

JANUARY, 1961



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

MILWAUKEE — TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE

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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 34 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.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Responsibility and the Communications Problem

By ALFRED LANDAU

Manager, Astromics Division of Mitchell Camera Corporation

WHEN CONSIDERING the present state of world affairs, one is reminded of the story of the French trapper who was happily traveling in a canoe with an Indian guide. Suddenly the Indian shouted and waved his arms wildly, which greatly amused the trapper. "Funny fellow, a *very* funny fellow," he chuckled—all the way down Niagara Falls.

It was a lack of communication between these wilderness characters which resulted in their watery downfall. There exists among people today, in all countries and particularly between scientists and the public at large, a similar and equally dangerous lack of communication.

The disaster which threatens is not watery—indeed, it is quite the

opposite, and the totality of its potential destruction makes it unthinkable awesome.

In the face of this situation, it is heartening to know that Toastmasters International is dedicated to the task of improved communications. If progress in this connection can be achieved in the conduct of everyday business, it is not too much to hope that the lessons learned will find their way upward to government and scientific levels, and even to international relations.

We are living at present in a by-gone dream world, in which we function without reference to scientific reality, much as a fly-wheel continues to run after the power has been cut loose.

Under sober and objective scrutiny, it is obvious that concepts such as "national sovereignty," "frontiers," and "security" have been stripped of any sensible meaning by modern technology. These jealous, secretive provincials are as antique as the suits of armor and black powder guns which were their contemporaries in origin.

How can such ideas as "isolationism" and "going it alone" exist in a world that is orbited daily by observation satellites, a world in which most countries are separated by no more than half a day's jet travel, or by a matter of minutes in the case of ballistic missiles?

The answer is simple. *They cannot.*

There is a continuous, dynamic change in nature and in our concept of the world and the universe. This has always been so, and for thousands of years past there has been a kind of balance between the change itself and our understanding and recognition of it.

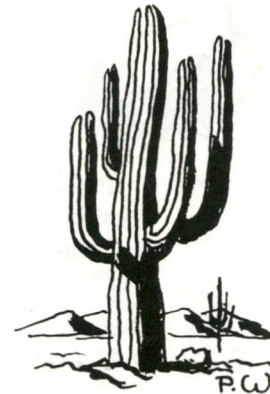
But in this 20th century something has happened to upset the balance. Through our technological ingenuity, we have increased the rate of change alarmingly, and it continues to accelerate.

The cause for alarm arises from the fact that society as a whole has not kept up with the change. There is an ever-widening gap between the world we *think* we live in and the one which actually exists.

We face double dangers because of this. There is the purely psychological (but nonetheless devastating) danger of

loss of static security symbols, and the inability to cope with a reality which constitutes an attack on established values. Additionally, we are confronted with the spectre of drifting into a situation which might bring about complete destruction of the civilized world we know.

Part of the reason we cling so stubbornly to our dream world of outmoded concepts is fear—fear of leaving known paths to tread those unknown, which lead into a future beyond our experience. This is infantile: the fear of the small child



who stays within the boundaries of his finite and familiar yard, rather than venture into the great world outside.

But most of all (and probably responsible for a good part of the above-mentioned unreasoning fear), our reactionary behavior is due to ignorance. It is ignorance of true values rather than rejection of them that preserves the dangerous status quo.

The only answer, of course, is communication—between nations, scientists and ordinary people. There are *individuals* who recognize very clearly the realities of government and modern technology. But unfortunately they have little or no interest in trying to disseminate their knowledge in terms intelligible to the mass mind.

Ours is an age of group and mass activity, with attendant lack of emphasis on individual responsibility. This is potentially dangerous, for in a self-governing society, responsibility must rest with the individual—all individuals.

Thus, responsibility for insuring that our society shall live on a firm foundation of scientific reality, capable of adapting itself to the constant change inherent in this reality, rests with *both* the scientist and the layman—and the latter term includes those who govern under the various social systems.

If we try to determine why communication between these two groups seems difficult to the point of impossibility, we come to some obvious conclusions.

Scientists should stop hiding un-

der a cloak of detached pseudo-professionalism. Perhaps, being human, they enjoy their consciousness of superior knowledge; in any case, they will argue that it does no good to try to talk to the man in the street—he doesn't speak their language.

This may be true, but it means simply that it is their moral duty to *translate their language into his*. The public is quite capable of accepting reality if it is presented in a forthright, unpatronizing manner. What scientists must realize is that the scientific ivory tower is as obsolete and risky a concept today as "national sovereignty."

People, in turn, also have an obligation.

Number one, they should refrain from placing scientists on pedestals and then ignoring them as they do other examples of community statuary. Scientists are members of society, and laymen are quite within their rights in demanding that these technologists communicate with them in language they can understand, thereby discharging the scientists' primary responsibility, which is to the human race.

Number two, the public must learn to look beyond cause and to evaluate effect. It is not enough to know that we can send a missile 5,000 miles and drop a nuclear warhead on a pinpoint target. The average man must ask himself if humankind can afford to exist in the same world with such a devastating weapon. It is all well and



good to thrill to the knowledge that we are poised on the brink of space—but who is deeply concerned with what we will *do* with space? Will it and the distant planets be the subject of internationally cooperative exploration and benefit, or will they become merely an extended battleground for earthly distrust and antagonism?

Such questions we, the people, must ask ourselves, and we can only arrive at the answers through communication with our fellowmen. We must have those answers soon, for one of the direct penalties of living in a dream-world is that

it is always later than you think.

Toastmasters International, with members representing a multitude of interests, is in an important position to help correct the communications problem I have described. Each Toastmasters club can and should encourage membership of scientists. The resulting exchange of ideas will generate stimulating discussions and give both scientists and laymen a truer picture of each other as human beings with vital mutual interests.

This is the kind of communication that will help us all to face our changing, challenging world. ♦



Alfred Landau is manager, Astromics, a newly-formed division of Mitchell Camera Corp., Glendale, Calif. Astromics specializes in the design and manufacture of sub-systems, instruments and components for missiles, aircraft and general industry, giving special emphasis to instrumentation improving safety and economy factors in commercial and military jet airliner operations. Born in Vienna, Austria, Landau received his college and engineering education in the United States and served in the U.S. Armed Forces during World War II. In 1946 he joined Mitchell Camera Corp. as a design and project engineer. Later he worked with Columbia Pictures Corp. as assistant to the vice president in charge of research and engineering, where he was instrumental in the design and development of a complete three-color film processing and optical printing facility. He has been vice president in charge of production of Stereo-color Corp. of Hollywood and Chief Engineer on Precision Electromechanical Devices, Santa Monica, and Chief Mechanical Engineer of Servomechanisms, Hawthorne.

Wisdom is never dear, provided the article be genuine.

—Horace Greeley

The Importance of THINKING

By DEAN F. BERKLEY

AS A PROFESSIONAL educator, I view as one of the greatest dangers in mass education, the development of the mass mind. Toastmasters, who are also engaged in an educational enterprise, must impress on others, directly and vigorously, the importance of thinking, the importance of creativity of thought, lest we spend the rest of our lives lolling in physical and mental vegetation.

Someone has said that, despite inflation, a penny for most people's thoughts is still a fair price. It would seem that imperceptibly yet inexorably, people are being opiated into a pattern of social, economic, and political conformity. The same industry which boasts of the virtues of rugged individualism is becoming increasingly intolerant of that very quality among its em-

ployees. William H. Whyte, author of "The Organization Man," succinctly summarizes this: "A very curious thing has been taking place in this country almost without our knowing it. In a country where *individualism—independence—self-reliance* was the watchword for three centuries, the view is now coming to be accepted that the individual himself has no meaning except as a member of the group."

Motivation research is a relatively new, heavily financed science, whose purpose is to find out what makes the human act as he does under certain conditions. Applied to selling, it probes into the deepest reaches of the human personality, exploiting fears, anxieties, aspirations, prejudices, loves. Because the same technique can be applied to other and baser purposes, I sub-

mit that this manipulation may well constitute a serious threat to human welfare. We who are participants in an organization dedicated to appropriate thought and speech must build defenses against such methods, or we shall find ourselves a nation of robots, helplessly regimented to believe that the biggest of lies is a shining truth.

But we must remember that we will continue to live with the mass media. They are here to stay, and represent a great advancement in human progress. Like every advance in civilization, they have an evil potential. Fire, for instance, is a devastatingly destructive force, yet man has learned to control and channel it for his use. In a free society, the one basic control of any evil is to think and to think creatively.

A second factor to consider is that today we are technological Adams. We are the first generation totally unable to picture what tomorrow will be like. We are engulfed in a rapidly ascending curve of technological development, progress stampeding with such rapidity that the electronic wonder of today is out of date tomorrow—"if you see it, it's obsolete."

Inventive minds have had a field day during the last decade. Our concern, however, should be in how we use their technical creations. We dare not forget that this technology, with which we have had so little experience, has neither morals nor nationality. It does not care whether it is used by friend or foe, whether it creates a hell or

heaven. The matter of thinking becomes important when we view it in terms of what man does with technology—for we can control our thinking.

Benjamin Franklin contributed the idea of *moral algebra*—the enumeration of the assets and liabilities of an idea. The processes of thinking, from need, definition, solution, to the *action*—become imperative in our attempt to direct this great technological potential for the common good.

We must realize that we no longer live in a country where manpower is our greatest natural resource. Brain-power is now the greatest commodity we can contribute to the world.

Democracy was never intended to be a breeding place for mediocrity.

We must engage in the business of stimulating brain-power lest we fail in producing leaders of consequence. In a period of speed, space and hemispheric spasms we dare not treat new thoughts as if they were unwelcome relatives. Albert Schweitzer says, "The trouble with civilization is that men just don't think."

If at this moment we could view all our 3,200 Toastmasters clubs in the performance of their function, we would unanimously agree that we see men developing confidence, enjoying wholesome fellowship, realizing capacities of leadership and developing sensitivity to better articulation of ideas.

But if we are to be objective and somewhat critical about our image as perceived by others, then we



must admit some observations of concern. For sometimes we express more interest over gestures of the hand than gymnastics of the head, give equal commendation for copying as for creativity, are more sensitive to modulation of voice than manipulation of mind, give equal attention to method of organization as to methodology of research. In short, we do not include the vital and important element of *thinking*.

This is important. For we can prevent a man from evil speaking but we cannot prevent him from evil thinking; we can keep him from stealing but not from coveting, restrain him from violence but not from the desire for violence. We need a protection from wrong thinking to satisfy the real test of a man: are we fit company for our own solitude? If a man can't think straight, there is no assurance he

can live straight. "As he thinketh in his heart, so is he."

One cold winter morning some years ago I arrived at school early to find a small boy shivering outside the door. As I put my key in the lock he said, "You're a teacher, aren't you?" "Yes," I replied. "How did you know?" His answer was cogent and thought-provoking: "I know you're a teacher because you've got the key."

This is an appropriate thought for us all as we contemplate the importance of thinking. As we ponder the tremendous pressures which inhibit us from developing our capacity to think creatively as contrasted to the dynamic need for creativity of thought, we are prompted to consider whether we really have the key. It is only through the application of the skills we possess that others will be able to say: "I know you're a Toastmaster—because you've got the key." ❖



Dr. Dean F. Berkley, winner of Toastmasters International Speech Contest for 1959, is Director of College and University Placement in the Bureau of Educational Placement at Indiana University. Before assuming this position in 1957, he was Assistant to the Superintendent of Schools in Sioux Falls, S. D., and governor of Toastmasters District 41. He is a member of Bloomington Toastmasters 482-11.

There are two good things in life, freedom of thought and freedom of action.

—W. Somerset Maugham

Must You Tell a Story?

By RALPH C. SMEDLEY

INDEED YOU MUST, if you aspire to be a popular speaker.

By "popular" speaker, I do not mean necessarily a humorous speaker, and by "story," I do not wish to imply that it must be a joke. Both the serious speaker and the humorous one are included, and the stories we are talking about include the serious or inspirational anecdote or illustration as well as the kind guaranteed to lay the audience in the aisles.

Moreover, by "speaker" I do not intend to limit this story-telling skill to the one who speaks from the platform. It is almost as important to the conversationalist as it is to the orator or the entertainer. If you wish to be known as a good talker in ordinary conversation, you need to have a stock of good stories, useful illustrations and catchy phrases in mind, and to be able to use them well in the right places.

A great many of the stories told by, or attributed to Abraham Lincoln, were not spoken from the platform in formal speech. They came out in the course of casual conversation, for President Lincoln thoroughly understood the value of simple illustrations and homely anecdotes as a means of clearing up obscure points and clinching arguments. He knew that a sharp, appropriate story can do more to settle an argument than half an hour of logical, abstract reasoning.

Mr. Lincoln explained his habit of story-telling in these words:



"They say that I tell a great many stories. I reckon I do, but I have found out in the course of a long experience that common people, take them as they run, are more easily informed through the medium of a broad illustration than in any other way, and as to what the hypercritical few may think, I don't care."

The wisest and most effective teachers in all ages have used the story technique. They have realized the importance of the concrete, the value of visualization, and they have used word pictures to make their ideas clear.

Every time we say, "Do you see the point?" we give our assent to that idea. We want our hearers to "see" what we are driving at, and so we show them some kind of picture in story or illustration so that they may really see. If their own experiences reinforce what we tell them, they can see just so much the more readily.

You do not need to be a comedian, nor even a humorist, but if you are going to be a good talker, either to individuals or to crowds, you really must have skill in the art of telling stories.

In these articles, I shall undertake to show you how to select illustrations, how to remember them, how to use them, and how to integrate them into your talk so that people will listen to you with understanding—with pleasure and profit.

Let us agree, right at the start, that you really *must* tell stories,

provided you know when and why and how to use them for the best results.

Why Must You Tell a Story?

There are several reasons why a stock of good stories, plus the skill to use them well, is so essential. As we consider these reasons, let us agree that we shall, in most cases, think of them from the standpoint of the public speaker. This will free us from having to define our terms so frequently. What applies to the public speaker is generally applicable to the conversationalist as well, for public speaking as most of us do it is basically just amplified conversation.



There are many reasons why we need to tell stories, but they may be loosely gathered under four general classifications. First, for *illumination*.

The speaker's thoughts and ideas need illustration, or illumination, such as is shed upon them by an appropriate, well told anecdote.

Look at those two words, "illustration" and "illumination." They are really synonymous although in common use we make a small distinction. Each means to light up, or to supply with light, or to throw light on, or, as the dictionary well puts it, "to dispel the obscurity of, by knowledge or reason."

The story or anecdote usually is about people and their doings and interests. Those who listen can see themselves in the situations de-

scribed, and can apply the actions described much more readily by means of the picture in the story.

The subject is illuminated, or lighted up, by the story.

No matter how serious the subject, it can be given added interest and better understanding by the use of illustrations, whether these are in the form of story, diagram, map, picture, or analogy.

The human mind requires concreteness when it attempts to absorb ideas, and there is no better agency than the illuminating story to present the abstract matter in concrete, tangible form.

For example, take one of the Lincoln stories, in which a homely reminiscence sheds a flood of light on an argument.

The war with Mexico was not generally popular with the American people. Abraham Lincoln, then a member of Congress, was definitely opposed to it. In trying to explain his attitude, he said:

"These folks who say that the war is not one of aggression make me think of an Illinois farmer who explained and excused his land hunger by saying, "I ain't really greedy about land. All I want is just what jines mine!"

President Theodore Roosevelt condensed an entire page of argument into a single phrase when he nominated a political opponent for membership in "the Ananias Club."

There is a story of how Charles James Fox once remarked, in speaking of Edmund Burke: "Burke is often right, but he is right too soon!" To use that story well, one needs a little information about English history.

Somewhat more easily grasped is the one about Lord John Russell and a Mr. Hume. Said Lord Russell to Mr. Hume, at a social dinner: "What do you consider the object of legislation?" "The greatest good to the greatest number." "And what do you consider the greatest number?" his lordship continued. "Number One!" was the commoner's reply.

A pertinent story or a picturesque word or phrase is remembered when the argument has been forgotten. ♦

This is the first of a series of articles by Dr. Smedley, Founder of Toastmasters, on the subject of story-telling. Other articles will follow in subsequent issues.

True happiness is of a retired nature, and an enemy to pomp and noise; it arises, in the first place, from the enjoyment of one's self; and, in the next, from the friendship and conversation of a few select companions.

—Addison

Strike a Blow for Freedom

By RODNEY L. CRON

STRIKE A BLOW for freedom? Me? In 1961?

Yes! Now, today, each of us has an exceptional opportunity to do something concrete for his country—in addition to our primary duty of voting. We can “strike a blow for freedom”—a blow that will resound as much as any struck by patriots of the 1700’s. Here’s the “why,” the “how,” and the “where.” The rest is up to us.

The Why

Today, as in few previous periods of our history, there is a need

for people who can and will speak up for their convictions. Too often the public is apathetic toward the basic issues. There is too much glory for compromise, too much approval for passivity.

This is a severe handicap to our democracy, our continued freedoms and our progress. Today, as always, we can assure our freedoms only when we are willing to speak up for what we believe is right, and do speak up. We can enjoy our Western civilization only so long as we exercise our freedoms and are willing to declare ourselves, without equivocation, on matters of principle and consequence.

But, even more, we need information about our Communist enemies: their intentions, methods, activities. We must be informed if we are to survive the continuous propaganda barrage of the Communists. If it is to defend itself, our nation must be awakened to action.

We can make a very real, vital and continuing contribution to our country’s future. We can strike a blow for freedom. We can do much to protect our way of life from the increasing danger which threatens it. We, as Toastmasters and as individuals, can be modern Paul Revers. Through our speeches we can provide our country with both information and impetus.

Just a few months ago J. Edgar Hoover, Director of the Federal Bureau of Investigation, spoke on this subject. He said: “*Our continued survival may well depend upon the action we take now to insure our citizens, not only the military personnel, are fortified against the continuous Communist ideological assault.*”¹

There is no doubt that our country will respond. It will act against the Communists’ insidious attempts to undermine our freedoms—once the people have been adequately informed and awakened to the dangers. But, for now, we must achieve a working consensus on the need to

¹Speaking before the “National Strategy Seminar,” 30 Sept. ’59, Washington, D. C.

survive and the means of survival. This can be done through the efforts of such “verbal minutemen” as ourselves.

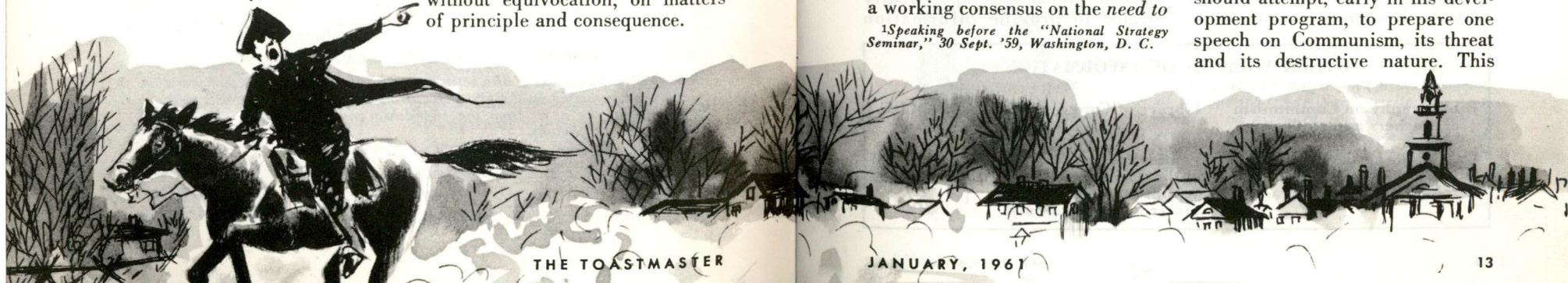
The How

As Toastmasters, we have a priceless opportunity to spread the word in our communities. With the invaluable speaking skills gained through Toastmasters training, we can motivate our fellow speakers to action; we can inform them, their families and the community of the Communist danger. Through our speeches we can reach both present and future generations.

You, in your local club, can start with a program such as suggested below. This is not intended as the final word, only a beginning in the right direction.

First: every Toastmasters club should obtain—from the many government-approved sources available—authoritative information on the Communist plans for world domination. Each club should give special attention to the Communist propaganda activities, media and strategy. Care should be taken to learn and teach the ways in which every person can combat their lies, innuendoes and distortions.

Second: each Toastmaster should attempt, early in his development program, to prepare one speech on Communism, its threat and its destructive nature. This



speech could be either informative or motivational. It should be designed, however, to give the Toastmaster an incentive to familiarize himself, thoroughly, with the information mentioned. From this study he should qualify himself to discuss Communism competently in public: to counter lies with truth, to answer fiction with fact.

Third: each Toastmaster should first deliver his speech before a regular club meeting. He should then use the subsequent constructive criticism as a basis for polishing and improving both content and delivery.

Finally: each Toastmaster should be encouraged to deliver the final version of his speech to as many PTA's, service clubs and other public gatherings as he can.

The Where

Numerous clubs are looking for public-spirited citizens who are qualified to speak on a subject like Communism and who are willing to "stand up and be counted." They will give each of us many opportunities to decry the Communistic threat. They will be eager to learn what they can do to help.

Just prepare yourself and let your availability be known.

But the "where" aspect of this blow for freedom is not exhausted

with a discussion of where to speak. There is also the question: "Where do I obtain authoritative materials, assistance and guidance?" We will need these if we are to do the usual good job expected of a Toastmaster. Remember: the first rule of speaking is to *prepare yourself*—with the facts.

The Facts

Many organizations in this country have already realized the need for public information and action on Communism. These are excellent sources of data. For example: in the State of Florida the Bar Association has developed a lecture program on the advantages of Democracy over Communism. Although planned for distribution to high school students, it is extremely appropriate for adaptation to this program. Basically, these lectures outline how our government operates, what must be done to keep it functioning effectively and why it is superior to the Soviet system. Each lecture stresses the duty of each citizen to interest himself actively in public affairs.

Another fine source of information is the Indianapolis headquarters of the American Legion. This organization maintains an Americanism Commission specifically created to provide information

about Communism to the public.

Many other organizations also believe in the preciousness of our freedoms and the need for strong, positive action to protect them. Of these, two should not be overlooked: The Freedoms Foundation² and The Institute for American Strategy.³

The Freedoms Foundation exists solely "to create and build understanding of the spirit and philosophy of the Constitution and the Bill of Rights and our invisible 'bundle' of political and economic freedoms inherent in them. To inspire love of freedom and support the spiritual unity born of the belief that man is a dignified human being, created in the image of his Maker, and by that fact possessor of certain inalienable rights."⁴

The Institute for American Strategy plans to act as an information center and clearinghouse for educational materials dealing with various aspects of America's world situation.

Strike the Blow for Freedom

Communism has given us a tre-

²Freedoms Foundation, Valley Forge, Pennsylvania.

³The Institute of American Strategy, 140 South Dearborn St., Chicago 3, Illinois.

⁴Taken from the Charter of the Freedoms Foundation, 1949.

mendous challenge. Your response, mine, and the response of free people everywhere will determine whether or not freedom itself survives. No longer can we be passive, negative or withdrawn in our approach. We must be positive. We must show the world, beginning here at home, that the reality of our way of life is forever superior to the Communists' illusions. We must demonstrate our faith in our democratic heritage. This is the struggle for the minds of men and only an active faith, our mightiest weapon when coupled with the privilege of voting by secret ballot, can prevail against the aggressor.

To succeed, each citizen must have an abiding awareness of the inherent superiority of our society.

So strike your blow for freedom as George Washington called for it on the 1st of August, 1776: *To preserve the liberty of our country ought to be our only emulation and he will be the best soldier, the best patriot, who contributes most to this glorious work, wherever his station, or whatever part of the continent whence he may come.*⁵

Speak! Inform! Awaken! Strike a blow for freedom, today in 1961.

⁵From General George Washington's General Orders as Commander-in-Chief, 1 August, 1776.

In 1960 Major Rodney L. Cron, USAF, won the Valley Forge Patriots' Award of \$1,000 and a George Washington Honor Medal. His letter on "My Job: Protecting America's Freedoms" was selected by the Freedoms Foundation as best in over 2300 entries. At present a member of the special USAF Speakers Bureau, he has been on an extended speaking tour, but will return to his primary assignment as Education and Training Staff Officer with the Inspector General's Office, HQ USAF, Norton AFB, Calif. on completing his tour in June, 1961. He is a former member of Lackland Club 1464-56, Lackland AFB, Texas.



OTHER SOURCES OF INFORMATION

For:

**Bibliography on Communism
(for teachers and students)**

**Data on importance of religious
truth in the preservation and
development of democracy.**

Write to:

Library of Congress, Washington, D. C.

**Foundation for Religious Action
in the Social and Civil Order,
Washington, D. C.
(Interdenominational)**

Instant Night in Georgia

By LeROY SPRUILL

“AND NOW WE WILL HEAR from Toastmaster George Carter. His subject is ‘Superstitions.’ George Carter.”

Toastmaster Art Kalenian receives the customary amenities and sits down, while Carter begins: “Mr. Toastmaster, fellow Toastmasters, welcome guests. . . .”

So far this is a scene repeated thousands of times, weekly, in Toastmasters clubs all over the world. The only differences are the names of the speakers, the meeting places of the clubs and the subjects discussed.

But the meeting of which I write, a meeting of Club 2737-14 of Moultrie, Georgia, held a different factor that evening in October, 1960. Toastmaster Carter and the speakers who followed him—veterans all—were delivering what our club had decided to term “instant speeches.”

The Moultrie club had been facing hard times. A nearby industry in which most of the members were employed had recently closed down. For a while it looked as if the club

would be abandoned as members moved away to other jobs. To prevent the death of our club, a program was designed to arouse membership interest among permanent community residents. Realizing that a strong, well-planned and interesting program is the life blood of a successful Toastmasters club, the Moultrie members made plans to include periodic unorthodox programs, designed to pique and hold interest for members and guests. “Instant Speeches” was one of the ideas launched.

The club took to the idea with enthusiasm. As it operates, the chairman is the only member who knows, before the meeting starts, what is to happen. Each succeeding chairman he calls on—topicmaster, toastmaster of the evening, master evaluator—does not know beforehand that he is to handle the assignment.

The chairman has prepared subjects for each of the interim assignments as well as for the four regular speakers. Upon introducing the toastmaster of the evening, for in-

stance, he hands him the name of the first speaker and that speaker’s subject. The toastmaster, then, in an “instant impromptu” must successfully and gracefully introduce the man, concluding with the title of his speech.

The speaker has only the few seconds it takes for him to walk to the platform in which to prepare himself, then launch into the usual four-to-six-minute talk.

Everyone becomes a master evaluator because, as one member said, “How’re we to know we won’t be called on to do the job?”

It was interesting to note that no evaluator on that first evening pulled in his horns or allowed the speaker any undue leeway because he was delivering an “instant” talk. The evaluations were sharply honed, as they should be.

There were four speakers that first evening, and their speech subjects had been carefully chosen. George Carter, a weatherman, spoke on “Superstitions;” Sidney Garrison, a dry cleaner, on “Success in One’s Profession;” Lawton Heidt, an aviation ground school instructor, on “High School and College Athletics;” Jim Gould, a flight instructor, concluded with a talk on “Foreign Economic Aid.”

The best speaker award was given to Sid Garrison, who, by the way, did not use dry cleaning as the profession of his talk.

Moultrie members unanimously agreed that the greatest reward gained from Instant Night was practice in quick organization of thought—something which can be used in the club, on the job, or in day-to-day communications with our fellow men.

In evaluating the Moultrie Club’s first experimental Instant Night, members agreed that the program might be more workable if it included only the speakers and evaluators. They felt that table topics, for instance, became cumbersome under such a format.

Instant Night aroused great interest in the sales groups of the community. To follow up this interest, the second round of our “club perpetuation planning” was a Salesmen’s Invitational meeting.

Other clubs which are looking for eye-opening and mind-awakening programs and projects which will intensify member enthusiasm and provoke community interest can join the age of instants by including in their planning an Instant Night of their own. ♦



Leroy W. Spruill is an industrial editor and public relations man for Hawthorne School of Aeronautics, Spence Air Base, Moultrie, Georgia, a free-lance writer and author of four paperback mystery novels. He is immediate past administrative vice president of Moultrie Toastmasters 2737-14.



MILWAUKEE, WISCONSIN

Toastmaster Town of the Month

MILWAUKEE, A PROGRESSIVE, forward-moving city on the shore of Lake Michigan, still retains its old-world charm, the warm, cozy intimacy that its citizens term, in the language of many of their earliest settlers, *Gemütlichkeit*.

Metropolitan Milwaukee is a major producer of electric generating, transmission and distribution equipment, construction and mining machinery, agricultural equipment, auto bodies, auto parts and food products. It is the nation's largest brewing center. The St. Lawrence Seaway has changed it from a busy lake port to an even busier world port.

Potawatami Indians named it "gathering place by the rivers;" here the tribes gathered for councils and games. Milwaukee is still sports-minded. Baseball and football fans follow the fortunes of the Milwaukee Braves and the Green Bay Packers; others cheer outstanding soccer and basketball games, racing, sailing regattas, wrestling, boxing and track meets. Nor is the city's cultural side neglected. Its fine school system includes the largest vocational and adult education school in the United States, and eight colleges and universities. Milwaukee has 543 churches and synagogues, 8,200 acres of parks, a world-famous natural history museum and a beautiful community art center. And it was here, while on duty with the US Army Corps of Engineers, that General (then Major) Henry Martyn Robert first wrote his famous "Rules of Order."

Foreseeing Milwaukee as a great metropolitan center, its 600 Toastmasters have geared themselves by working together on community relations. Fifteen clubs, (the first, Milwaukee 466, was started in 1947), together with nine clubs in adjacent communities, form the Metropolitan Division of District 35. Nine new clubs will be added shortly.

TMI 2nd Vice President Frank I. Spangler (Club 466) who with the help of Past President Emil H. Nelson had much to do with chartering District 35, says: "In Milwaukee Toastmasters is a living concept. Our men have embraced the principle of participation. Not only does this augment 'learning by doing,' but it creates maximum opportunities for the development of the individual beyond the club. It has developed a corps of strong leaders who have accepted the challenge of advancement in clubs, areas and district, resulting in outstanding area events and district conferences."

Today, men of Toastmasters training are demonstrating personal usefulness through their contributions to a better Milwaukee. Toastmasters of the world salute them, confident that they and others will continue to build toward Greater Milwaukee tomorrow. ❖



Topic Announcers

An unusual table topic was provided for Gulfport Club 1945 members when Topicmaster Curtis Moul, Jr. teamed up with local radio announcer Robert Rasch to plan a topic session of news, commercials and weather forecast.

Each member was given a card with a news item, a commercial or a weather forecast. Members were given 30 seconds to read the material as they would do it in the actual situation. For that special added touch, a tape recorder was used and the announcements were played back so members could hear for themselves how they would sound on the airways.

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

* * *

Present Public Speaking Course

Five members of Blue Mountain Club 618, Walla Walla, presented an abbreviated course in public speaking at a recent meeting of the Guides group at Washington State Penitentiary. The Guides are a group of inmates who are soon to face the outside world.

The opportunity arose when an officer of the Guides wrote Blue Mountain officers of his group's desire to become more proficient in meeting the public.

Robert Jones of the industries department of the prison, who is Area 4 governor of District 33, interested fellow club members W. I. Fancher, Jim Bunch, John McKnight and Hal Taylor in the project. Each man presented an aspect of speech making, while Jones served as toastmaster for the program.

**Blue Mountain Club 618-33
Walla Walla, Wash.**

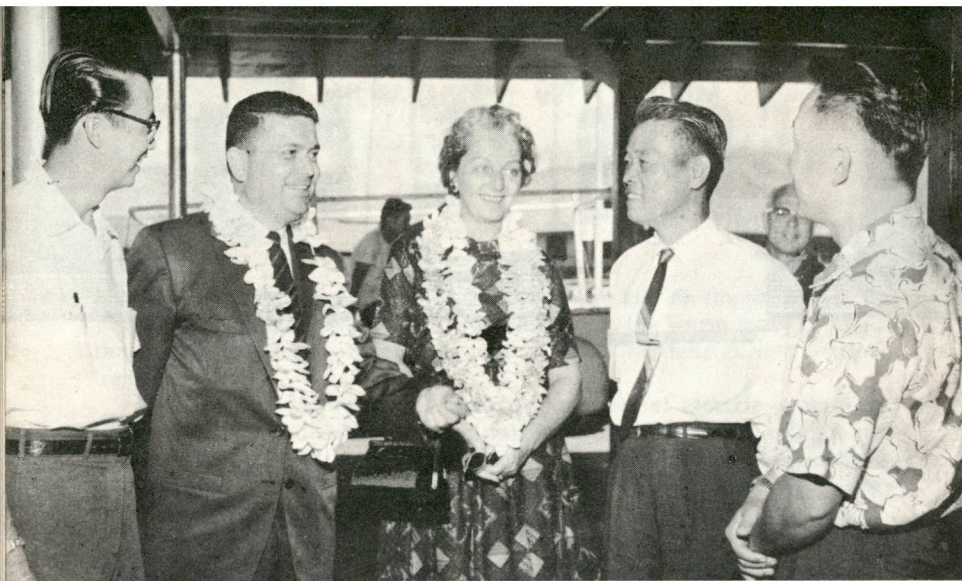
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Instruct Instructors

TM's Philip H. Landes and Charles Carpenter, members of Club 555, Colorado Springs, Colo., have just completed a Basic Civil Defense Course for instructors at the new Western Instructor Training Center, Office of Civil and Defense Mobilization, Alameda, Calif.

The recently opened training center trains instructors in non-military defense from local, State and Federal Government officials, industrial leaders and Armed Forces personnel. These instructors return to their communities and conduct training within their organizations and for additional personnel required to augment the existing units.

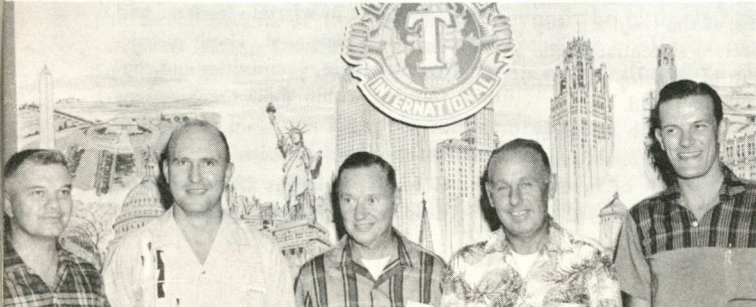
**Colorado Springs Club 555-26
Colorado Springs, Colo.**



International President George J. Mucey talks up to date on TM activities in 50th state. L-R, Stanley Okomoto, one of Maui Club's founders; Mr. and Mrs. Mucey; Isami Wakshige, Club 910 president; Edward K. Tam, immediate past president, Maui Club 910-49.



Henry (Hank) Anderson, (L), Gov. D-40, and TM John Henry, breakfast with Bill Palmer on "WTVN TV, Columbus, Ohio, under auspices of Nationwide Ins. Co. Nationwide boasts two TM clubs, Nationwide 753 and Natico 2374.



Lt. Col. E. M. Hudak, USA, (L) pres., Navy Club 1882-49, Pearl Harbor, welcomes new recruits Lcdr. W. D. McClure, USN; Maj. M. S. Pitts, USAF; Cmdr. E. H. Leach, USN; and Mr. G. L. Moore — all of Joint Staff of Commander in Chief, Pacific.



Incoming President Bernard Marks (L) of Natoma 2242-39 (Sacramento, Calif.) presents outgoing President I. J. Roth with club lectern as souvenir of his successful administration.



New officers dive in at installation meeting of Indianapolis (Ind.) Water Co. 544-11. L.-R.: Sgt-at-Arms George South, Ad. V-P Oliver Summers, Ed. V-P Steve Lyons, Pres. Loren Mellendorf, Treas. Don Stucky, Sec. George Bredewater.



D-21 Gov. J. W. McEvay presents charter to Marlin M. Lister, president of new Realtors Club 399, Vancouver, B. C., first club formed by a Canadian Real Estate Board.



New Barangay Club of Bacolod City, P. I., receives charter from Pres. Leo E. Lloyd of Mabuhay Club (L). Dr. T. J. Tumbagahan, president presides at gala dinner meeting.

Past and current members celebrate "Ole Timers' Night" at annual event of Balboa Club 284-5 in San Diego, Calif.





Forest City Pres. Clarence Fish (R) is served steak at victory dinner. Club Sec. Fred Adamany barbecues.

Winners Eat High

Forest City members recently concluded a successful 6-week membership drive, with more new members coming in steadily. The winning team was treated to a steak dinner, prepared, served and financed by the losers. In addition, the team with more points (guests) at each meeting was served an elaborate dessert, while the losing team received none. New members who joined the club during the contest were assigned to the team having the fewest members at the time of his induction.

**Forest City Club 1764-54
Rockford, Ill.**

* * *

Demonstration Program

Toastmasters of the 49'ers Club 1230 recently staged a demonstration meeting for the Sacramento Valley Center for the Blind. The audience consisted of about 40 people, the majority totally blind.

One Toastmaster arrived early to meet the guests personally, get their names, and determine which of them wished to participate in the table topics session. When all were seated Club members

scattered themselves among the audience, and a regular program was followed.

Topicmaster assumed the role of a sidewalk reporter, with microphone and tape recorder. He asked that when a name was mentioned, the person hold up his hand. He would say: "I see Mrs. Duncan over here." As Mrs. Duncan raised her hand, he crossed to her, ad-libbing as necessary, until he could ask the question.

A regular meeting was held, except that business, recess and announcement of next week's program were omitted, the president merely mentioning at each of these times what the normal procedure would be. We used three speakers and three evaluators. A suggestion that the audience supply evaluators was discarded as the club felt that it was important for the audience to understand that Toastmaster criticisms are thorough, with no punches pulled.

There is room for countless variations of such a program, according to Ed Sterud, administrative vice president, who says that each program should be carefully planned to suit particular conditions, needs and situations of each group. Audience participation is particularly important and should be stressed whenever possible, Sterud adds.

**49'ers Club 1230-39
Sacramento, Calif.**

* * *

Surprise Meeting

Glendora (Calif.) Toastmasters were treated to a surprising meeting recently. Sec. Vern Kennedy announced that there would be no assignments for the meeting, except for the job of toastmaster of the evening, which he reserved for himself.

On the night, members were told that each one was to make a three-minute talk on a subject which would be given to him as he approached the lectern. Subjects had been carefully chosen to fit into the member's field of interest. Members were told to listen carefully, as the evaluation would require a good general knowledge of all talks given.

After all the talks had been made, a tape recorder was placed beside the lectern. Only then did the speakers realize that they had talked into a hidden mike and that every word had been recorded. Each speaker was then called upon to evaluate his own effort. Best speaker award was to be presented to the one whose general conduct and manner best typified the accomplished Toastmaster; table topics award to the one who excelled in voice quality, control, inflection—in short, making the best use of his voice, and the best evaluation award to the one giving the most honest and impartial evaluation. Curtis Pollock won both table topics and best speaker awards, while Robert Kramp took the evaluation award for his opinion that he could hardly hold his own attention.

**Glendora Club 2877-F
Glendora, Calif.**

* * *

Distinguished Guest

Chaplain (Lt. Col.) Philip Pincus, MATS Deputy Staff Chaplain and the Jewish representative on the Department of Defense Chaplains Council was honored guest at a recent officer installation of Scott NCO Club 2575, Scott AFB, Ill. Rabbi Pincus was the Air Force winner of the 1960 "Four Chaplains Award," given annually to chaplains from the Army, Navy and Air Force for outstanding interdenominational work.



New officers and distinguished guests for Scott NCO Club.

The award was established in honor of the four Navy Chaplains aboard the USS *Dorchester* who gave their lives when the troop transport was torpedoed during World War II.

Photo shows the gavel, symbol of the presidency, presented to club Pres. M/Sgt. George Bedgood (right) by outgoing Pres. CMSgt. Howard Wilcox (left). On hand to conduct the installation was Syl Geolat, Area 6 governor, Dist. 8, and Chaplain (Lt. Col.) Pincus.

**Scott NCO Club 2575-8
Scott AF Base, Ill.**

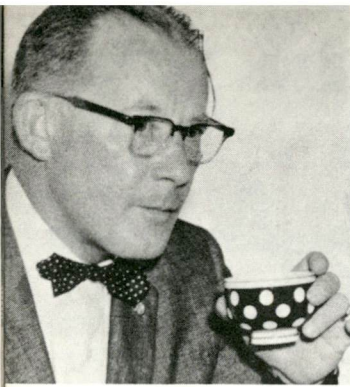
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Fine Record

Club 630 of Butler, Pa., is proud of its record of ten years and never a meeting missed. At the recent dinner and officer installation, members, wives and guests enjoyed a full program of speeches, table topics and demonstrations of parliamentary procedure. Three charter members attended the event.

Some slight turmoil was expected when husbands, in answer to the table topic question: "Are you the boss of your household?" answered in the affirmative. Since no rolling pins were available, wives were given equal time to state their side.

**Butler Club 630-13
Butler, Pa.**



Ambassador without Portfolio

By EMIL H. NELSON

Immediate Past President, Toastmasters International

LIKE A COUPLE of fire horses retired to pasture, my wife, Lorraine, and I couldn't settle down after my busy year as International president. With the worries of office behind me, we wanted to take a personal pleasure trip. We had never visited my two sisters in the Orient, and with our son, Curtis, away from home in the Armed Services, now seemed the time.

We left St. Paul for the circle through Anchorage, Tokyo, Okinawa, Taipei, Hong Kong and Manila about the middle of September. We knew from our many visits to Toastmasters clubs during my term of office that Toastmasters are the most friendly and hospitable people in the world. As TM ambassadors without portfolio, we were doubly confirmed in this conviction.

At Anchorage, Alaska, we were met by Past President Elmer Sellin and President Allen Jewell of Anchorage Club 877-U, and attended a meeting with representatives of all the nearby clubs. Toastmasters is flourishing in Alaska; with 17 clubs and more in the making, they may soon become a regular district.

From Anchorage we jet-hopped to Tokyo, and were welcomed there

by Toastmasters Bill Green, Vernon Freeman and Charles Ebert. Leaders of 12 of the 17 clubs in Japan had scheduled a five-hour question and answer conference which, through its excellence in organization and handling, proved again that TM training in leadership pays big dividends. Sitting down with these men and hearing them tell of their high dedication to leadership through TM training was an inspiration. Inspiring also was their determination to work closely with the Home Office and uphold Toastmasters standards.

Tokyo Toastmasters had arranged an evening banquet, where all members and their wives and many non-Toastmaster guests were invited. The success of this event further confirmed our conviction—if any such confirmation had been necessary—that our overseas clubs rank high in planning and performance.

Next stop, Okinawa—where Naha Club President Lt. Col. Clyde W. Bradley, Jr., and Col. Robert T. "Buck" Engle, TMI Consultant on Armed Services Clubs, had prepared a real public relations field day for Toastmasters. Articles in



Press conference in Okinawa: front, L-R, Col. Robert T. "Buck" Engle, Nelson, Lt. Col. Clyde W. Bradley, Jr.



At Anchorage: L-R, Walter E. Jerde (877), John F. Gaillard (2379), Nelson, Richard M. Allen (2364), Al Johnson (979).



Meeting in Tokyo: Charles Bennett (1674), Pres. of Nippon Electric Co., greets Mr. and Mrs. Nelson and Dr. and Mrs. Matsushita.



On campus, Univ. of the Ryukyus, (Okinawa): Nelson chats with Univ. Pres. Dr. Genshu Asato, presents library with "Story of Toastmasters."



Tokyo TM's: L-R, front: Vernon H. Freeman (3033), Torii Miyaga (2803), Isaac Taira (2803), Maurice Cregan (2160), Nelson, Edmund E. Hansen (3035) Darwin Scher (1333), Henry Brown (3033) Back: Larry Fergus (1920), Bill Hutchinson (1373), Jim Brehmer (3035), Bill Green (1893), Walt Brown (1333), Jack Ellis (1674), Ray Bowers (3033).



Hong Kong: L-R, front: Colvyn H. Haye, Victor S. Mamak, Nelson, Luigi A. da Roza, Billy Lord. Back: George G. Benn, Uwe Ellgaard-Thomsen, William E. Ford, Otto Jager, L. K. Khemlyani, Rene Schoo, Peter Holmes.

the local and Armed Services press had prepared the way for a press conference (in which I had to use an interpreter), a TV appearance, and a presentation of Dr. Smedley's "The Story of Toastmasters" to the local university. The Naha and Kadena clubs joined in an evening dinner, where non-Toastmaster guests included top Armed Services officers. An entire speech class of the local university cancelled its session to attend!

At Taipei we again met capable and dedicated Toastmasters leaders. F.V.K. Ho, immediate past president and Captain H. M. Sanders, president of the Taipei Club had our sight-seeing program and our club schedule planned. One of the most thrilling moments of the whole tour was my installation of the new officers of the Taipei Club. We were 10,000 miles from the Home Office, yet the objectives, purposes, motives and ideals of Toastmasters were not diluted—a proof of our united world of Toastmasters.

Beautiful Hong Kong impressed us with its multitude of skyscrapers and with the friendliness and enthusiasm of its Toastmasters. Harry Odell and George Benn carried the ball there, with assistance from all the Toastmasters in the two Hong Kong clubs: Hong Kong 1364 and Victoria 2787. Newspaper publicity and an article in Harry Odell's "Entertainment Magazine" were gratifying. The time was filled with sightseeing, a talk before the Rotary Club, Lorraine's meeting with the local Toastmistresses, and a memorable dinner with both TM clubs. Hong Kong's clubs are notable for their multi-national mem-

bership. Under the leadership of the two new presidents, Victor Mak (Hong Kong) and L. A. da Roza (Victoria), 1961 promises to be another successful year for Toastmasters in the Crown Colony.

It seemed that the entire membership of our clubs in the Philippines were waiting at the airport when we arrived. Our two and a half days were filled: a meeting with the head of one of the local universities, a presentation of "The Story of Toastmasters" to the Manila Library, an audience with Mrs. Ramon Magsaysay, wife of the late President of the Philippines, a talk before the Manila Board of Realtors and a radio program for the local YMCA. One thing I shall always recall was the noon meeting with the leaders of local clubs, an informal conference of questions and answers. As the conference progressed, I began to worry about the men who should get back to their offices, but was told they had all taken a vacation for the two days—Toastmasters came first! The local committee, headed by F. G. Alvenida and assisted by dozens of other Toastmasters, proved again that TMI is an organization which benefits both its members and their community, and an organization where you find fun and fellowship.

It is impossible in this brief space to describe the heart-warming hospitality provided by the wonderful people we met. As one of the members phrased it: "Toastmasters is a world-wide fraternal organization—you can go anywhere in the world, walk into a Toastmasters meeting and know you're among friends." ♦

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

A Historic Anniversary

This new year, 1961, presents a challenging opportunity for study to all Toastmasters clubs of the United States, and in a smaller measure, to men in all parts of the world. It brings the one hundredth anniversary of the beginning of the War Between the States.

Ancient history is to be reviewed, not with any thought of recreating old enmities and disputes, but for the purpose of informing people of today about the backgrounds of the American people, their ideals, their aspirations, and their struggles in the effort to build a nation dedicated to the principles of human freedom and individual liberty. Such a study now, after the lapse of a century, should give to every student a new understanding of the course of history, and a new appreciation for the achievements of the people who have fought against each other, and then with each other, trying to establish the principles in which they believed.

The background of today's history and circumstances is found in those events of long ago. As we gain information about those pio-

neer days and the men who did the pioneering, we can apply some of their sturdy qualities and good sense to our own conditions, and thus we can be aided in building our civilization today.

There should be many a Toastmasters club program this year devoted to study of the events of the war time. Many a man should become a better citizen as he learns something more about our history.

For instance, in January, 1861, the secession movement got definitely under way. South Carolina had taken the step in December, 1860, and during the month of January, Mississippi, Florida, Alabama, Georgia and Louisiana followed in turn. Then Virginia, Arkansas, North Carolina and Tennessee fell into line, so that all 11 of these secessionist states had acted by June.

The incident at Fort Sumter occurred in April, 1861. President Lincoln was inaugurated on March 4th, and on April 15th he called for 75,000 volunteers for the armed forces.

Meantime, Jefferson Davis of Mississippi was elected President,



and Alexander H. Stephens of Georgia, Vice President, of the Confederate States. Such names as Robert E. Lee and George B. McClellan became familiar. The year was filled with excitement and danger and death.

Let us make the most of our opportunity to review and study those happenings of a century ago. We can add to our own knowledge of our nation's history, and we can contribute to the interest and value of our club meetings, by causing the thread of history to run through our program throughout the year.

More Program Material

Do not lose sight of the fact that January 17th brings the beginning of National Thrift Week. A program on B. Franklin, apostle of thrift, would be worth your while. Horatio Alger, writer of "rags-to-riches" stories for boys, was born on January 13, 1834. Stephen Foster, author of American folk songs, was born on the same date in 1864. On January 14, 1784, Congress ratified a treaty of peace with Great Britain, thus formally ending the Revolutionary War. On January 15, 1899, Edwin Markham, a California school teacher, published in the San Francisco Examiner his poem, "The Man With the Hoe." On January 17, 1779, Captain James Cook christened the Sandwich Islands in honor of Lord Sandwich, head of the British Admiralty. We know the islands now as Hawaii. Peter M. Roget, author of Roget's Thesaurus, was born January 18, 1779. This would be a good time to find out what a thesaurus is. On January 21, 1924,

occurred the death of Nikolai Lenin, one of the very few Russian leaders to die of a natural cause. He was the victim of a paralytic stroke. Just nine months later, almost to the day, the Number One Toastmasters club was organized in Santa Ana, California.

Did someone ask where to get some good program material?

Let's Speak English

There are many foreign phrases and words which have become part of the English language, well understood by people who really know. The trouble is that some of these words are mistakenly used, either by those who do not understand them, or by those who know better, but do not take the trouble to make use of their knowledge.

Some of the most frequently abused words are those which pertain to the place where the speaker stands. First, there is the *podium*, which means the platform. It is directly derived from the Greek word *podion*, which is from *podos*, meaning foot. It is the floor on which an orchestra leader stands, and by some perversion of meaning, it has come to be used as meaning the platform on which a speaker puts his feet.

This word frequently is confused with lectern, which means a reading desk, being derived from the Latin *lectum*, to read. When someone reports to me that he was criticized for "leaning on the podium," my impulse is to tell him, "I would like to see you do that." Just how would you go about "leaning on the podium" while making a speech? ♦

Imagination Helps Communication

(Reprinted from "The Royal Bank of Canada Monthly Letter," September, 1960)

THE BASIC SKILL in every profession and in most businesses is the ability to organize and express ideas in writing and in speaking.

No matter how clever an engineer may be technically, or an executive managerially, or a research man creatively, he does not show his worth unless he communicates his ideas to others in an influential way.

Language is the most momentous product of the human mind. Between the clearest animal call of love or warning or anger, and man's most trivial word, there lies a whole day of creation—or, as we would say it today, a whole chapter of evolution.

The purpose of the writer is to communicate effectively. He needs a feeling for writing the right thing in the right way at the right time; not a barebones recital of facts, unless in a specification or legal document, but a composition of words which will convey his meaning and his sentiment.

This requires use of imagination, which is the cornerstone of human endeavor. John Masefield, [Eng-

land's] Poet Laureate, wrote: "Man's body is faulty, his mind untrustworthy, but his imagination has made him remarkable."

The Writer's Tools

What are the writer's tools? A wide range of language, for variety and to avoid the commonplace; active verbs, to keep the action moving; similes, which make words paint a thousand pictures; metaphor and parable, to make meanings clear, and rhythm, which contributes to smooth, easy reading.

To these tools, the writer adds *imagination*, always being careful to bring it within the scope of facts. Art in writing must not be used as an escape from reality.

This sort of writing is not so simple a thing as fluency, which soap-box orators have in abundance. It is not so simple a thing as grammatical exactitude, which can be hammered into boys and girls by a teacher.

Good writing needs to be appropriate to the occasion, the purpose, the reader and the writer. It

must not be too pompous for its load, or hesitant about what it seeks to do, or beneath the intelligence of the reader, or too arrogant for the writer's position.

Writing is only serviceable and good with reference to the object for which it is written. You say: "That is a beautiful dress;" but let the dress slide from the model's shoulders and lie in a heap on the floor, and what is it? A heap of material. Its virtue resides in its fittingness to its purpose.

What is written imaginatively in the daily work of office and industry will get desired results. If the writer looks further, what is written with imagination will live on when this Atomic Age is ancient history. Why? Because imagination is the one common link between human minds in all ages.

Imagination in writing finds expression through the use of accurate and illuminating equivalents for thoughts. You may show your imagination by dealing with something unfamiliar; by calling to attention a commonplace fact that is generally overlooked; by bringing into view familiar things in new relationship; or by drawing together relevant thoughts in a nosegay tied with your own ribbon.

Something About Style

The style in which you write is the living embodiment of your thought, and not merely its dress.

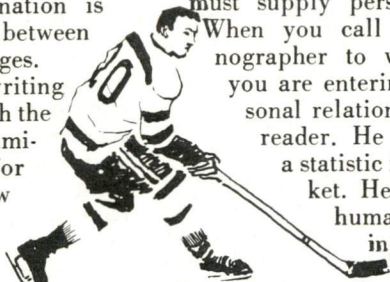
When you put words together you convey not only your purpose in writing but your character and

mood, both of which are important to your reader's understanding.

Let the occasion dictate the manner of your writing. Sometimes a manly rough line, with a great deal of meaning in it, may be needed, while a different set of circumstances demands the lubrication of sweet words. A blinding light is not always the best illumination; the delicate colors in moss-covered rock are enhanced by overcast, misty air.

A letter in which something significant is attempted—a sale, a correction, a changing of opinion, the making of a friend—cannot be written in a neutral and bloodless state of mind.

In letter writing, imagination must supply personal contact. When you call in your stenographer to write a letter you are entering into a personal relationship with the reader. He is no longer a statistic in a mass market. He and you are human beings talking things over.



The Reader's Interest

No matter what your letter is about, the reader will want to know: "How does this affect me?"

It is a literary vice not to seek out the reader's interest. You may tell him what you want in impeccable language and forceful manner, but you fall short of success unless you pay attention to what he wants or can be made to desire. Your ideas must enter, influence and stick in the mind of the recipient.

As a writer, you may protest that some of the failure in communica-

tion may be blamed on the receiver, but it is your responsibility as sender to determine in advance, to the best of your ability, all potential causes of failure and to tune your transmission for the best reception.

Granted, something must be expected of the reader. Every writer is entitled to demand a certain amount of knowledge in those for whom he writes, and a certain degree of dexterity in using the implements of thought. Readers who demand immediate intelligibility in all they read cannot hope to go far beyond the limitations of comic strip language.

You need to study your audience and then write what you want them to understand in the form that is more likely to appeal to them. Any other course is like the childish custom of writing a letter to Santa Claus and burning it up the chimney.

Use Words Honestly

The effort to bring up the highlights must not blind us to our obligation to be moderate. To be dynamic and forceful we don't need to give the impression of breathlessness. Strong words lose their force if used often. Don't say "the roof is falling in" when you mean that a crack in the ceiling needs patching. If you habitually term a dull party "a disaster" what have you left that is vivid enough to cover your feelings about an earthquake?

From the moment that a writer loses his reverence for words as accurate expressions of his thoughts he becomes second-rate. Even experienced writers testify to their constant search for the right word.

Follow the spirit of what you are saying in the way you write it. Sometimes you will use little, jolting, one-syllable words; in another composition your meaning and feeling may be conveyed better in cascading syllables like Milton's, or in earthy words that fit the urgency of the occasion.

There is no better way to learn the feeling of words than through reading poetry. The use of synonyms so necessary in poetry gives us a grasp of language and readiness in its use. Exercise your imagination by looking up the wide choices of words meaning the same thing, in varying shades of strength and attractiveness.

Background for Imagination

If the imagination is to yield any product useful to the writer, it must have received material from the external world. Images do not spring out of a desert.

The writer will train his mind to roam, to seek food, to experience events. He will read widely, observing words at work in a multitude of combinations.

It is necessary, too, to be in earnest. Many people dream away their lives, talking of the writing they mean to do, and in the end they fall asleep, still babbling of the green fields of literature.

They are probably best who, having a subject on which they wish to express themselves, sit down to write about it in a loving way. As Cyrano de Bergerac described his genius: "I have but to lay my soul beside my paper, and copy!" ♦

TOASTscripts

★ ★ ★ ★ ★

Speaking before the Santa Ana Planning Commission in favor of a zone variance which would permit construction of a power station and a church on properties adjoining the new world headquarters of Toastmasters International, Executive Director Maurice Forley said TMI had no objection to its proposed neighbors.

"In fact," Forley said, "with an electric plant on one side of us and a church on the other, we'll be between the power and the glory!"

* * *

After 30 years of service in the Medical Department of the United States Navy, International First Vice President Herman E. Hoche has retired. Vice President Hoche served 12 years as an enlisted man and 18 as a commissioned officer. He was stationed on the U.S.S. Nevada at Pearl Harbor on Dec. 7, 1941. His recent assignments have included: Executive Officer, Naval School of Hospital Administration, National Naval Medical Center, Bethesda, Md., and Executive Assistant to the Chief, Medical Service Corps, U.S. Navy. He retired with the rank of Commander.

Commander Hoche has joined the hospital consulting firm of James A. Hamilton Associates in Minneapolis, Minn. He is also serving on the faculty of the University

of Minnesota, where he is an instructor in a graduate course in Hospital Administration.

Because of his various assignments while in the Navy, Commander Hoche has been a member of eight Toastmasters clubs. He first joined in San Diego in 1948. He is now a member of Gopher Club 183-6 (Minneapolis). But he is also a member of Silver Spring, Md., Club 1314-36. When he announced his retirement and pending move to Minneapolis, the Silver Spring Club, in which he had been an active participant for five years, conferred honorary membership on him.

Although he has left active service with the Navy, Toastmasters who know First Vice President Herman E. Hoche know he is a long way from "retirement."

* * *

The way the Orators Horn, weekly bulletin of Club 896-40 (Fairborn, Ohio) reports it, a Toastmaster was hunting in the woods when a terrible storm came up. The only shelter he could find was in a hollow log. The rain lasted for hours, soaking through the wood. The log began to contract. When the storm was finally over, the poor Toastmaster found he was stuck fast. He pushed and pulled, but the log held him tight. He realized he would soon die of starva-

tion, and in his weakened state his whole life flashed before him—especially his mistakes. Suddenly he recalled that he had not attended Toastmasters for the past three meetings. This made him feel so small that he was able to crawl out of his prison without difficulty.

* * *

Naval Gun Factory Club 1979-36 (Washington, D. C.) was among the "Top Ten" clubs when the Annual Club Achievement Awards were announced last year at the Atlanta Convention. To achieve this honor, John Renfro, club president, believes that a club and its members must have a variety of interesting achievements. He points out that the membership of Naval Gun Factory enjoys an unusual, though significant, claim to fame. Every member in the club has enthusiastically participated in club visitations that extend from the Arctic to the Antarctic. Over 100 different clubs have been visited. The average number of clubs visited per member exceeds three. President Renfro reports that the good ideas and good friends acquired are even more impressive than the number of visits.

* * *

P.S.: Congressman Alvin M. Bentley, a Republican, and Senator Patrick V. McNamara, both of Michigan, were taking no chances when they debated last fall during the U.S. election. To referee the debate, they selected Toastmaster M. Joseph Sobocan. Toastmaster Sobocan was selected because he is educational vice president of Windsor Club 299-28 (Windsor, Ont.) and because, being a Canadian, it

was felt he would be neutral . . . In an unexpected "thank you" for providing a meeting place for its weekly meetings, members of Club 2887-28 (Mount Clemens, Mich.) painted the Mount Clemens YMCA . . . Attendance at the 30th Annual High School Speech Contest sponsored last fall by District 5 (San Diego, Calif.) was up 9%, but more important to the San Diego Toastmasters was the interest the contest created among high school journalists who covered it . . . President Julio F. Diaz of Club 3128-U (Bacalod City, Philippines) doubts if 1961 can top 1960 when he was elected president of the Barangay Club 3128, vice president of the Electric Power Owners Association of the Philippines, and vice president of Visayas Region of the Junior Chamber of Commerce. After all this, his wife announced they were expecting their ninth child! . . . Toastmasters training came in handy for Bill Eledge, Wellington Club 2378-U (Madrid, Spain), when he was called on at the last minute to present the morning message at a Protestant service on Layman's Sunday. His message, "How to Live in These Troubled Times" was described as one of the best sermons presented in the church in a long time . . . The fall project announced by Bert Mann Club 802-8 was, "The Rehabilitation of Bridgette Bardot" . . . Following his 12-minute talk at the Founder's Breakfast at the Atlanta Convention, Ben Goodman, member of Club 2552-29 (Pensacola, Fla.), received invitations to speak at 20 different places across the U. S. ♦

No Time For Yawning

By J. KENNETH MUNFORD

WE TOASTMASTERS pride ourselves on our internationalism. But sometimes we become so engrossed by world-shaking events, by the "big picture," that we fail to see the snapshots all about us. We forget the opportunities for international enrichment in our own communities. Realizing that we might be missing something, our club initiated an experiment more than a year ago.

The Yawners (TM Club 982-7) meets at 7 a.m. Tuesday mornings in Corvallis, Oregon, the home of Oregon State College. Membership includes faculty, business, and professional men, and the club provides a congenial meeting ground for research scientists and salesmen, pharmacists and farmers.

Nearly 300 students from more than 40 foreign lands enroll each year at Oregon State. More than half are graduate students, working toward a Ph.D. or Master of Arts degree, mostly in science, engineering, agriculture, home eco-

nomics, forestry, teacher education, or pharmacy. Most of the undergraduates major in liberal arts and sciences, engineering, business, or agriculture.

Having these alert, energetic, intellectually curious young people in our midst greatly enriches the whole community. In our day-to-day lives we all have some occasion to come into contact casually with at least a few of them.

As Toastmasters we have hit upon what we believe to be an excellent means of getting better acquainted. We have adopted a policy of inviting a student from another country to be our guest for a three-month period. If, after that time, he wants to become a full-fledged member we offer him the opportunity to do so. So far, each of these special guests has become a regular member and our roster now includes a man from India, a man from Iraq and a man from Ghana.

In table topics, speeches, and criticism we gain from them not only interesting sidelights and contrasts in culture, religion, politics, and economics but also some revealing glimpses into our own language. An interesting exchange took place a few weeks ago. One speaker of the morning, a rough-and-ready type educated as a forester, had practiced his profession in the mountain country of the Pacific Northwest before becoming an insurance representative and taking up Toastmastering as a hobby. He speaks forcefully, using short, pithy, sometimes blunt expressions. He comes as close as any of us to keeping the language un-

cluttered with high-sounding phrases.

On the morning in question, Mr. Iraqi, an Arab from Baghdad, who took his undergraduate work at the University of London, had the job of criticizing Mr. Forester's speech. Mr. Iraqi, in well-rounded British diction, decried the paucity of the forester's vocabulary. "You should strive," he added, "to develop a vocabulary of larger words."

Then, as he could see a big "Why?" on Forester's face he felt obliged to explain. "You should use bigger words, if you want to be able to—to—well, *impress* people."

The general critic that morning happened to be a young man from Bombay, who had received his undergraduate education in British-type Ferguson College in Western India. It was he who challenged the critic's criticism. "I have found that the type of English that you and I and Ghana learned in college—the King's English—or as it is called now, Queen's English—is not necessarily the best to convey ideas. A man I met told me sometimes short words and colloquial expressions are better. More people understand them. It is more important to *communicate ideas* than to *impress* people."

These astute observations, by both critics, gave us an insight into our own language that we might not have caught otherwise.

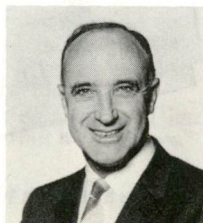
Another morning, a speaker

pointed out some of the differences between Islam and Christianity and unintentionally phrased one comment to sound almost as if he were saying Islam has a better answer. Not only the appointed critic but almost everyone else got into the act. It took considerable skill on the part of the Toastmaster to get the program back to schedule.

The viewpoints we get on international politics, economic development and philosophies of education, also sometimes stand in sharp contrast to our own. Gentle jibes at and comments on our own state and community also help to open our eyes, help us to see more clearly the role of the United States as it continues to grow as a nation of great international influence and responsibility.

It's not a one-way street, this exchange. The guests tell us they too gain much from the weekly association as a regular member of the group. I feel sure that TM clubs almost everywhere take whatever opportunities they have to bring visitors from other countries into a meeting or two. Based on our experience, we urge you to bring these guests into your clubs if you possibly can on a more permanent basis.

In this way, we help not only to carry on one of the fundamental concepts of Toastmasters International but also to do our part in playing host to these guests of the United States. ♦



J. Kenneth Munford is Director of Publications and an instructor at Oregon State College, Corvallis, Ore. "No Time for Yawning," he writes, was suggested by the members of his club, Yawners 982-7, in Corvallis.

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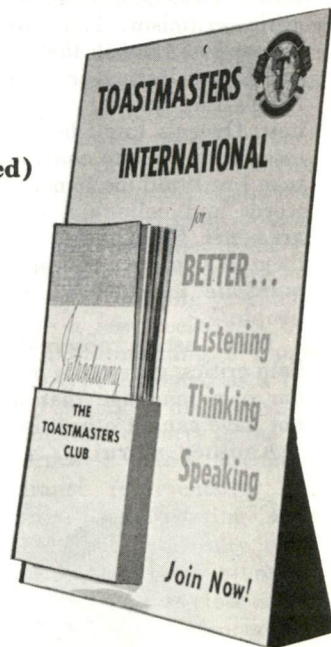
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THE TOASTMASTER



JUST IN JEST

One thing worse than being on the wrong side of an argument is to be in the middle of it.



The judge pounded his gavel for the court to come to order, then turned to the woman in the witness box.

"The witness will please state her age," he ordered, "after which she will be sworn in."



The classic story to survive the typewriter's early struggle is that of a mountaineer who returned a typewritten letter he had received with the indignant note: "You don't need to print no letters for me. I kin read writin'."



I don't know how they ever got to be called idle rumors—the way they speed around.



Sandy, a young Scot, went to London for a holiday. On his return a friend asked how he had fared.

"All right,," he said cautiously. "But they're funny folks down there."

"How's that?"

"Well, one night very late—it must have been about two in the morning—a man came banging on my door. He shouted and yelled and was in a nasty temper. At two o'clock, man!"

"And what did you do?"

"I didn't do anything. I just went on quietly playing my bagpipes."

Slang is just sport-model language stripped down to get more speed with less horsepower.



One day while lecturing to his Shakespeare class, Harvard's famed George Lyman Kittredge accidentally stepped off the platform and fell to the floor. Scrambling to his feet, he observed: "In forty years of teaching, this is the first time I have ever descended to the level of my audience."



Everybody makes mistakes but some people give them too much assistance.



She's the kind of a girl who doesn't care for a man's company—unless he owns it.



A noted Canadian entomologist was delivering a lecture on the danger of rat infestation. The sixth grade class listened with apparent attention and after the lecture, one of them wrote the lecturer a note of thanks. It concluded by saying: "We didn't even know what a rat looked like until you came."



When you make a mountain out of a mole hill, don't expect anyone to climb up to admire the view.



One thing about the speed of light, it gets here too early in the morning.

Letters to the Editor

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

The Fourth Management Development Seminar of the National Park Service, Department of the Interior, for top-level officials in Region Four and Region Three will be held in San Francisco. . . . As an integral part of these executive sessions, the Training Officer wishes to display in a special exhibit certain pertinent publications dealing with management development. The *Toastmaster* is one he has selected for this purpose. . . . Would it be possible to obtain a copy of your publication for display at this Seminar? It does not need to be the current issue. . . .

J. P. Ruby
Acting Regional Personnel Officer
U. S. Department of the Interior,
Region IV
San Francisco, Calif.

(The Editors are happy to furnish the Department of the Interior with copies of THE TOASTMASTER.—Ed.)

The outgoing officers desire to express their appreciation to the Home Office for the support and assistance rendered during the past few months. We are of the opinion that Club 2438 is on solid ground now and will be an asset to the Toastmasters International organization.

Duane Dotzler, Pres.
Club 2438-U
Camp Zama, Japan

I am an associate editor of *The Swordmaster*, the official publication of our association (National Fencing Coaches Association of America), as well as a fellow Toastmaster.

For the past six months I have been extolling the many virtues of *The Toastmaster* to our editorial board members. They have come to recognize the need to publish a variety of professional articles, as you do, in order to broaden knowledge beyond the narrow confines of a technical skill.

In this regard, then, I ask your permission to reprint in full the article by Benjamin F. Busch entitled "Getting Your Club Into Print." You had it published in Vol. 26, No. 8, August 1960 of *The Toastmaster*.

Thank you for your cooperation in spreading the good works of both our organizations. We will be most happy to send you a complimentary copy of *The Swordmaster* as soon as we publish this quarter.

S. J. Velarde, Jr.
Captain, USAF
East Meadow, N.Y.

(We are happy to learn that the Fencing Coaches are en garde for the benefit of their clubs.—Ed.)

This Chapter recently held installation ceremonies at the Fort Lawton Officers Open Mess, Seattle, Washington. More than 50 persons attended this event, which marked the official birth of Toastmasters on this historic U. S. Army installation.

It is of paramount importance that military personnel are made aware of the tremendous educational and public speaking value of Toastmasters. Too often this organization is associated with commercial-type public speaking groups whose sole purpose is to sell literature and other items of little value to the members.

Fortunately, Toastmasters International has more to offer its members, as witnessed daily by their public appearance and unselfish contributions toward individual and self-improvement through public speaking.

Murray E. Horton
Sec., Club 473-2
Fort Lawton, Seattle, Wash.

Our Napa Toastmasters club has grown to 40 loquacious members during the past few months under the leadership of our immediate past president, Ed. Havelock. We are proud of the fact that eight out of our ten past presidents are still active.

There's never a dull moment when our gang gets together, and we all look forward to our weekly Donnybrook. Especially successful have been our political guest speakers arranged for by Past President George Blaufuss.

The "oscar" we award each week for the most outstanding or the most improved speaker has kept old and new members alike on their toes.

Donald E. Payne
Sec.-Treas., Club 2024-57
Napa, Calif.

We of Lexington Toastmasters 2391-11 noticed in the *Toastscripts* section of the October Toastmaster that a West Los Angeles Club has members representing many occupations. This seems to us the essence of the organization. As a matter of fact we have a foods salesman, an attorney, two accountants, a market analyst, a construction firm owner, a barbecue firm owner, an insurance adjuster, an insurance sales manager, three agricultural engineering professors, a geology professor, a supermarket manager, a psychology caseworker, a weather forecaster, an advertising manager, and a yellow pages salesman for the telephone company, among others. And four of 'em are past presidents.

By the way, our club is less than four years old!

A. J. Offutt
Pres., Club 2391-11
Lexington, Ky.

Just a brief note to thank you for forwarding the two copies of *The Toastmaster Magazine* which contains the reprint of Mr. Schackne's article ("Through a Glass, Darkly," Sept., 1960).

I think you did a fine job in the presentation of the material. We are pleased to be represented in the pages of your publication.

Mary E. McNeill
Executive Editor
Public Relations Journal
New York, N. Y.

When notifying The Toastmaster magazine of change of address, please enclose old address and club and district number.

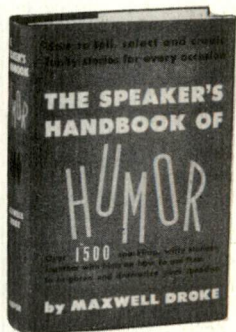
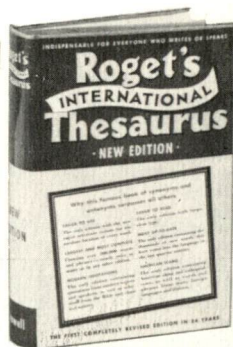
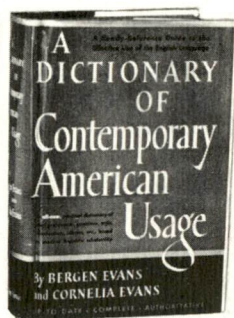
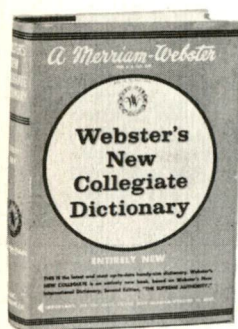
New Clubs

(As of November 15, 1960)

- 603-38 McGUIRE AFB, New Jersey, *Voco-Naires*, 2nd & 4th Tues., 5:15 p.m., Noncommissioned Officers' Club.
- 792-11 PLAINFIELD, Indiana, *Plainfield*, Tues., 6:30 p.m., Frederick's Cafeteria.
- 1239-36 WASHINGTON, D. C., *Foreign Commerce*, alt. Mon., Treasury Dept. Dining Room.
- 1352-3 MESA, Arizona, *Prospectors*, Fri., 6:30 p.m., Kachina Cafe.
- 2171-29 ALEXANDRIA, Louisiana, *Alexandria*, 2nd & 4th Tues., 7:30 p.m., Bentley Hotel.
- 2206-61 McMASTERVILLE, Quebec, Canada, *Beloil*, Tues, 4:45 p.m., Safety Hall of Canadian Industries Limited.
- 2225-56 LAREDO AFB, Texas, *Officers*, 1st & 3rd Mon., 7:30 p.m., Laredo AFB Officers Club.
- 2261-12 TEHACHAPI, California, *Tehachapi*, Tues., 6:30 p.m., Trusty's Restaurant.
- 2269-45 PEASE AFB, New Hampshire, *NCO*, Tues., 6:30 p.m., Pease AFB NCO Club.
- 2270-U MUNICH, Germany, *Bavarian*, 2nd Tues., 12 noon; 4th Tues., 6 p.m., Bavarian Room.
- 2317-31 BOSTON, Massachusetts, *Speak-Easy*, every 2nd Mon. (biweekly), 6 p.m., Arthur Young & Co., 10 Post Office Sq.
- 2357-62 MOUNT PLEASANT, Michigan, *Mount Pleasant*, alt. Thurs., 6:30 p.m., Falsetta's Casa Nova.
- 2389-8 ST. LOUIS, Missouri, *MAC-TOO*, Tues., 5:15 p.m., Executive Dining Room, Bldg. #1, McDonnell Aircraft Corp.
- 2417-43 LITTLE ROCK AFB, Arkansas, *NCO*, Wed., 11:30 a.m., Non-Commissioned Officers' Mess.
- 2451-U CAMP ZAMA, Japan, *Chrysanthemum*, Wed., 12 noon, USA Medical Command Branch, Camp Zama Officers Open Mess.
- 2569-56 SAN ANTONIO, Texas, *Southern Pacific*, Wed. 6 p.m., Milam Building.
- 2632-U KWAJALEIN, Marshall Islands, *Kwajalein*, 1st & 3rd Tues., 11:30 a.m., Community Hall.
- 2677-23 ALBUQUERQUE, New Mexico, *ACF Management Club*, 1st & 3rd Thurs., 6:45 p.m., meet at various places.
- 2752-12 BAKERSFIELD, California, *Southern Valley*, Wed., 6:45 a.m., Tiny's Cafe (upstairs).
- 3100-4 SAN MATEO, California, *Highlands*, Thurs., 7:30 p.m., Highlands Recreation Center.
- 3107-38 PHILADELPHIA, Pennsylvania, *Federal Bar*, 1st & 3rd Mon., 7 p.m., Kelly's on Mole Street.
- 3149-61 MONTREAL, Quebec, Canada, *National Machine Accountants Association*, Mon., 6 p.m., Queen's Hotel.
- 3185-38 PHILADELPHIA, Pennsylvania, *MCSA Staff NCO*, 2nd & 4th Mon., 11:30 a.m., Executive Dining Room, Marine Corps Supply Activity.
- 3191-U WAKKANAI, Japan, *Wakkanai*, Sun, 7:30 p.m., NCO Dining Hall, Wakkanai Air Station.
- 3192-U ST. JOHN'S, Newfoundland, Canada, *Terra Nova*, Mon., 7 p.m., Bamboo Gardens, Harvey Road.
- 3193-26 BROOMFIELD, Colorado, *Broomfield*, 1st & 3rd Tues., 6:30 p.m., Mary's Cafe, Hwy. 287
- 3194-U UPPER HEYFORD, England, *Oxfordshire*, Thurs., 12 noon, NCO Open Mess.
- 3197-U NEWBURY, Berkshire, England, *Greenham Common*, Mon., 12 noon, NCO Club, RAF Station.

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