to pass the buck. But all cynicism aside, if a chart is accurate and kept current, it usually prescribes the primary avenues of formal communications in the organization, both written and spoken.

The organization chart, however,

is subservient to the basic function of management, which is to formulate and actuate the objectives and goals of the organization. This in turn calls for the outlining of individual tasks for the various chains of subordinates. Without the proper communication of tasks and assignments, no one but the top executives will know what the organization is supposed to be doing or where it is going. Also no one down the line will know exactly what he is supposed to be doing or how his work fits into the overall plan.

The efficient executive recognizes which jobs he should not be doing. These functions, duties, and responsibilities must be delegated to subordinates, but this depends again on communications. As Dean Harlan Cleveland of Syracuse University has pointed out, "A successful administrator is recognized by the worried look he wears on his deputy's face." The deputy's activity to accomplish assignments and his accompanying worried look might be called the earmarks of good delegation and satisfactorily communicated assignments from above.

Another poignant observation is that a top executive is identifiable by his clean desk and adjoining conference room. Both of these are symbols of status. The clean desk also supposedly demonstrates effective delegation of work.

Especially important to us here, however, is the conference room and what it symbolizes. It points



out one of the most important functions of the top executive, communicating orally with many different types of people. Good spoken communication is even more important to efficient work at the top of the hierarchy than at other management levels.

The experienced executive knows well that communications are not necessarily restricted to sheer formal and routine office associations. He is quick to take advantage of and work through what the sociologists call "informal organization." A lucid discussion on the golf course of a controverted point may settle the issue more quickly and effectively than a ten-page memo at the office. And good communications and informal relations of supervisors with employees may do more for morale and output than dozens of posters, awards, and management platitudes about employee policies.

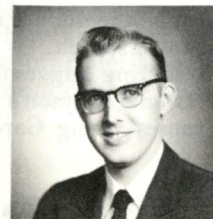
Aside from its various internal functions in large organizations, communications has a multitude of general facets. Many of them are cloaked under the phrase "public relations." There is much talk today about the "public or corporate image." The public's opinion of an organization is based largely upon how well the organization communicates to the public its purposes and explains its role in society. If public relations men knew as much

about corporate images as press agents do about creating images of actresses, this would be no problem. But then, both the products advertised and the images created are far different.

The Role of Toastmasters

All of this provides grist for the mill of Toastmasters International, which offers exercise, experience, and instruction to its members in listening, thinking and speaking. And since these are inseparable from written forms of communications, the training is in communications in general. Toastmasters training, when taken by present and potential managers and supervisors, will improve the management and communicating efficiency of their organizations.

Hence every Toastmaster, whether in the employ of private or public enterprise, should bring to his supervisor's attention the work and objectives of Toastmasters International. He should bring visitors to Toastmasters meetings and recruit new members from his colleagues at work. And he should participate actively himself in Toastmasters speech training. Thus he will contribute to more efficient communications and operations of the organization he works for, and at the same time improve his own Toastmasters club. ❖



Kenneth H. Ashworth joined the Federal Toastmasters 1037-36 of Washington, D. C. in 1959. A Texan, he spent his first year in the Federal Government in the Office of the Secretary, Treasury Department; he is now employed by the Housing and Home Finance Agency in Washington.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Don't Suppress Your President

A letter from a club president mentions the fact that his own speech training has been neglected in recent months, because he was president of the club, and so was not scheduled on the program as a speaker. I wonder why.

Of course each Toastmasters Club is at liberty to operate its programs in the way that seems best for those concerned, but I cannot see why the man who has been chosen to lead the club as president should be deprived of the opportunity for training. Surely the official duties are not so onerous as to make it impossible for him to engage in other activities.

It is the general practice in our clubs to count the president as a regular member, assigning him his place as speaker or evaluator just the same as the others, and including him in the table topics discussions. On the occasion when he is to speak, or to act as toastmaster, he has a fine opportunity to call one of the vice presidents to the chair, thus giving the V-P a chance for practice in presiding, and permitting the president to carry on his own speech training. It is a good practice, and should not be set aside unless there is some compelling reason.

Unfortunately, some unwise practices creep into the club procedures almost unnoticed. Thus it is a good plan for each club to review and evaluate its activities from time to time, so as to eliminate undesirable features and introduce good ones.

For example, some clubs follow the very bad plan of setting an arbitrary time limit on all speeches. They say that every speech must be limited to five minutes. This is in direct contradiction to our recommendation that speakers should be given training in delivering speeches of various lengths. On the same program, there may well be a four-minute talk, along with some six or seven minutes in length, and perhaps one of ten minutes. Variety in experience is needed, and it is unwise to hold everyone to the same time limit.

Study your own club, and see if there are any practices which need changing or elimination for the benefit of the members.

Else, Wherefore?

There must be a reason for everything, even for a speech.

I find a stirring suggestion in those lines from Tennyson's *Idyll*, where he causes young Gareth to say:

*"Man am I grown, a man's work
must I do!*

*Follow the deer? Follow the
Christ, the King;*

*Live pure, speak true, right
wrong;*

Else, wherefore born?"

Perhaps Tennyson was not acquainted with "motivation" as we use the word nowadays, but he certainly did give a strong statement on the necessity for having motives or purposes as directives. The question which he puts into the mouth of Gareth is about as powerful a phrasing of the sentiment as you will find anywhere in human annals. "Else, wherefore?" carries a meaning to anyone who will honestly ponder the words.

There must be a purpose for everything. Upon the worthiness of the purpose depends the value of the performance. If the purpose is low, or unworthy, then the performance, however meritorious, cannot be of the best. It may be the writing of a book, the playing of a great concerto, the painting of a picture, the winning of a game of tennis; or it may be selling an insurance policy, or planning a house, or learning to speak French, or preparing and delivering a speech. The purpose controls the quality of performance.

When you make a speech, you should have a definite purpose—a "wherefore" that guides your choice of material and your arrangement of it to reach a conclu-

sion. Your general purpose may be to entertain, to inform, to stimulate, to convince, to stir to action; but whatever the purpose, your speech should be planned to accomplish that end, and the conclusion should effectively point out just what you want to accomplish.

Toastmasters have been freely criticized because so many of their speeches are merely exercises in talking, putting the stress on delivery, regardless of content. Sometimes we are amazed at the patience of fellow members who spend their valuable time listening to words which mean so little, except for the fact that they give the talker a chance

to vocalize, and to practice gestures of hands and voice. The time of busy men is too valuable to be wasted in this manner.

My advice is that when you speak, you really have something to say—something which can be helpful and interesting to those who listen; something which has caused you to think and study; something which may arouse or enlighten other people; something really worth talking about.

We might paraphrase the words of Tennyson to read:

*"Man am I grown, a man's speech
must I make.*

*Study facts, seek the truth, plan
with a purpose,*

Else, wherefore speak?" ♦



TOASTscripts

★ ★ ★ ★ ★

When a club fails to make its semiannual report and doesn't answer correspondence from the Home Office, the Home Office—after a period of several months—requests the club to return its charter. This was the situation that involved a club in Cuba. Eventually, the Home Office received the following letter from the club president, now a resident of Washington, D. C.

"I appreciate your need for some formal notification, but believe this is a situation that requires a more complete explanation on my part. Our Club, in effect, has been intervened by the Cuban Revolutionary Government and practically all of our members have been dispossessed and forced to flee the country. At this point it would be impossible for me to locate our charter. In fact, I don't even know the present location of the secretary of our club.

"The club was one of the last free public forums in Cuba and its demise marked the end of an era in that troubled land. I can see no hope for reactivation of our club until Fidel Castro is overthrown and a more democratic form of government returns to Cuba.

"You can be sure that we all regret this tragic turn of events and

that we will wish to continue our contacts with Toastmasters International wherever we may be."

* * *

There's another Toastmasters club that goes under continually and nobody is the least bit concerned. In fact, the district governor is proud of it.

If the foregoing has you confused, it's only fair that we should tell you Subtoasters Club 2327-5 is composed of officers from two submarine tenders and 30 submarines and submarine rescue vessels that receive support from the tenders. Lcdr. Jerry Nuss, commanding officer of the submarine USS Pomfret, is the club president. Because the men are based at San Diego, they have received approval to become a part of District 5—the only club afloat which has a district affiliation.

Applying for their charter, Cdr. Ray Reiner, educational vice president of the club, requested an original and a duplicate charter. Explaining his odd request, he wrote, "We'd like to hang one charter in the Sperry wardroom and the duplicate in the wardroom of the USS Nereus. When the Sperry is at sea or in the Navy yard for overhaul (as it will be from April through Aug. 1961), the club will meet aboard the USS Nereus."

Newest addition to the Home Office staff is Harry H. Harvey who has been appointed manager of the Membership Services department. Prior to joining Toastmasters International, Harvey was legislative assistant to California State Senator John A. Murdy, Jr. From 1956 to 1958, he served with the U. S. Information Service in the Middle East. Before that he was a newspaper editor and public relations consultant. He is a member of Toastmasters Club 100-F, Santa Ana.

* * *

Orders are pouring into the Home Office for the counter display card advertised in last month's issue of THE TOASTMASTER magazine. These counter cards, which include 40 copies of "Introducing the Toastmasters Club," can give your membership drive a real boost. Because of mailing costs, the cards must be ordered in sets of three. The price per set is \$3 (Calif. clubs add 4% sales tax).

* * *

When John M. Kennedy, announcer on the "Loretta Young TV Show," was elected president of Burnt Toastmasters Club 914-52 (Van Nuys, Calif.), outgoing President Ron Helwig surprised him with the following telegram which was read at the installation dinner:

"Please extend my congratulations to John Kennedy on his installation as president of Toastmasters Club 914. And my regards and best wishes to all present at your meeting. (Signed) Senator John F. Kennedy."

To keep from confusing their club president with the President of the United States, Burnt Toastmasters refer to their president as "our real John Kennedy."

* * *

Each month, every club, area and district officer receives a copy of *TM Topics*. This four-page newsletter presents a variety of ideas for club operation and club programs. The copy sent to educational vice presidents also includes a page of suggested material for use in club bulletins. Ask your officers if they are making use of the ideas in *TM Topics*. Toastmasters who are not officers may subscribe to *TM Topics* for \$1.50 per year. Many retiring officers have done this.

* * *

Congratulations: To Thomas E. Strotman of Club 76-F (Covina, Calif.), for the Certificate of Appreciation presented to him by Gavel Club 1 for "outstanding service rendered the membership of our club." Gavel Club 1 is composed of inmates at the California Institution for Men at Chino. . . . To Phil Bosarge, governor Area 3, District 29, who is serving as chairman of the United Nations Speakers Bureau in Mobile, Ala., Mobile County School Speakers Bureau, and the Civil Defense Speakers Bureau. Mobile CD officials have cited Governor Bosarge's Civil Defense Speakers Bureau as having "done more in the public information field for the good of this organization than any other single medium."

*Traveling 2000 miles across the Pacific to Hawaii,
the International President makes*

an official

STATE VISIT



By **GEORGE J. MUCEY**
President, Toastmasters International

THERE ARE TWO DISTRICTS in Toastmasters International which are completely surrounded by water. One of them is District 18—Scotland, England and Ireland. The other is District 49—Hawaii.

If the governor of District 49 wants to visit all his clubs, he must take to the sea or air. For my official visit to District 49, I took to the air. Flying from my home in Washington, Pa., I stopped at the Home Office in Santa Ana, flew on to the islands of Oahu and Maui, and returned to Washington with a

stopover at San Francisco. The round trip covered 9,720 miles.

I was not surprised at the hospitality extended to me by Toastmasters in the Islands, for the welcome extended by Hawaiians is legendary. But I was surprised by the enthusiasm of Toastmasters in our newest state.

My visit had been carefully planned by District Governor Joseph G. Blackburn and the members of his district organization. During the week I spent in the Islands, I filled eight speaking en-

agements—four before Toastmasters groups and four before outside organizations. The four speeches to Toastmasters gave me an opportunity to discuss the problems and purposes of Toastmasters International. The speeches before outside groups served to acquaint many of the business and civic leaders in Hawaii with the program of Toastmasters.

I believe the formal presentations I made were of value—not because I made them but because they were given by an official of Toastmasters International and represented the official viewpoint of our organization. But perhaps even more important to our members in Hawaii were the informal discussions we held. These discussions were wide open and I enjoyed the frankness with which we discussed our mutual problems.

District 49 is a relatively new district. It was established in 1955. Today there are 20 clubs in the Islands. The potential for additional clubs is great. The hundreds of Toastmasters I met in Hawaii are proud to be a part of Toastmasters International and are eager for the benefits which our program offers. In my talks, I emphasized that there is valuable organizational training and leadership experience for all of us through the extension of our concept to others outside the confines of our clubs, areas and districts. I challenged them to maintain a high level of interest in

their existing clubs and, at the same time, work toward the creation of new clubs. I am confident that under the leadership of their strong district organization this will be accomplished. I assured them that, as in all districts, they can count on the full resources of Toastmasters International for help in planning their future development.

Although my trip to Hawaii was on official business for Toastmasters, it was a rich experience which I shall always cherish. I shall remember the clubs with their membership composed of many races, creeds and nationalities working in harmony toward their common objective of self-improvement. I shall remember the Toastmasters on the Island of Maui and the Kiwanis Club there where I was the guest speaker. I shall remember the banquet in Honolulu honoring the founding of Toastmasters International which was attended by the Lieutenant Governor of Hawaii and his wife. And I shall remember telling the various groups to whom I spoke that “we offer the services of Toastmasters all over the world to those men who are interested in self-improvement. We offer them a stepping stone toward the fuller and happier life which we are all seeking.”

I shall remember those words because I saw the truth of them on my visit to Hawaii. ♦

Every man should use his intellect, not as he uses his lamp in the study, only for his own seeing, but as the lighthouse uses its lamps, that those afar off on the sea may see the shining and learn their way.

—Henry Ward Beecher

What Are You Talking About?

By ROGER W. FARLEY

YOU PROBABLY HEAR between 150 to 250 speeches a year at your Toastmasters club, depending, of course, upon your attendance and your club's meeting schedule.

Now I am ready to wager any sum you care to name that you can't remember five of the 150 plus you heard last year. By *remember* I mean: give the speaker's name, something approximating the title of the speech, and a reasonably lucid and accurate account of the speaker's main points, a brief resume of what he said. Try it. Now.

Are you surprised to find that my money is safe?

What's wrong? Are we such poor listeners, are we so disinterested, so wrapped up in our own concerns that we can't remember even five speeches out of the many we've heard in the last 365 days?

No, the blame cannot be laid solely to lack of interest or to poor listening on the part of the audience. By and large, the speeches themselves were pretty dull going.

Let's look for a moment at some reasons why many of our speeches are as dull as last Wednesday's dishwasher. Perhaps we can arrive at a solution to the difficulty.

First of all, we too often wait until the last minute to prepare for our speaking assignment. When we

do start to prepare, we end up thumbing frantically through *The Reader's Digest* or the editorial page of our local newspaper hunting for something we can balloon into a five-minute speech. Never mind the subject so long as it will "carry" us for five minutes, or seven minutes, or whatever length of time has been allotted to us. We thereby establish the filling up of time as our primary objective and inevitably come up with a speech which is about as exciting and interesting as Tuesday afternoon in an owl sanctuary.

None of us would think of attempting to play tournament golf, perform surgery, or handle a difficult legal case without first undergoing thorough preparation and practice. Why, then, do we persist in thinking that by some strange alchemy we will be transformed into effective speakers even though we ignore these basic prerequisites, practice and preparation? Like anything else one hopes to do professionally, good public speaking demands that you work at it.

We often make a second great error in the poor selection of subject matter. Under pressure of time, we drag up a subject which is meaty enough to take time to develop, which can be discussed under enough different aspects to fill

our time quota. The trouble is, it is a subject in which we personally have little interest. If we don't have some strong interest or definite convictions about the farm surplus problem or the nocturnal activities of the South American two-toed sloth, why choose either as the subject for a speech? How can we possibly hope to get an active response from our audience unless we ourselves display some active interest in our subject? Our vitality and forcefulness—or lack of it—will be as contagious as measles so far as an audience is concerned. We cannot create in them something we do not have in ourself.

In addition to entertaining or informing an audience, there is another very good reason why we should choose a subject carefully. *It will help to improve the mechanics of our speech.* We in Toastmasters become quite concerned about the mechanics of speechmaking. Most evaluators spend considerable time commenting on gestures, voice modulation, eye contact, and other external factors. In our day-to-day conversation with friends, we make effective use of these mechanics without ever becoming consciously aware of them. We do so because we are speaking of business or personal matters which vitally concern us—things about which we have strong feelings or in which we have genuine interest. The point I am attempting to make is that we do not use these mechanics well in our public speaking because, too often, we have chosen a subject which does not get us heated up or relaxed enough to let them evolve naturally.

Good speech mechanics are not symptoms of good speech making; they result from it naturally. If you warm to your subject, are possessed by it, you will be less self-conscious and your gestures, eye contact, voice modulation will be good in spite of yourself. You will be more concerned with what you are saying, and how you say it will inevitably improve.

The matter of choosing a good topic to speak about is one we hear discussed often. Give us speech suggestions, seems to be an eternal cry. Yet there is really no problem! There isn't a man in Toastmasters anywhere, with soul so dead he does not have some pretty definite opinions about such things as: politics, public education, business or home management. The trouble is, we are too often afraid of seeming to be controversial. This is a mistake, for we should have the courage of our convictions, and the willingness to stand up and be counted for our beliefs.

Don't permit yourself the false luxury of last-minute preparations. Pick a subject that's right for you and take the time necessary to get yourself ready for a really good performance. If you do, you'll give yourself the chance to reach the goals you set out to attain in Toastmasters. And your audience will share happily in your success. ♦

Roger W. Farley is administrative vice president of Dan Patch Toastmasters 1280-6 in Richfield, Minn. He is employed by the Minnesota Mining and Manufacturing Company as a sales training supervisor.

BY THE BOARD

The 22 members of the Board of Directors of Toastmasters International met Nov. 17, 18 and 19, 1960, at the Disneyland Hotel, Anaheim, Calif. During the three-day meeting, the board . . .

Revised rules for all Toastmasters International speech contests.

President announced following members of 1961 Nominating committee:

Paul W. Haerberlin, Chairman

Russell V. Puzey

Nick Jorgensen

Evans T. Hamilton

Roy D. Graham

Bertram H. Mann

Edward T. Brown

Forrest Highland

Willard Bixby

Raymond G. Castle

Howard E. Flanigan

Approved full district status for Provisional Districts 63 and 64.

Authorized the executive director to develop a purposeful reading program for better speaking.

Approved New York City as the site of the 1965 International convention.

Approved New Orleans as the site of the March, 1961, Board meeting.

OFFICIAL CONVENTION CALL

TO ALL CLUBS:

In accordance with Article V, Section 4 (b) of the Bylaws of Toastmasters International, you are hereby notified that the 30th annual convention of Toastmasters International will be held at Seattle, Washington, on the 27th, 28th and 29th of July, 1961, at the Olympic Hotel.

All Toastmasters are earnestly urged to attend.

**Board of Directors, Toastmasters International,
BY: George J. Mucey, Chairman**



JUST IN JEST

Someone has dug up a papyrus which shows, according to the report, that "as early as 2000 B.C., the Egyptians knew that the formula for a truncated pyramid is $V = (h/3)(a^2 + ab^2 + b^2)$."

And to think, some people don't even know that today.

A little knowledge becomes a dangerous thing only when it remains just that size.

A Texan was playing poker with a Briton and the Briton drew a good card and said, "One pound."

"I don't know how you all count your money," the Texan said, "but I raise you a ton."

Middle age is that 20-year gap in a man's life when he is too timid to wear a loud sports coat.

Father: "Eat your dinner!"

Child: "Motivate me!"

A Dutch-treat addict must be a sort of schizophrenic; you know—split personality.

A little old lady entered a department store. Instantly a band began to play, an orchid was pinned on her dress, a \$100 bill put in her hand. She found herself being photographed from all sides and TV cameras beamed down on her. "You're our 1-millionth customer," the master of ceremonies told her, smiling broadly. "And now can you tell us what you came here for today?"

"Yes," said the little old lady. "I'm on my way to the complaint department."

A reporter was interviewing Sir Winston Churchill. "What do you say, sir," he asked the venerable statesman, "to the prediction that in the year 2000 women will be ruling the world?"

Churchill smiled his wise old cherub smile. "They still will, eh?"

The only exercise some people get is jumping to conclusions, running down their friends, sidestepping responsibility and pushing their luck.

If you want a job done, give it to a busy man. He'll have his secretary do it.

"Are you kidding?" I asked after my companion had whistled approvingly at a decidedly drab dowager who returned the greeting with a coy smile as she walked past the corner where we stood.

"I wasn't whistling at her," my friend explained patiently. "I was just saluting her bank account!"

If nobody knows the trouble you've seen, you're not talking to the right people.

Love is the same as it was in the Stone Age except that diamonds have taken the place of clubs.

In a physiology class the teacher said, "Kevin, can you give a familiar example of the human body as it adapts itself to changed conditions?"

"Yes, ma'am," said Kevin, "my aunt gained 50 pounds in a year and her skin never cracked."

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)

I have just read an article in *The Toastmaster* that literally shrieks for rebuttal. I am referring to "Ban The Comics" by Barney Kingston.

In the first place, it should have been listed under "Personally Speaking" because I am firmly convinced we won't find more than one percent of our Toastmasters sharing this viewpoint.

I'm sure I speak for the majority when I say that we're optimists—not a group of Professional Crepehangers. When we attend a speech contest, we assume an air of gaiety. What is more natural than to tell jokes when a group of cheerful, ambitious, well adjusted people get together?

Does Mr. Kingston know of a single chef (or a married one) who doesn't season his cooking regardless of how perfect the food was in its original state? A sprig of parsley has no bearing on the taste of the meat, but doesn't it improve the appeal?

I am firmly convinced that if Mr. Kingston is allowed to enforce his ideas on Toastmasters, we would have the greatest exodus of all time. I realize we must move to stay alive. But, please, let's move forward, not in reverse.

And to hear Mr. Kingston in his present state of mind expound "The Human Side of Mark Twain" would be absolute hypocrisy. . . .

Robert Comic Smith
Vice President Club 2339-11
Crane, Ind.

I've read an article published in *The Toastmaster* in which a Toastmaster was convinced that hilarious speeches have no place in speech contests. I disagree something fierce. Further, I am certain that I must defend the side of law and humor which is ridiculed quite often by those who probably could enjoy humor just as much as the rest of us if they would only relax a little.

It is true that well-turned humorous

speeches do enjoy much acclaim. I can still remember one given over a year ago. . . . I can't say that for any serious speeches I heard two months ago, or one month ago, or even maybe last week.

Now, I grant that anyone who tells a few jokes, calls that his speech for the evening and sits down should be laughingly deferred from any speech progress until he has had time to settle down to a few chuckles here and there. However, I challenge the man who claims that in speech contests we should limit subjects to serious topics.

I happen to enjoy hilarious evenings and I think that most Toastmasters do, too. . . . In fact, I say it is more difficult to make others laugh than it is to convince them of a serious point. . . .

Let's put this challenge of mine to the test! Let's change the rules for our national speech competition slightly: Every contestant in every club in every competition must give two speeches instead of one. One speech will be serious and the other effort will be on the lighter side.

This method will eliminate any bias that comedy might give to anyone and at the same time will cast new light on who are the better all-around speakers in our clubs. I submit also another two advantages. First, I am sure that Toastmasters will enjoy the annual speech contests more than ever because there will be funny and not-so-funny attempts at these humorous speeches. Second, some Toastmasters who never attempt humor because it is the most difficult type of speaking to master will find that they are not versatile enough. This benefit alone will be worth changing the speech contest rules. Besides, there is plenty of room for more Jack Bennys, Bob Newhardts, Red Skeltons and Bob Hopes. People, through Toastmasters, might laugh a little more in the dead-serious, or is it seriously dead world of ours.

Tom Parrill
Past Pres. Club 666-11
Fort Wayne, Ind.

Will you pass along my compliments to the author of "Ban the Comics." The point he makes is worth serious consideration of whoever writes the rules for the Toastmasters contests.

If we want an all-humor contest, that is one thing. But to have a contest in which a man who has obviously given a good deal of research, effort and preparation to a worthwhile idea, run against a man who has no real purpose except laughs, strikes me as the height of ridiculousness.

After all, what is the purpose of Toastmasters . . . a school for comedians . . . or a training ground for worthwhile talks?

C. T. Woods
Club 371-30
Chicago, Ill.

It's about time someone took pen in hand and blasted the "comics," particularly those fellows who give silly talks in Toastmaster contests.

The objective of Toastmasters, and the reason I joined, was not to become a comedian, but to learn how to give a worthwhile talk in my business and social work.

If a fellow can use humor to good advantage in a talk, to make a point clearer or more memorable, then I say go ahead and "sprinkle lightly." My objection is to the speaker who memorizes a series of "jokes" and uses it for a contest speech.

It costs members good money to attend a convention and he goes with the serious intention of learning as well as winning. Let's leave the jokes for fun we hope to enjoy in our "get-togethers" afterwards.

It might be that a separate contest could be held for the "comedians" and the first prize would be a gold-plated funny-bone mounted on an ebony base.

John Choynecki
Chicago, Ill.

Orchids to the author of "Ban the Comics." He hit the nail right on the head. It makes me sick to watch these contests where some silly speech wins a contest; when what we at Toastmasters train for is how to give a speech with a purpose. Humor has a place in a speech, of course, but all nonsense speeches in a contest (or any place else) should be banned.

Ed Saunders
Detroit, Mich.

Paul Cathey's "Tired Words" shows briefly how we have been substituting over-used words and slang as a packrat steals good articles and substitutes trash.

If this gnawing away at English continues, we will be speaking an incredible gibberish of grunts and cliches and mis-used words so much that any real English will appear as strange as a Neanderthal man on Broadway.

The iconoclastic blast by Barney Kingston titled "Ban the Comics" should be seriously considered. This straining after humor is like the tiresomely smiling faces of the sappy models who appear on TV. Telling laughless stories and keeping to the lighter ideas does not advance Toastmasters or its members. We all like humor but most of us can't produce it. As one of the chief transgressors, I know.

Mr. Kingston's idea of "weighting" the subjects in speech contests seems new. Always there has been the notion of outwitting other contestants by being funny or springing God, mother and country as a way to successful trophy hunting. Speak-offs become contests in guessing what subjects and how projected will bring the coveted awards instead of the more serious business of going into real competition on equal ground.

E. S. Wooster
Club 15-F
Santa Ana, Calif.

After reading Paul Cathey's "Tired Words" in November, I see that if I copy the beatniks, *Time* magazine and sports writers and if I use "happy words" and change all my "rans" to "spurred and whizzed" that I will be on my way to putting "crackle and snap" in my speeches.

This is ridiculous! As a public relations man and former newspaper (and sports writer), I think I qualify as a critic.

I agree with Mr. Cathey that there are tired words, but he'll find most of them in cliches, not "rans and saids." He should go back and read R. C. McCutcheon of last June.

Mr. Cathey should head his own suggestion and listen to youngsters. He'd find that they talk the language of Rudolph Flesch and that they gallop and scamper in actions—not words.

George Skorney
Sunrise Club 1492-7
Portland, Ore.

New Clubs

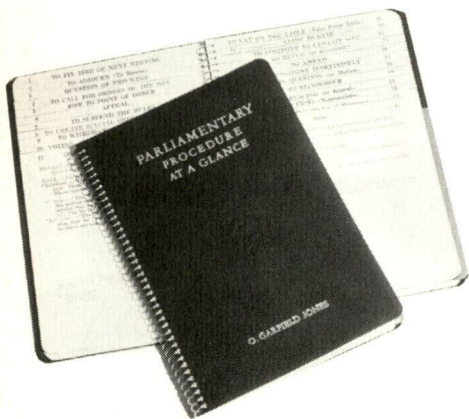
(As of December 15, 1960)

- 822-2 SEATTLE, Washington, *SEA/TAC Aviation*, Thurs., 7 p.m., United Airlines Administration Bldg., SEA/TAC Aviation, Room #201.
- 948-22 KANSAS CITY, Kansas, *Civic Center Speakers*, Thurs., (bi-weekly) 6:30 p.m., Jake Brown's Barbecue, 18th and Stewart.
- 863-34 ROCHESTER, New York, *Tower*, 1st & 3rd Mon., 5:15 p.m., 343 State Street.
- 1187-41 SIOUX FALLS, South Dakota, *Yawn Patrol*, Mon., 6:30 a.m., YMCA.
- 1237-32 TACOMA, Washington, *McChord Officers*, Thurs., 6:30 p.m., McChord AFB Officers Club.
- 1267-8 CREVE COEUR, Missouri, *Monsanto*, Tues., 7 a.m., Monsanto Chemical Co., 800 N. Lindberg Blvd., St. Louis 66.
- 1472-10 CLEVELAND, Ohio, *Cleveland Insurance*, 2nd & 4th Mon., 12:15 p.m., The Manger Hotel.
- 1478-41 MILBANK, South Dakota, *Milbank*, Alt. Tues., 6:15 p.m., Tassler's Cafe.
- 1913-4 SAN FRANCISCO, California, *Datamasters*, Tues., 11:45 a.m., Dana's, 30 Kearney Street.
- 2103-25 FORT WORTH, Texas, *Fed-Masters*, Alt. Tues., 6 p.m., Elks Lodge, 3410 White Settlement Road.
- 2114-24 COUNCIL BLUFFS, Iowa, *Council Bluffs*, Thurs., 6 p.m., Vietzen's Restaurant, 11 North 7th Street.
- 2124-57 EMERYVILLE, California, *Emeryville*, Mon., 12 noon, Zombie Village.
- 2126-11 WARSAW, Indiana, *Kosko*, 2nd & 4th Mon., 8 p.m., 223 S. Buffalo.
- 2143-44 AMARILLO AFB, Texas, *AMA-TECHS*, Mon., 11:30 a.m., Officers' Open Mess.
- 2145-56 SAN ANTONIO, Texas, *CPA*, 1st & 3rd Mon., 5:30 p.m., Old Heidelberg.
- 2165-U FUCHU AIR STATION, Japan, *Bushido*, Wed. 12 noon, Fuchu Airmen's Open Mess.
- 2262-47 LAKELAND, Florida, *Lakeland*, Tues., 7 p.m., The New Florida Hotel.
- 2327-5 USS SPERRY, *Subtoasters*, Fri., 10 a.m., USS Sperry (AS 12).
- 2545-23 ALBUQUERQUE, New Mexico, *Bell*, 2nd & 4th Mon., 6:30 p.m. Silver Spur Restaurant.
- 2662-14 ATLANTA, Georgia, *Pershing Point*, Mon., 12:30 p.m., Mammy's Shanty, 1480 Peachtree Road.
- 2696-58 COLUMBIA, South Carolina, *Telephone*, Alt. Thurs., 6:30 p.m., Henry's Restaurant.
- 2731-8 ST. LOUIS, Missouri, *Taxtoasters*, Alt. Wed., 11 a.m., meets at various places.
- 2832-47 BRADENTON, Florida, *DeSota*, 1st & 3rd Tues., 7 p.m., Beiro Restaurant, 1404 14th West.
- 3041-46 POMPTON LAKES, New Jersey, *Pompton Valley*, 1st & 3rd Mon., 9 p.m., Rounleus Restaurant, Wayne, New Jersey.
- 3178-25 FORT WORTH, Texas, *Longhorn*, 1st & 3rd Tues., 6:30 p.m., Ridglea Bowl.
- 3196-46 NEW YORK, New York, *Esso*, Alt. Thurs., 5:30 p.m., Esso Export Corporation Conference Room, 6th Floor, 60 West 49th Street.
- 3196-38 UPPER DARBY, Pennsylvania, *Knights of Speech*, Fri., 7:30 p.m., No. 2 North Carol Boulevard.
- 3198-4 WILLCOX, Arizona, *Willcox*, Tues., 6:30 a.m., Bob's Home Cafe.
- 3199-16 LAWTON, Oklahoma, *Lawton*, Tues., 7 p.m., Old South Cafeteria.
- 3200-8 BELLEVILLE, Illinois, *Luncheon*, Tues., 11:30 a.m., Dutch Girl.
- 3201-20 MINOT AFB, North Dakota, *Minot Officers*, Mon., 6:30 p.m., Minot AFB Officers' Open Mess.
- 3202-38 LAURELDALE, Pennsylvania, *ZEUS*, 2nd & 4th Mon., 4:45 p.m., Western Electric Company.
- 3207-29 NEW IBERIA, Louisiana, *NAAS New Iberia*, Tues., 7:30 p.m., The wardrobe of the BOQ.
- 3210-35 MILWAUKEE, Wisconsin, *Channel 6*, 1st & 3rd Wed., 6:30 p.m., Chalet on the Lake Motel.

DISTRICT GOVERNORS

1960-1961

- F Amos W. Randall
 2. John H. Lee
 3. Dr. Ivan J. Shields
 4. Robert E. Giesell
 5. Wm. F. Loerke, Jr.
 6. Jack R. Pelinka
 7. Richard V. Case c/o NW Natural Gas Co., 920 S. W. 6th Ave., Portland 4, Ore.
 8. Carlos E. Harrison
 9. William G. Edward
 10. Victor F. Vance
 11. Vincent A. Miller
 12. Robert H. Robinson
 13. Pascal N. DeLacio
 14. Robert E. Perkins
 15. William B. Kerr
 16. O. Willard Holloway
 17. John E. Austreng
 18. Ian F. Brock, A.C.I.S.
 19. Randall E. Winters
 20. Lloyd H. Nygaard
 21. James W. McEvay
 22. Arthur E. Bone
 23. Jack Gilliam
 24. Paul E. Quinlan
 25. Wm. P. Scarborough
 26. Frank M. Krasovec
 27. Howard L. Crouse
 28. James E. Nally
 29. Moses E. Brener
 30. Robert A. Foley
 31. Edward G. Hines
 32. Wilfred Woollett, Jr.
 33. Lee W. Bickerstaff
 34. C. Robert Otis
 35. Richard W. Garde
 36. Maurice L. Etzell
 37. Robert S. Galloway
 38. Edmund Thelen
 39. A. Carter McClure
 40. Henry M. Anderson
 41. Alvin G. Reher
 42. Roy V. Maber
 43. Billy J. Dunning
 44. William W. Stensford
 45. Deane S. Stevens
 46. William Gerber
 47. Charles Stacey Swan
 48. Paul W. Markwood, Jr.
 49. Joseph G. Blackburn
 50. Douglas H. Johnson
 51. Charles L. Hutson
 52. Richard C. Nelson
 53. Charles H. Leiper
 54. William H. Stoermer
 55. Edward M. Smyth
 56. Dave Horger, Jr.
 57. Roy Kahn
 58. John Sanders
 59. Alexander Coon
 60. Stanley Ditchfield
 238 Goodram Dr., Shore Acre Heights, Burlington, Ontario, Canada
61. Noel Savoie
 32 Riverview, Nitro, Quebec, Canada
62. Donald J. Hack
 37 E. Grand Ave., Muskegon, Michigan
63. Troy E. Lynn
 2406 Pafford Dr., Nashville 4, Tennessee
64. Douglas H. Wheeler
 32 Riverside Dr., Winnipeg 9, Manitoba, Canada
- 341 W. Orange Grove Ave., Pomona, California
 3551 92nd N. E., Bellevue, Washington
 127 E. 15th St., Tempe, Arizona
 122 Benito Ave., Santa Cruz, California
 1625 Linwood St., San Diego 1, California
 13414 Garfield Ave. So., Savage, Minnesota
 Richard V. Case c/o NW Natural Gas Co., 920 S. W. 6th Ave., Portland 4, Ore.
 641 Warrenton Dr., Kirkwood 22, Missouri
 2340 Ninth Ave., Lewiston, Idaho
 Mt. Pleasant Rd., Box 524, RD 2, Clinton, Ohio
 2817 E. Oak St., Evansville, Indiana
 112 Princeton, Las Vegas, Nevada
 9 Carleton Dr., Pittsburgh, Pennsylvania
 1090 McConnell Dr., Decatur, Georgia
 1390 12th St., Idaho Falls, Idaho
 1503 No. 33rd, Lawton, Oklahoma
 1814 Sanders, Helena, Montana
 8 Scotland St., Edinburgh 3, Scotland
 1901 So. Sixth St., Marshalltown, Iowa
 1714 No. Seventh St., Bismarck, North Dakota
 401 Trebank Dr., Victoria, B. C., Canada
 912 E. Commercial St., Springfield, Missouri
 1105 Caminito Alegre, Santa Fe, New Mexico
 2435 Winthrop Rd., Lincoln, Nebraska
 1408 Shields Dr., Sherman, Texas
 1535 So. Franklin, Denver 10, Colorado
 3517 N. Hayston Ave., Fresno 3, California
 1508 Gould Rd., Toledo 12, Ohio
 830 Audubon Bldg., New Orleans, Louisiana
 1034 S. Fourth St., St. Charles, Illinois
 99 Putnam St., Quincy 69, Massachusetts
 Rt. 5, Box 387, Bremerton, Washington
 417 S. 59th Ave., Yakima, Washington
 Wilobob Terrace, Fulton, New York
 Oak Lane Dr., Beloit, Wisconsin
 3406 No. Kensington St., Arlington 7, Virginia
 2230 Farmington Lane, Charlotte 5, North Carolina
 140 N. 21st St., Philadelphia 3, Pennsylvania
 1828 Maryal Dr., Sacramento 25, California
 1919 Westwood Ave., Columbus, Ohio
 841 Idaho S. E., Huron, South Dakota
 2530 Albert Ave., Saskatoon, Sask., Canada
 P. O. Box 3313, Memphis 17, Tennessee
 P. O. Box 6072, Amarillo, Texas
 Friendly Acres, Strong, Maine
 169 Columbia Heights, Brooklyn 1, New York
 1538 So. Orange Ave., Sarasota, Florida
 1609 Tenth Ave. Ct., S. E., Decatur, Alabama
 3119 Kaohinani Dr., Honolulu 17, Hawaii
 2520 Sierra St., Torrance, California
 9713 Kauffman Ave., South Gate, California
 3625 W. Sixth St., Los Angeles 5, California
 223 Granby St., Hartford 12, Connecticut
 507 No. Base, Morrison, Illinois
 P. O. Box 833, Rawlins, Wyoming
 Box 1960, McAllen, Texas
 16106 Via Lupine, San Lorenzo, California
 P. O. Box 1231 Greenville, South Carolina
 1860 Alexander Hamilton Dr., Reno, Nevada



Parliamentary Procedure **AT A GLANCE!**

A handy pocket reference which will see you through every tough situation in your parliamentary presiding . . . thumbnail indexed for quick answers . . . brings the proper procedure to you instantly.

Price \$2.

ALSO AVAILABLE:

Robert's Rules of Order, Revised . . . the definitive work on Parliamentary Law \$2.70

Parliamentary Law, By Henry M. Robert . . . a complete text for the serious student of parliamentary procedures . . . \$5.00

The Great Peacemaker, By Ralph C. Smedley . . . a biography of General Henry Martyn Robert, the "man behind the rules" \$2.50

Order from:

Toastmasters International, Santa Ana, California

Include 10% shipping and packing charges

Calif. clubs include 4% sales tax

Give club and district number when ordering