

JUNE, 1965

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

JACKSONVILLE, FLORIDA
TOASTMASTER TOWN OF THE MONTH

SPECIAL CONVENTION ISSUE

PRUDENTIAL

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TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than three-quarter million men through its program of self-expression and self-improvement. There are now more than 3800 clubs in 50 countries and territories throughout the free world.

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

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

G. B. Urias
Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 31

Number 6

June, 1965

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The Ultimate Weapon

By CAPTAIN JOE BOLAND

EDITOR'S NOTE: "The Ultimate Weapon" is reprinted with permission from the April issue of *The USAF Instructor's Journal*.

Thomas Jefferson, Karl Marx, Abraham Lincoln and Adolf Hitler . . . what did they have in common? They were all great communicators.

The names of these men in world history automatically personify power: the power of the pen and the power of the tongue. These men played a significant role in shaping the world in which we live today. Whether for good or for evil, the power of highly developed communicative skills is the power to lead . . . and to persuade men to readily follow.

For the past 20 years world leaders have given considerable thought to the development of an ultimate weapon. Would it be the atomic or hydrogen bombs, the Atlas, Titan, the Minuteman missiles? Speculation concerning the power of these instruments

of destruction has arisen and subsided, yet the fear of another Hitler and the cancer of Marx are still with us.

Perhaps we are looking in the wrong direction for the ultimate weapon. Maybe it has always been with us in the form of the pen and tongue. If Hitler and Marx were able to lead millions of men frightfully close to the precipice of destruction through the unharnessed power of communication, what is to prevent more adept leaders from using this skill to bring about the complete destruction of mankind? The big question is: what attempt are we making presently to harness, further develop and use this power for the benefit of mankind?

Air Force instructors, like many college professors, spend so much time accumulating information about their teaching area that they often minimize the other invaluable half of the teaching game—presenting their "words of wisdom" in a manner that students understand them (whether the message is in written or oral form). The teaching pitfall of becoming smug with one's accumulation of knowledge can limit the teaching potential of the subject matter specialist.

Most subject matter experts in the category described above overconfidently feel that "all the students have to do is listen to

what I have to say and read the references that I suggest for successful understanding." This egoistic assumption by the instructor is a disastrous one because it presupposes that students are going to perform well in two of the most untapped communicative skills—listening and reading. Statistics show (although this situation shows some signs of improving) that a great majority of our college students complete undergraduate training virtually unscarred by knowledge of listening and reading skills and practices.

Dr. Ralph G. Nichols, co-author of the book *Listening and Speaking*, has done extensive research in the normal listening ability of American college students. He finds that the normal listener understands only 25% of what he hears in the classroom. Dr. Nichols explains that in spite of the fact that Americans for years have been spending an average of 45% of their verbal communications day in listening, only recently has there been any emphasis placed on teaching listening skills in our schools.

Rudolph Flesch, in his book *Why Johnny Can't Read*, describes the horrible condition of the average American's reading ability.

This inept reading proficiency (typically seventh and eighth

grade level) is echoed and documented by numerous reading research authorities.

These studies vividly explode the myth that the student will understand the thoughts and feelings of the communicators simply because the speakers and writers know what they are talking about. As instructors, shall we excuse or change the universal inadequacy of our breed? Here are two very practical and palatable methods that we can use to improve our communication ability.

1. Join your base or officers' Toastmasters club. Each club provides a laboratory wherein its members follow a well-guided program in communicative skills development. For the individual who dreads "going back to school," Toastmasters offers an excellent education within an atmosphere of conviviality. It offers challenge and opportunity for speakers with varied speaking experience. "Pie in the sky" may be a figment of the imagination in politics, but in Toastmasters it becomes a reality where there is truly "something

for everyone." This organization prospers through the desire of its membership for educational self-improvement.

2. Volunteer for your base writing course. This course provides the Air Force officer with an excellent opportunity to review basic sentence and paragraph structure; study organization, simplicity and economy of words; and use words functionally to EXPRESS meaning rather than merely to IMPRESS people.

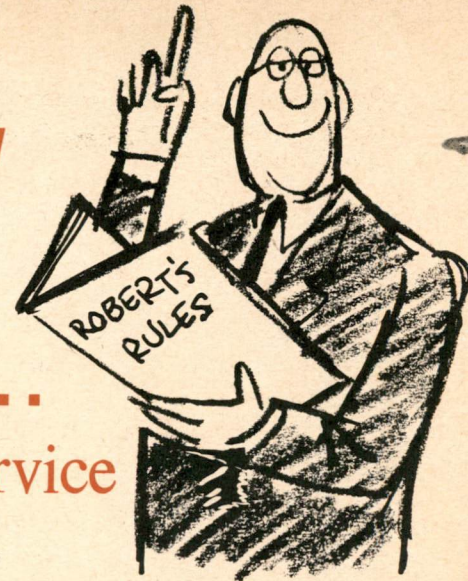
When it comes to developing the "ultimate" weapon in the aerospace age, many of us instructors can legitimately say, "Let George do it." However, in developing the power of communication, the challenge points starkly to a do-it-yourself program.

It has been very appropriately phrased that men who can command words to serve their thoughts and feelings are well on their way to commanding men to serve their purpose. The power of the pen and tongue might well be the most powerful weapon you ever possess... maybe the ultimate weapon?



Captain Joe Boland is governor of Area 9, District 56, and a member of Lackland Club 1464. He was the third place winner in the 1964 International Speech Contest. As a captain in the Air Force, Boland teaches speech at the Officers Training School at Lackland Air Force Base, Texas. He received B.A. and M.A. degrees in education at George Washington University and an M.A. in history at St. Mary's University in San Antonio.

Parliamentary Procedure Workshops ... A Public Service



By W. RICHARD DUKELOW

Have you ever seen an organization spend two hours conducting what could have been a twenty minute business meeting? I'm sure you have, for every community has such a group. "All they need is some organization and a little instruction in basic parliamentary procedure." How many times have you heard a Toastmaster make that statement? Or perhaps you have even said it yourself.

Three years ago this problem prompted Itasca Toastmasters Club 1745-6 of Grand Rapids, Minn., to action. Realizing that few organization presidents would take the time and effort to study *Robert's Rules of Order*, this group of Toastmasters organized a two-hour Parliamentary Procedures Workshop for officers of community organiza-

tions in the Grand Rapids area. In the past, this Toastmasters club had been primarily a "self-help" group and had left community projects to the traditional service clubs, such as Jaycees and Kiwanis. However, in this case the club believed it could perform a valuable service to the community and promote its own image at the same time. The project was also viewed as a potential membership-building source.

The first workshop was held in February, 1963, and was attended by 35 people, representing 14 organizations. The program was simple, yet practical. A normal organizational meeting was demonstrated, with all of its component parts. The only exception was a commentator, standing to one side of the chair-

man, who occasionally interrupted proceedings to explain why an item of business was handled as it was, or why a report should be presented in a different manner. Humor was injected periodically by obvious errors in the secretary's minutes or in normal motions. All business transactions were initiated by members of the Toastmasters club but visitors were encouraged to interrupt when they had questions and this was frequently done.

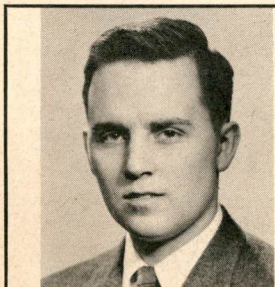
The evening was quite successful. All those in attendance went home knowing more about parliamentary procedure than they knew when they came—including the Toastmasters!

Last year the club boasted that it could shorten the business meeting of any organization by 40% merely by applying a few simple rules of parliamentary procedure. This challenge was accepted by the Grand Rapids Junior Chamber of Commerce, which incited the Itasca Toastmasters to conduct a Parliamentary Procedure Workshop as a

program for its regular meeting. Five Toastmasters attended the meeting and again demonstrated the principles of committee organization, reports, motion-making and disposition of motions. In this situation they utilized examples from the business meeting which had immediately preceded their part of the program. Again the Parliamentary Procedure Workshop principle had yielded a public service while gaining the Toastmasters club good publicity and several new members!

Is your club lacking a "public image" that results in difficult membership drives? The Parliamentary Procedure Workshop offers a simple, educational tool to foster sound public relations and offers new sources of potential members. It worked in Grand Rapids, and it can work in your town, too!

(For additional information on this program, write the president of the Itasca Toastmasters Club, K. H. Wright, 1508 6th Ave., Grand Rapids, Minn.)



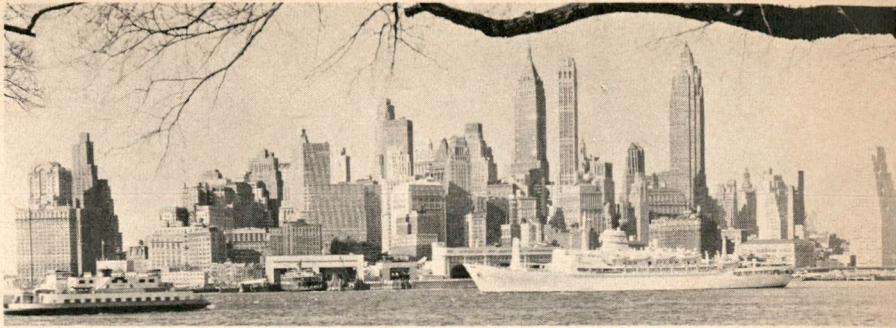
W. Richard Dukelow is a research associate in biochemistry at the University of Georgia. He received M.S. and Ph.D. degrees from the University of Minnesota. A past president of Itasca Club 1745-6, he is now a member of Athens Club 1779-14, Athens, Georgia.



SPECIAL CONVENTION SECTION

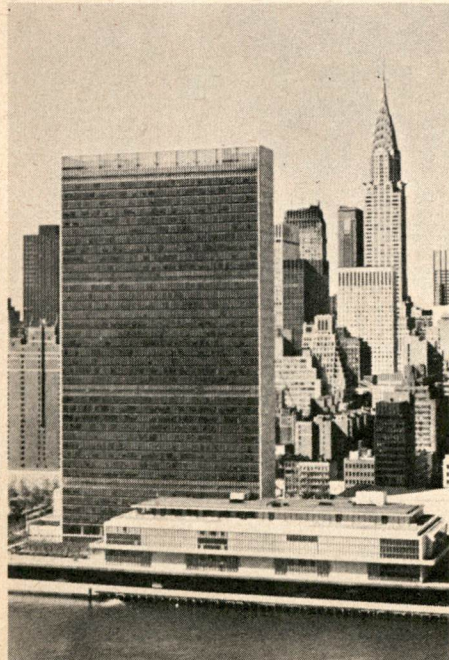
NEW YORK CITY — AUGUST 19-21





A view of New York City's skyline from Governor's Island.

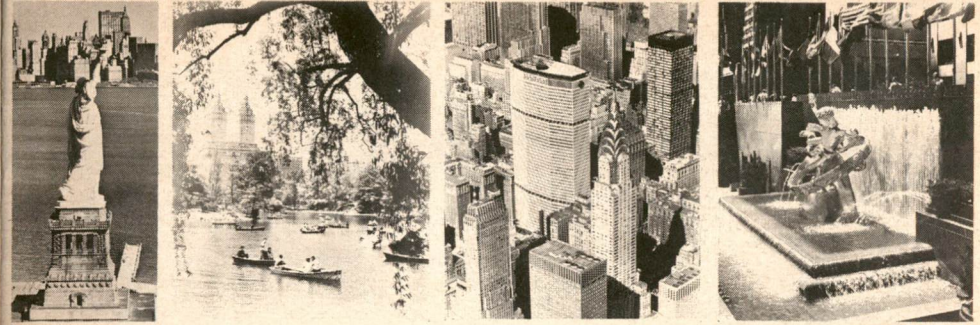
The rectangular United Nations Secretariat Building is flanked on the right by the spire of the Chrysler Building in this view of mid-town Manhattan.



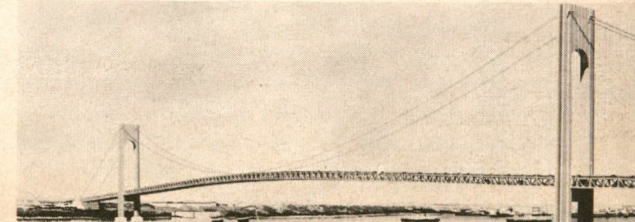
New York Invites You...

Stuart G. Tipton, president of the Air Transport Association of America, and Dr. Robert T. Oliver, head of the Department of Speech at Penn State University and immediate past president of the Speech Association of America, will be the featured speakers at the 34th Annual Toastmasters International Convention at the Statler Hilton Hotel in New York City August 19-21.

THE TOASTMASTER



The great neon-lit advertising billboards of Times Square form the backdrop as a policeman directs traffic. Times Square is formed by the intersection of Broadway (left) and Seventh Avenue.





PARIS S. JACKSON



CHARLES C. MOHR



MAURICE FORLEY

Outstanding educational programs and the annual business meeting will share time with Toastmasters International Day at the World's Fair and the many and varied attractions of New York City.

District Officers Sessions

Newly elected district governors will meet on Wednesday, August 18, from 9:30 a.m. to 4:30 p.m. for the District Officers Training Session. Executive Director Maurice Forley will be chairman of this session, which will include the presentation of District Governor Certificates and an outline of World Headquarters services during the morning, and seminar discussions in the afternoon.

Pre-Convention Party

The Pre-Convention Party Wednesday night will give delegates a chance to renew old acquaintances and make new ones. Officer and board of director candidates will be introduced

and Host Committee Chairman James G. Kalley, governor of District 46, promises a colorful program.

Annual Business Meeting

The official opening of the convention will be at 9:30 a.m. Thursday when TMI President Paris S. Jackson presides over the annual business meeting. Following opening remarks from local officials and reports from the president and executive director, the convention will take up the business of Toastmasters International. Voting on amendments to the bylaws will be followed by the report of the Nominating Committee by Past President Aubrey B. Hamilton. Election of officers and directors will complete the day's program.

International Speech Contest

Highlighting Thursday's evening program will be the International Speech Contest. Eight regional speech contest winners will compete. International Di-



EUGENE MC NEELY



ROBERT MOSES



STUART TIPTON

rector Ralph Howland, chairman of the Conference, Convention and Meetings Committee, will be contest chairman.

Educational Sessions

Friday is education day at the convention. It begins at 8:45 a.m. when L. Kenneth Wright, vice-president for education for Toastmasters International, opens the morning session. Stu-

art Tipton, president of the Air Transport Association of America, will give the keynote address.

Two workshops will be held simultaneously following Tipton's address. Workshop A, with Vice-President for Organization Lothar Salin as chairman, will have as its theme, "Enjoy Learning to Speak." The highlight of this session will be a talk by

DRIVING TO NEW YORK?

If you're planning to drive to New York for the convention, here's a word of advice. The New York State Department of Motor Vehicles warns that no one from other states is allowed to drive in New York unless he is 18 years of age or older, even though he may have a permit valid in his home state.

New York also has a rigid compulsory insurance

law. Out-of-state motorists should carry some proof of coverage for liability insurance. Those not having such insurance are subject to fines of not less than \$100 or more than \$1,000, and could also face a jail sentence.

Automobile parking costs are high and space is limited. The charge for 24 hours car parking is \$4.50 the first day and \$3.50 thereafter.



DR. ROBERT T. OLIVER



ALEX P. SMEKTA



FRANK I. SPANGLER

Toastmaster Charles C. Shinn, director of Graphic and Visual Aids for the Housing and Home Finance Agency, Washington, D. C.

Workshop B, under the chairmanship of Director George Flannery, has as its theme, "Enjoy Your Club Activities." Among the participants will be Past International Director Earl Potter, who will speak on "Planning Enjoyable Club Meetings."

The afternoon schedule also calls for two workshops. Workshop A will be conducted by Senior Vice-President Charles Mohr. Its theme is "Enjoy Opportunities for Community Service" and participants include TMI President Jackson. Workshop B, with Director Robert Knotts as chairman, will have as its theme, "Enjoy Opportunities for Leadership in TMI" and will feature a talk on "Opportunities and Responsibilities of an International Board Member" by Past

President Frank I. Spangler.

President's Banquet

The President's Banquet will be Friday night. The featured speaker will be Dr. Robert T. Oliver, head of the Department of Speech at Penn State University and immediate past president of the Speech Association of America. Climaxing the evening will be the installation of new officers and directors by Past President Alex Smekta.

Founder's Breakfast

Saturday's schedule begins with the Founder's Breakfast. Special awards for outstanding districts and clubs will be presented at the breakfast. Included will be: Distinguished District and Banner District awards, Club Achievement awards, Club and District Bulletin awards, and *The Toastmaster Magazine* awards.

A *Toastmaster Magazine* award will be given to the Toastmaster who has contributed dur-



AUBREY B. HAMILTON



CHARLES C. SHINN



ROBERT KNOTTS

ing the past year "the article of greatest benefit to the individual Toastmaster." The club which has "consistently contributed the best club news" since July 1, 1964, will also receive an award. Following the breakfast, it's off to the fair for Toastmasters International Day at the New York World's Fair.

Delegates are urged to find time to visit the educational and public relations exhibits which will be on display daily. There will also be a Hospitality Center and a Youth Center. An Information Booth will have information on sight-seeing tours and other attractions in New York.

YOUR HOST COMMITTEE

For the past year the Host Committee for the 1965 Toastmasters International Convention has been working hard to assist the World Headquarters staff in making this the best convention ever. Chairman of the Host Committee is District 46 Governor James G. Kalley.

Serving with Kalley as committee chairmen and co-chairmen are:

Entertainment, Edward

Stoltz, chairman; Finance, Melvin Fincke, chairman; Hospitality, Paul Scott, chairman, Joseph Hickenbottom, co-chairman; Promotion, Grafton Dickson, chairman, Robert Lommel, co-chairman; Special Events, Bernard Kashdan, chairman, Joseph Collins, co-chairman; Sergeant-at-Arms, Peter Sammon, chairman, Edward Stalmack, co-chairman; Assistant Chairman and Secretary, Lee Roselle.

CUT ALONG DOTTED LINE



CONVENTION PRE-REGISTRATION FORM

(To be used by all Toastmasters except Past International Presidents.)

This PRE-REGISTRATION form must be mailed to World Headquarters no later than July 1, 1965. The first 900 advance registrations will each receive a free ticket to the World's Fair. Tickets for meal events will be sold also at the convention, but no tickets will be sold at the door for the various meal events. Many convention meal events are sold out in advance. AVOID DISAPPOINTMENT — PRE-REGISTER NOW!

To: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIF.

Please have my convention registration ready when I arrive and also my tickets for the following events as indicated:

_____ Membership Registration @ \$3\$ _____

_____ Ladies Registration @ \$2\$ _____

_____ Ticket(s) Pre-Convention Party
Wednesday evening, Aug. 18 @ \$8\$ _____

_____ Ticket(s) President's Banquet
Friday evening, Aug. 20 @ \$10\$ _____
(Please indicate choice:
Meat _____ or Fish _____)

_____ Ticket(s) Founder's Breakfast
Saturday morning, Aug. 21 @ \$3.75\$ _____

_____ Total Remittance\$ _____

I enclose my check for \$ _____ (make checks payable to Toastmasters International). It is understood that my badge and tickets will be waiting for me at the PRE-REGISTRATION DESK at the Statler Hilton Hotel, New York.

(Signed) _____
PLEASE PRINT

Name _____ Club No. _____ District _____

Wife's First Name _____

Mailing Address _____

City _____ Zone _____ State _____

If you are an incoming district officer, or an International officer or director, please indicate office _____

FILL IN

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

34th Annual Convention
Toastmasters International
New York, New York
Aug. 19-21, 1965

TO: Front Office Manager
The Statler Hilton
7th Ave. 32nd & 33rd Sts.
New York, N.Y. 10001

Singles	\$12.00 - \$14.00
Doubles	\$15.00 - \$17.00
Twins	\$18.00 - \$20.00

Please make the following reservations:

() Single: \$ _____ () Double: \$ _____ () Twin Beds: \$ _____

I will arrive at approximately _____ a.m. _____ p.m.,
on _____ (date)

I plan to leave at approximately _____ a.m. _____ p.m.,
on _____ (date)

Room will be occupied by:

_____	_____
Name	Address

_____	_____
Name	Address

Signed: _____

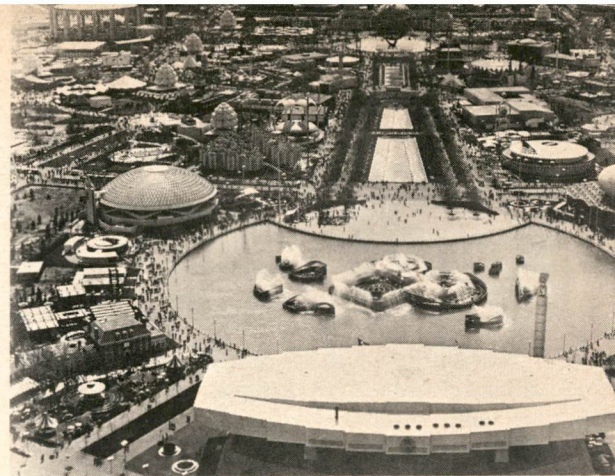
Address: _____

IMPORTANT: Reservations must be received and cancellations made, not later than 2 weeks prior to the opening date of the convention (August 19, 1965) and will be held only until 6 p.m. on day of arrival unless later hour is specified. It is important that you indicate your time of departure, also. If you change your departure time, please notify the Statler Hilton immediately. Enclosed is a stamped, self-addressed envelope for confirmation of reservation.

(Driving to New York is not recommended, as car parking costs are high and space is limited. The charge for 24 hours car parking is \$4.50 the first day and \$3.50 thereafter.)



The Vatican Pavilion is located on an oval shaped plot of land measuring 50,000 square feet. The exhibit features the "Pieta" by Michelangelo as well as a gallery of his works as an artist.



This general aerial view of the Fair spans from the Bell System Exhibit (foreground) where Toastmasters will have a ceremony during Toastmasters Day at the World's Fair, down the main mall area to the Unisphere.

An added bonus—

TOASTMASTERS'

DAY AT THE WORLD'S FAIR



The theme of the New York World's Fair is "Peace Through Understanding." It is symbolized by the Unisphere, presented to the Fair by the United States Steel Corporation.

Toastmasters International Day at the World's Fair on August 21 promises to be a convention highlight.

The first 900 advance registrations to this 34th Annual Toastmasters International Convention will each receive a free ticket to the fair. It all begins at 11 a.m. in the Bell System Exhibit where Golden Gavel Awards will be presented to Robert Moses, president of the fair, and to Eugene McNeely, re-

tiring president of the American Telephone and Telegraph Co.

After these short ceremonies, Toastmasters will be on their own to see exhibits in over 150 pavilions. Fifty-eight nations, 26 states, 80 industries and 300 companies are represented at the fair. They have invested one billion dollars in the pavilions that spread across the 646 acres that comprise the fair site.

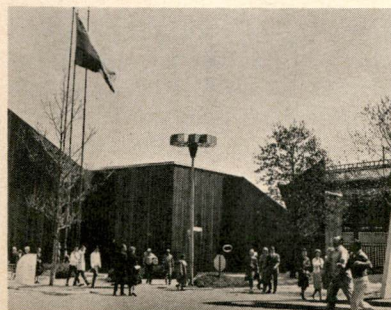
Fairgoers may dine in a rathskeller, browse in antique art galleries, stroll over canal



THE BELGIAN VILLAGE



TOWER OF LIGHT



THE PAVILION OF VENEZUELA



GENERAL MOTORS FUTURAMA

Unisphere® presented by United States Steel

bridges and ride a 100-year-old carousel. In one pavilion visitors can see the first public demonstration of thermonuclear fusion. A man-made sun is created in which, for an instant, atoms fuse as they do in the sun.

You can see men exploring the moon, an undersea vacation hotel and Michelangelo's Pieta. Many pavilions reflect the traditions of the nations they represent, as in the pagoda-like buildings of China and Thailand and the mosque-styled structures of Sudan and Pakistan.

A new show that promises to attract millions is "A Tribute to Winston Churchill." There is also a new Hall of Presidents at the United States Pavilion, art masterpieces at the Spanish Pavilion, a ski-slope at the New England exhibit and live gorillas at the African Pavilion.

And, besides the fair, New York offers so much for the visitor that Toastmasters will have to plan their time to enable them to see and do as much as possible.

Some of the places Toastmasters won't want to miss are the Statue of Liberty, Broadway, the United Nations, Wall Street, the Bowery, Jones Beach, Times Square, Central Park, Greenwich Village, Radio City Music Hall, the Empire State Building, Rockefeller Center, and Lincoln Center. There are also art shows,

concerts, baseball, opera, great restaurants, night clubs, and much more.

The New York skyline is one of the city's most spectacular sights. You can take a boat trip around the island, sailing past the Statue of Liberty, past giant ocean liners at dock, and past the city's famous bridges.

There are 30 theaters on Broadway featuring everything from comedies to serious dramas. And there are also many off-Broadway plays. Lincoln Center is presenting a Summer Festival of Sound.

Central Park has miles of shady paths, a lake and zoo. For strollers, there's Chinatown, Yorkville and Little Italy. There are 60-odd museums in New York, varying widely in size, content and mood. There are historical museums, biographical museums, science museums, and art museums. All this in addition to Toastmasters convention events.

The New York Convention and Visitors Bureau has figured out that a couple with less than \$500 to spend between them could vacation for two weeks in the city, including four days at the World's Fair, see all the top sights, eat well, sleep comfortably and go home with money.

Make plans to attend this 34th Annual Toastmasters International Convention. It promises to be the best ever!

CLUBS IN THE NEWS

Honorary Member

"In these modern times, improving communications, finding out what the other fellow is saying, lead to a better understanding of each other," according to George Reedy, press secretary to President Lyndon B. Johnson.

Reedy made his remarks at the charter dinner of the Executive Office of the President Club 3861-36. Reedy accepted the charter on "behalf of the President." He urged the newly chartered club to help "break down the communications barriers and give attention to the use of language."

Walter L. Mazan, president of the club, also presented Reedy with an honorary membership in the organization and gave him a copy of Toastmasters International Executive Director Maurice Forley's book, "Public Speaking Without Pain."

In a note thanking Mazan for the book, Reedy commented, "I found myself particularly interested in the section, 'How to Handle the Question Period' but I hurriedly skipped over the paragraphs subtitled 'Tell Your Audience What You Want Them to Think, Feel, or Do.'"

Executive Office of
the President Club 3861-36
Washington, D.C.



George Reedy, left, press secretary to President Lyndon B. Johnson, receives an honorary membership in the Executive Office of the President Club 3861-36 from Walter L. Mazan, president.

Awards of Achievement

Two Wichita Falls Toastmasters were honored by Wichita Falls Club 305-25 when they were presented "Awards of Achievement."

Dr. L. E. Tompkins was a charter member of the club and the district's first governor. C. S. Wetsel was the first secretary-treasurer in 1945.

Since, in the past 20 years, they have each collected a great number of speeches, they were given two-foot long paper clips to keep them together.

Wichita Falls Club 305-25
Wichita Falls, Tex.



Northend Club 294-2 presented Seattle, Wash., Mayor J. D. Braman with an honorary membership in Toastmasters International. The recognition was for the mayor's continuing support of Toastmasters in the Seattle area. Left to right are Tom Gehring, Stan Maxted, C. R. Wiggins, Mayor Braman, Jan P. Klippert, David B. Lewis and Dr. James C. Kraft.



Brig. Gen. Arthur H. Frye, Jr., was made an honorary member of ESSAYONS Club 988-52 at a recent 10th anniversary celebration. The ESSAYONS Club is made up of men working in the Los Angeles District, U.S. Army Corps of Engineers. Shown with Gen. Frye are members of the club who received their Basic Training Completion Certificates. They are, left to right, Sam Ackerman, Shigeru Fujiwara, Neal A. Webb, Ray F. Heinrich, John R. Cullings, Hitoshi Tatsugawa and Joseph R. Nussbaum.



Wisconsin Governor Warren Knowles recently proclaimed Toastmasters Week in Wisconsin. Looking on as Governor Knowles signed the proclamation were, left to right, William Schilling, District 35 governor; Robert Last, District 35 administrative lieutenant governor; Robert Zimmerman, Wisconsin secretary of state; Everett Watson, District 35 educational lieutenant governor; and Philip Johnson.



The Pentagon concourse was the recent scene of a Toastmasters educational and membership building display that carried the Toastmasters story to more than 3,000 persons who visited it. District 36 developed the display on behalf of the 25 Department of Defense clubs located in the Pentagon and the adjacent metropolitan Washington, D.C., area.



Charter members, including two former presidents of Toastmasters International, got together following the 35th anniversary meeting of San Diego Club 7-5. Over 70 former and present members of the club attended the event. J. Clark Chamberlain, Toastmasters International's first president, was Toastmaster for the meeting. From left to right are charter members Robert M. Switzler, TMI president in 1944-45; Chamberlain, TMI's first president who served two terms, 1930-31 and 1931-32; Clarence Theobald, Amos Root, Fred Butzine, Chet Van Dusen and Lee Hathis.



Rear Admiral John E. Clark, commander of the Pacific Missile Range, receives a Presidential Citation from Toastmasters International President Paris S. Jackson. Admiral Clark was cited for his leadership and for his continuous support and encouragement of Toastmasters International's programs and activities. The award was given during a special banquet held by Area 9, District 12, Toastmasters at Point Mugu, Calif.



Lieutenant General Jean E. Engler, commanding general, U.S. Army Supply and Maintenance Command, receives an honorary membership in Gladiators Club 3392-36, Washington, D.C. Making presentation is Henry L. Prince, club administrative vice president. In the background is George W. Brewer, club educational vice president.

Pittsburgh (Pa.) Club 144-13 honored its past presidents at a recent meeting. From Table Topics to evaluation, the main theme was "Past President." Left to right, standing, are Jim Baney, Bob Renckly, Ted Castrodale, Bob Delacio, Joe Mancuso, Earl Jourdan, George Mason and Bernie Pleunik. Seated are Ed Murphy and Lou Shannon.





Ida Engisch and Flora Wiley, administrative services manager at World Headquarters, in the master file room. Files are kept on all club and district correspondence for the current year and past year and then put on microfilm.

Administrative Services Department

EDITOR'S NOTE: This is the sixth in a series of articles intended to familiarize Toastmasters with their world organization.

Providing information, materials, and service to everyone from individual Toastmasters to the Board of Directors is the function of the Administrative Services Department at World Headquarters.

More than 200 letters are received and answered each week by the department. There are letters requesting advice on regional conferences, district programs, club charters, Certificates of Merit, and many more.

Five people, including Manager Flora Wiley, work daily in Administrative Services to provide service at every level of

the organization. Their responsibilities include:

- Sending out all materials and information needed by new district and area officers;
- Keeping district and club officers informed of all new policies and procedures adopted by the Board of Directors;
- Keeping an up-to-date list of all district officers;
- Assisting in the planning and scheduling of district and regional conferences;
- Preparing the District Newsletter;
- Providing prospective Toastmasters clubs with information and materials needed to obtain a charter;
- Processing of all charter applications;
- Keeping the minutes of

board meetings and preparing them for publication and distribution;

- Recording, publishing and implementing all International bylaws changes;

- Mailing all club credentials, and proxies for voting at the regional conferences and the Annual Business Meeting;

- Preparing the certificates for members completing Basic Training, The Advanced Speaker, and Leadership Through Speech; and

- Maintaining master World Headquarters files for clubs and districts.

Mrs. Wiley, who has been at WHQ since 1951, is well known by present and past board members as "the girl who knows all the answers." Frequently, International officers, board members and district officers ask her reactions to proposals only to learn that in years past others have made similar proposals that were tried and then dropped.

Her department includes the New Clubs Section, File Room, and Reception Desk. In addition, Mrs. Wiley serves as regional conference and district council meetings coordinator and manages the WHQ staff office at the annual convention. (She has attended 10 conventions.)

Mrs. Wiley has written portions of the District Manual and the Regional Conference Training Guide, and each year con-

ducts part of the District Officers Orientation Session at the convention.

Prior to joining the World Headquarters staff, she had a business career that included a position as administrative assistant for a business management firm in Los Angeles. Mrs. Wiley is a graduate of Santa Ana College and has taken additional courses at U.C.L.A.

Of the hundreds of requests for charter information which are received each year, approximately 300 clubs are actually chartered. When a request for permission to organize is received, the Administrative Services Department puts into motion a coordinated effort by World Headquarters and the district that continues until the club is chartered. When a request is received, the department immediately alerts the governor of the district involved.

Tona Hicks, receptionist at World Headquarters, shows a visitor one of the many educational materials available from WHQ, while another visitor signs the guest book.





Wilma Hardy and Sharon Beaulieu work on correspondence relating to the chartering of new clubs. Approximately 300 clubs are processed for charter each year.

It then mails information and organization kits to the potential club and assists throughout the organization period. The department also prepares and has engrossed the official charter and mails it to the governor of the district for official presentation to the new club.

Between 75 and 100 notifications are received each week of club members who have completed Basic Training, The Advanced Speaker, and Leadership Through Speech. Certificates are immediately prepared and mailed to the clubs for presentation. Records are kept of all men who have completed any or all of the speaking programs. Since 1952, more than 43,000 men have received Certificates of Merit for completing Basic Training. Over 4,000 letters are sent each year to employers notifying them of the Toastmas-

ter's achievement. These letters, which have helped many members to advance in their careers, are sent at the request of the Toastmaster.

Mrs. Wiley prepares the District Newsletter each month that is sent out to all district officers, past International presidents, and present and past International officers and directors. It contains information and suggestions for effective district operations, and also serves as a clearing house for ideas and information from district officers.

Administrative Services is responsible for the master files of Toastmasters International. All district and club correspondence with World Headquarters is kept in the file room for the current year and past year, and important correspondence is then put on microfilm. The files are invaluable to all other departments at WHQ in helping them to provide better service to clubs and members.

Another service of the Administrative Services Department that aids the other departments is the weekly status report on all clubs that have been chartered, gone inactive or re-activated.

The Administrative Services Department, through its service to all levels of the organization, plays an important part in providing better service to Toastmasters.

The Speaker's Page

SPEECH SUGGESTIONS FOR JUNE

June is the month when thoughts turn to summer fun. June 1st starts *National Recreation Month*; *National Barbecue Month*; and *Summer Time is Banana Time*. *Ice Cream Social Time* commences the 15th; *Swim for Health Week* begins the 21st; and on June 26th *Satan's Square Dance* will be held in Hell, Mich. Some of the festivals held this month are the *Portland (Ore.) Rose Festival* (4-13); *Biloxi Shrimp Festival*, Biloxi, Miss. (5-6); *Sun Fun Festival*, Myrtle Beach, S.C. (9th); *Annual Cherry Festival*, Emmett, Ida. (19-25); and the yearly *Hampton County (S.C.) Watermelon Festival* (26th). *National Humor Week* starts the 6th to encourage the pursuit of happiness through humor.

Special days observed during June include *Father's Day* (20th); *Flag Day* (14th); and *Kamehameha Day* is celebrated in Hawaii on the 11th. The 13th is *Race Unity Day*, to "spread the concept of the spiritual unity of mankind, irrespective of race, nation, class or creed." On June 25, 1876, *Custer's Last Stand* was made at the Battle of the Little Big Horn River in Montana. West Virginia became a state on June 20, 1863, and Arkansas was admitted to the Union as the 25th state on June 15, 1836.

Summer starts at 9:56 a.m., E.S.T., on June 21 — have fun!

FROM THE GRAMMARIAN

COMPLACENT; COMPLAISANT — Though they may be pronounced alike, they are very different in meaning. *Complacent*: literally "pleased (*plac*) with (*com*) oneself"; therefore, self-satisfied or smug. *Complaisant*: willing to please others; therefore, obliging, compliant, affable, gracious.

TO BUILD YOUR VOCABULARY

SPECIOUS: Outwardly pleasing; apparently but deceptively fair, just or correct; appearing well at first view. A specious statement is plausible and pleasant, but insincere. A specious argument sounds convincing, but it is in reality sophistical or fallacious.

POINT OF EMPHASIS

The Point of Emphasis for June is "Speech Occasions." When cornerstones are laid or whenever people gather, there seems to be a feeling that someone should make a speech. Planned programs designed to give the members training in many speech occasions, programs full of variety and enthusiasm, will help build your membership and hold your attendance. Schedule educational talks by experienced members on how to handle various speech situations. For example: how to introduce a speaker or a guest; how to make an after-dinner speech; how to make a nomination speech.

Pages 26 and 27 of Club Program Planning provide suggestions of situations in which you may have to make a speech. Project No. 10, pages 49 and 50 of the Basic Training Manual, contain additional information about many of the special types of speeches. Be prepared, no matter what the occasion, when you are called on to speak.

Early English Speech

By **FREDRIC BRODER**

(This is the fourth article in a series tracing the history of public speaking.)

Once again, the clarion call of war was to usher in a new era in the history of speech training. In 1493, refugees from the Turkish conquest of Constantinople jammed the roadways and ships to western Europe, bringing with them whatever treasures they could carry. Monks, priests, and students brought to Italy many of the Orthodox Church's priceless Greek manuscripts.

The refugees were joyously welcomed by the Humanists, classically-oriented scholars, whose translations of ancient Roman documents were beginning to stir all Europe into that great reawakening of scientific inquisitiveness known as the Renaissance.

The Renaissance was spurred on by several factors. The Church had turned to secular activities; individuality was slowly reasserting itself; and the professions and merchants were rapidly forming a moneyed middle class intent upon a better education. Also, the invention of the printing press, around 1448, made moderately priced books available for the first time.

Speech Texts Translated

Several of the ancient Roman and Greek speech texts, formerly regarded as "lost," were translated into the vernacular by the Humanists. Yet, speech was unable to regain its original place of importance as the supreme art. Society was no longer dependent upon individuals speaking for guidance.

Further, the Humanists' interests lay only with the classics. They loved the past, were less interested in the present, and not at all interested in the future. They made little effort to update the knowledge of antiquity and apply it to their own culture. As a result, speech training was still regarded lightly as the weakest branch of the seven liberal arts.

English Renaissance

England, separated from the European mainland as it is, was late in experiencing the Renaissance movement. English scholars and theologians, returning

from the Continent, brought back enthusiastic reports of the classical trend and set to work translating the ancient books into English.

Leonard Cox, a schoolmaster and preacher, recognized the need for a speech text in English and produced a thin volume in 1530 called *Arte or Crafte of Rhetoryke*. Since it was designed for youthful beginners, it was little concerned with the theory of rhetoric.

The book dealt almost exclusively with the canons of invention and arrangement as they relate to the preparation of logical, demonstrative, and judicial speeches. Cox endeavored to present rhetoric in a simple, practical manner by stressing the proper organization of effective speeches.

Though Cox's book was popular with his generation, it failed to influence later English rhetorical writers. It is remembered principally as the first speech text written in English.

Schemes and Tropes

Meanwhile, scholars and writers were establishing an artistic English prose style. The followers of Peter Ramus, a French educator, were most influential in adopting a stylistic form of English speech. Though Ramus never wrote a book, he did establish a set of rules for speech in the preface of another



man's textbook. In dignifying the position of speech in the educational trivium, Ramus justified rhetoric as necessary in translating language from the vernacular into formal Latin.

"Ramian Rhetoric," as it became known, consisted of the broad use of "schemes" and "tropes." A trope is a change of a word or a sentence from one sense into another, while a scheme is an unusual arrangement of the language used. Long lists of schemes (rhymed verses, restatements, sudden switches from the third person to the second person "you," etc.) and tropes (similes, metaphors, allegories, figures of speech, etc.) were presented in those texts which concentrated upon elocution or style.

Once again, speech developed a classical Sophistic flavor. In 1550, Richard Sherry produced his *Treatise of Schemes and Tropes*, soon to be followed by such stylish texts as Henry Peacham's *A Garden of Eloquence* and John Smith's *The Myserie of Rhetorique Unveiled*. Abraham Fraunce continued to separate logic from speech by publishing two companion works: *Lawyers' Logic* and *The Arcadian Rhetorike*.

Wilson's "Rhetorique"

The most important treatise

on public speaking produced by 16th-century England was Thomas Wilson's *The Arte of Rhetorique*. Wilson presented all five traditional parts (or canons) of speech in the first relatively complete work on classical rhetoric in English, while adapting the text and examples to the needs of his own era. Thus, speech was presented as a dynamic, changing art for the "present."



Wilson's book, published in 1553, again credited rhetoric as the "art of the orator," relegating logic to the study of philosophical abstracts (which he covered in another book, *Arte of Logike*). He introduced several modern techniques into his speech text: the importance of winning the attention of the audience; the use of humor to sway the listeners; and the importance of emotional proof. Amplification, the augmenting or diminishing of any matter, was stressed, as was the need for the orator, himself, to be moved in order to move others.

The Arte of Rhetorique effected far reaching changes which influenced and reformed future English rhetorical theory by reuniting, selecting, and adapting the classical principles of public speaking for contemporary use.

Francis Bacon

The next important step in English rhetorical history was supplied in Francis Bacon's *The Advancement of Learning*, published in 1605, in which he gave rhetoric a fairly prominent place in his "total enterprise of learning." Bacon complained that Aristotle's concept of rhetoric as the art of persuasion had added nothing to the advancement of learning, and was, therefore, too limited. He considered rhetoric a branch of the whole art of securing and communicating knowledge.

Though later termed a man of monstrous self-confidence, Bacon shaped and influenced the thinking of his century. He maintained that one learns through one's senses, through induction, not deduction. He decried the scientific syllogism as a "word game," preferring in speech to use apophthegms, "pointed speeches" or little "salt pits," from which "you may extract salt out of, and sprinkle it where you will."

Another contribution Bacon made to speech was his reaffirmation of audience adaptation. This concept of fitting the speech to the audience, though known to the earliest Greek writers, received added contemporary emphasis from Bacon.

Thus, in Bacon's scheme of knowledge, rhetoric's place is to

adapt logical proof to an audience. Rhetoric becomes a leaf on the twig of communication, on the branch of logic, on the tree of philosophy, in the forest of knowledge. "Speakers should realize that all fields of knowledge are united," he wrote.

17th-Century Speech

Thomas Farnaby wrote a significant speech text in 1625, *Index Rhetoricus*, a highly compact, classical treatment, which enjoyed wide circulation and 10 editions.

Yet, on the whole, speech training remained in the province of the early Stylists whose teaching stressed only style and delivery. As early as 1617, Robert Robinson had brought out his *Arte of Pronunciation*, a work devoted to delivery proper. "Rhetoric is the art of speaking finely," wrote Thomas Hobbes in *Whole Art of Rhetorick*, his 1637 defense of the Ramian style.

Gesture, too, became stylized in the speech texts. Albert Bacon produced *A Manual of Gesture* and John Bulwer published, in 1644, two volumes dealing with gestures.

"Ramian Rhetoric" and highly stylized gestures dominated the speech training of the 17th century and the first half of the 18th century. Joseph Addison, Jonathan Swift, and the 4th Earl of Chesterfield, Phillip Dormer

Stanhope, leveled much criticism against contemporary orators who failed to emphasize their styles and deliveries. Chesterfield wrote, in *Letters to His Son*, published in 1774, that "The purity of diction, the elegance of style, the harmony of periods, a pleasing elocution, and a graceful action, are the things which a public speaker should attend to the most."

The Elocutionists

This concern with the delivery of a speech brought to prominence the so-called Elocutionists. Thomas Sheridan, father of dramatist Richard Brinsley Sheridan, published his *Lectures on Elocution* in 1763, deploring the general deficiencies of skill in reading and speaking. He advocated "natural" speech, the reproduction of the emotional tones and gestures in accordance with the laws of nature.

On the other hand, John Walker listed rules for even the slightest variance of voice or gesture in his *Elements of Elocution* in 1781. James Burgh,

Joshua Steele, and Gilbert Austin also contributed to the literature of the Elocutionists. Though their motive in providing better training for the orators of their own era was genuine, their work was soon corrupted by elocution teachers into providing countless charts, diagrams, rules, and tenets for use by inept students.

The Elocutionists, however, stressed the reading aloud of literature in an attempt to discern what the author had meant by his words. This eventually became a field of speech known as Oral Interpretation and is still much in evidence today.

Though the Elocutionists held sway in England, the development of modern psychology was to have a strong effect on the field of rhetoric. By the time of the American Revolution, serious rhetoricians were beginning to include psychological approaches in their speech texts. A whole new era of speech training began to unfold, one which was to influence all future rhetorical thinking.



Fredric Broder is a past Founders District educational assistant, past area governor and former president of Lakewood Club 815-F. He is currently working on a masters degree in speech at California State College at Long Beach.



JUST IN JEST

A noted psychiatrist was lecturing on the theory that people with handicaps often specialize on their handicapped functions. Thus, short-winded boys tend to train themselves into being distance runners, people with weak eyes tend to become painters, and so forth. He finished his lecture and asked for questions.

Immediately one was pitched at him from the back of the hall: "Doctor, wouldn't your theory mean that weak-minded people tend to become psychiatrists?"

—Capper's Weekly

The older generation thought nothing of going to bed at nine o'clock and the present generation doesn't think much of it, either.

"One thing I have always admired about my brother Cecil, the movie producer," William DeMille once said, "is his ability to bite off more than he can chew—and then chew it."

The younger brother of two Boy Scouts fell into the river. Frantically the older two rushed home and complained to their mother, "We're trying to give Robert artificial respiration, but he keeps getting up and walking away!"

—Wall Street Journal

Many an argument is sound—just sound.

A good-looking female pollster was canvassing the neighborhood in a straw vote on the coming election. "May I see the gentleman of the house?" she asked a woman who answered the door. "No!" snapped the woman. "But I only want to know what party he belongs to," the pollster explained. "Well, take a good look," the woman said, "I'm the party!"

—Human Events

REMEMBER: To keep your *Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number. If possible, include a mailing sticker from a previous magazine. Allow 30 days after notification for processing of change.

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

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

FOUNDER

Every speech must have a point, an objective, a clear purpose, a conclusion.

Purpose is the one excuse for making a speech. It is the thing which determines the style of speech to be used. It is the goal, the destination, the guide of the speaker.

Purposeful speaking, hitting the nail on the head, making the sale—these are all just different ways of expressing the thought that a speech must have a definite point to give it direction. There must always be a “so what!”

How shall you point your speech?

First, point it at somebody. There is someone whom you wish to convince, to inform, to entertain, to win to your side. Point your speech at him.

Perhaps there are several or many whom you wish to influence. Even so, keep the speech pointed at these individuals, and remember that they are individuals, not a mass mind.

Second, point the speech at a

definite goal. Before you rise to speak—even before you go to the meeting you are to address—have the purpose so clearly in mind that it becomes a sort of mild obsession with you. Work yourself into a mental condition in which you can count yourself a crusader, an evangelist, the bearer of a message so important and so compelling that it drives you to give it expression. Give yourself a sense of compulsion. The message *must be delivered*.

With a worthy purpose and a sense of mission, the speaker is set to make a sale. He will not wander nor digress. He will not waste words. He will talk to the point because he has a point to talk to.

All this is by the way of impressing the idea that a speaker must (a) have something to say; (b) say it; (c) stop talking.

An aimless, pointless speech is a confession of the speaker's weakness. Any speech worth making leaves the hearers with a consciousness of something accomplished, something gained.

Hold That Member

How can we hold the older members in the club? That question comes in constantly. My own reaction is: How can we hold the new members in the club? The two questions are closely related.

The new member should be prepared, oriented, informed, when he comes into the club. Many men join Toastmasters with the idea that they are getting a class or course in speech-making. They need information which will show them that (a) the Toastmasters club is not a formal class; and (b) that the training leads to much more than merely learning how to face an audience and speak a few sentences without collapsing. Such information as this, given at the start, will show the new member that he is in for a long period of enjoyable association with men of ambition and ability, who will help him to gain the improvement he needs if he will stay with it.

Many men fail to catch the idea, even in two or three years of membership, that there are unlimited possibilities for growth in store for them. When such a man has been elected to a few offices, and perhaps has served a term as president, he figures that he has reached the top. If he goes on with it, into area and district offices, and finally be-

comes district governor, he may think that he is really at the top, and may as well drop out. How silly of him! He is just well started on his way.

It all goes back to the proper start and the right guidance as he proceeds. This hinges quite largely on the conduct of the club.

After a man has made a few speeches, finding that it is not fatal, can you blame him if he gets tired of listening to poorly planned, unprepared speeches on subjects of little interest? He may feel that he can gain more for himself by staying at home and reading a good book, or watching TV, and it is not surprising if he decides to skip a meeting. After a few skips, he is out of the habit, and out of the club.

But if he knows that there is waiting for him a well prepared, meaningful program of speeches and educational experiences, from which he can gain as a listener as well as by participation, he will get to the meeting even at some inconvenience.

EDITOR'S NOTE: Because of Dr. Smedley's illness, he is currently unable to write Personally Speaking. The articles appearing in the Personally Speaking pages are reprinted from Dr. Smedley's earlier columns because we feel they are beneficial to Toastmasters.



JACKSONVILLE, FLORIDA

Toastmaster

Town of The Month

JACKSONVILLE, FLORIDA is the transportation center of the Southeastern part of the United States. It is the center of a complex network of rail and roadways and has a prosperous shipping trade via the St. Johns River.

Nature endowed Jacksonville with an ideal climate which has accounted in part for the city's steady rise as the industrial and commercial heart of Florida. The average mean temperature is 69.5 degrees.

An "outdoor" city, Jacksonville has one of the world's most beautiful beaches and a maze of waterways and inland lakes provide a paradise for fishermen and water sport enthusiasts. In addition to the excellent beaches, the city offers a vast range of active and spectator sports. Golf, tennis, sailing, and water skiing are just some of the activities appealing to the active sportsman, while spectator sports include dog racing, auto racing, baseball and football.

The United States Navy and Jacksonville are partners in progress, each contributing to the economic well-being of the other. Three naval stations with a total of 25,000 men and women attached, are located in the Jacksonville area.

Jacksonville is undergoing a dynamic urban redevelopment program. More than a dozen of the nation's insurance companies are headquartered in the city and there are more than 500 other industries in the immediate area that produce a pot-pourri of products ranging from paper pulp, coffee and truck cabs to yachts.

Despite the increasing population and cosmopolitan character of the city, Jacksonville has retained the traditional hospitality of the Deep South along with the natural friendliness of a thriving happy people interested in their community.

There are 11 Toastmasters clubs in Jacksonville—ranging from military clubs to a club at Jacksonville University. All the clubs are active in local drives and civic endeavors.

The Toastmaster salutes Jacksonville, Fla., Toastmaster Town of the Month.

TOASTscripts

★ ★ ★ ★ ★

Leslie P. Burghoff, Jr., of Westwood, Mass., drives 14 miles each way every week to attend his Toastmasters club meeting. That, in itself, is not too much of an accomplishment. It is an achievement when the driver is a quadriplegic as is Mr. Burghoff.

A former Navy pilot, Burghoff has been president of the New England Chapter of the Paralyzed Veterans of America three times and is currently a director of the national organization. He also is manager of a wheelchair basketball team, the New England Clippers.

Because of his handicap, he is unable to stand and so it is necessary for members of his club, Wellesley Club 743-31, to help him from his car and into his wheelchair when he arrives at meetings and then help him back into his car following the meetings. Such perseverance is an inspiration to his club and should be to all Toastmasters.

* * *

Tamaraw Club 1164-U Manila, Philippines, recently sponsored and conducted the first annual Community Chest Oratorical Contest for public and private high school students in

Greater Manila.

The event was a great success and the club reports that the 1,000 seat Philamlife (Philippine American Life Insurance Co.) Auditorium was filled to hear the six finalists.

* * *

Toastmasters International has been endorsed in three recent publications. *The Leader*, published by the Lutheran Brotherhood, had an article in its March issue by C. L. Thompson, a long-time Toastmaster who is editor of the District 6 *Big Six Digest*. The title is "Try Toastmasters; Improve Your Sales Talk."

"Toastmasters International, Better Listening, Speaking, Thinking," appeared in the March issue of *The Hanover News*, published by the Hanover Insurance Group. The article was written by Lewis C. Edwards, associate editor of the magazine and president of Hempstead Club 1105-46, Hempstead, N.Y.

In the article, "How to Hold an Audience," in the February issue of *Chemical Engineering*, Author Thomas W. Carlin, editor-in-chief of the Alexander Hamilton Institute, Inc., recommends Toastmasters training.

Building Pyramids... or Clubs

By **BUD J. FARES**

Unquestionably, one of the greatest examples of coordinated human effort in the annals of world history was the building of the great pyramid of Cheops, near the city of Gizeh in Egypt. One of the "Seven Wonders of the World," this fabulous pyramid was constructed about 2,600 B.C. It is a monumental tomb, some 450 feet high and 756 feet square, covering approximately 13 acres. It is composed of limestone blocks and weighs more than 6,848,000 tons.

The labor of 100,000 men for 20 years was required in its construction. Just in the preparation for the construction, it took 10 years to build a causeway upon which to move the gigantic stones to the construction site.

What does building pyramids have to do with building a Toastmasters club? Needless to say, no one man could have built the pyramid of Cheops. Remember, it took the coordinated efforts of 100,000 men! Successful business men realize the importance of

coordinated effort on the part of their personnel if they are to continue to succeed and remain in business.

It isn't any different in any other organization, whether it be Kiwanis, Rotary, Chamber of Commerce, or a Toastmasters club. Even if a business or a club is operating at a profit or on the credit side, it can enjoy greater progress through a greater coordinated effort.

In our Toastmasters organization there is an urgent need, in a majority of the clubs, for a greater coordinated effort to build a better club and more interesting and educational programs. This can only be accomplished through the concerted efforts of the members. The officers alone cannot handle the many details required to achieve these goals. They need your help and your advice. Your assignment may seem minor and insignificant, yet everyone is a vital part of the structure that blends into an interesting and exciting



Toastmasters program. Everyone should strive to make these meetings a magnetic incentive that will make members proud to bring a guest and the kind of meeting that you, yourself, will be anxious to attend every week.

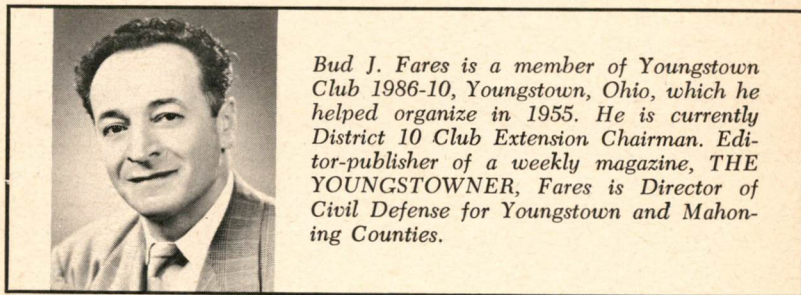
Years of experience have taught the World Headquarters staff of Toastmasters International the solutions to most of our problems. Their findings and help are available to us free of charge. Take time out occasionally to analyze this very important and vital phase of our club operation. Let's not hesitate to take advantage of this expert counseling when it is needed. No one knows the problems of Toastmasters better than they do, and when this knowledge is integrated with your own ideas and techniques, success is sure to result. If we utilize the available material from World Headquarters, exchange ideas with other clubs in our area, play an active role in our area and district activities and, above all else,

work with each other, we will be able to achieve goals of perfection or success which none of us could ever hope to achieve working alone.

In view of this, it is obvious that through community effort we can overcome inertia or indifference. Each and every one of us then can become the architect of a lively, progressive and educational Toastmasters club. We can erect this monument, not as an edifice of mortar and stone, but as an ageless institution of learning for all those who seek the means of self-improvement and leadership in this highly competitive world of ours. Let's make it a monument whose fame is not measured in height or weight, but in terms of human happiness, self-assurance, and in poised and effective leadership.

Be proud of your affiliation with Toastmasters, talk about it, and keep uppermost in your mind at all times that Toastmasters is more than a club—it is an education!

This takes coordinated effort on the part of everyone and through this cooperation and teamwork everyone will profit. As a member, you have a right to seek the advice and counsel of the officers and you have a right to offer suggestions. As an officer, you should welcome the privilege of offering advice and be proud to know that your members are interested enough to take the time to offer constructive evaluation that may result in a better meeting, and a stronger, more progressive club.



Bud J. Fares is a member of Youngstown Club 1986-10, Youngstown, Ohio, which he helped organize in 1955. He is currently District 10 Club Extension Chairman. Editor-publisher of a weekly magazine, THE YOUNGSTOWNER, Fares is Director of Civil Defense for Youngstown and Mahoning Counties.

Success results when a man has the opportunity to express unimpeded the forces within him, whatever they may be. To be able to develop and enjoy these forces is the greatest measure of success. And wealth is not an evidence of success, contrary to public opinion, nor is its possession an evidence of achievement.

— David Sarnott

Be jealous of time expenditures; mere busyness can destroy our ability to get ahead.

Letters to the Editor

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

The lead article in the April issue of *The Toastmaster* ("A Plea for Plain Talk" by Will McCracken) is certainly worthy of that first place.

Naturally, I looked for picturesque phraseology and was caught by this sentence: "The cargo will be lost in transit."

The author was quite right in referring to the "incomprehensible polysyllabic terminology" used by professionals. This is particularly true in professional meetings.

I'm wondering if it is accurate to cite two "highly educated men" when one came from Harrow (a secondary school) and the other from Harvard? Just recently I saw a quotation from Winston Churchill which indicated he greatly regretted the fact that he did not graduate from a university.

J. Gustav White, M.S.
Whittier, Calif.

* * *

I hope no Toastmaster will take Will McCracken's "A Plea for Plain Talk" (April, 1965) article seriously.

He says we'll be more effective speakers if we speak in simple, single-syllable words. And he gives two famous examples. (Winston Churchill's "I have nothing to offer but blood, toil, tears and sweat," and President John F. Kennedy's "Ask not what your country can do for you; but what you can do for your country.")

I checked both of these talks in their entirety and if Mr. McCracken will do the same he will find about the only simple passages are the words he quotes; that's the trouble with taking something out of context to make a point.

A child uses simple Mother Goose

words because a tot has a low level of thought and comprehension. If you accept the premise that words are the tools of thought first — and then of communication, then you must be bound by the level of the audience.

When I address a Sunday school class of six-year-olds I will try to use "Simple Simon" words. But if I'm talking to a more educated group I will use the most powerful words in my arsenal of communication.

I think Mr. McCracken misses the point of his thesis. It is not the words per se, big or small, that move an audience to action; it is the big ideal Plain talk is an idea expressed in clear language. You'll find plenty of polysyllabic words in both Mr. Churchill's and President Kennedy's talks.

If you give a speech with too many simple, one-syllable words you'll probably have a dull talk. The idea behind education is to make you think, to make some effort to enlarge your intellectual horizons. If you want instant knowledge turn on the TV set. We in Toastmasters are committed to the premise that to improve our persuasiveness in communication we must use the best, not the simplest, words.

Barney Kingston
Speakers Forum Club 371-30
Chicago, Ill.

* * *

Am much intrigued with the article, "Speaking of Governments," by Mayor Briley, Nashville, Tenn. (*The Toastmaster*, March, 1965) I propose to send one each to our Mayor and County Head. Am planning a sales "pitch" on city-county employees joining Toastmasters.

Robert R. Hufstader
Des Moines, Iowa

New Clubs

(As of May 4, 1965)

- 52-2 SEATTLE, Washington, *Boeing Sweptwing*, Monday, 5:00 p.m., Executive Dining Room, Boeing Airplane Div., Renton CE 7-3610
- 124-51 CITY OF COMMERCE, California, *Fluor*, Wed., 5:30 p.m., Briar's Restaurant, City of Commerce, California AN 2-6111, Ext. 1105
- 168-9 PRIEST RIVER, Idaho, *Priest Lake*, Thurs., 8:00 p.m., Priest Lake Ranger Station, Priest River, Idaho
- 366-39 RANCHO CORDOVA, California, *Town Criers*, Thurs., 6:00 a.m., Red Lantern Pancake House, Cordova, California NE 5-5672
- 567-7 VANCOUVER, Washington, *Christian Men's*, Mon., 7:30 p.m., Vancouver First Christian Church Fellowship Center, Vancouver, Washington
- 822-2 KIRKLAND, Washington, *Kirkland Congregational*, 1st-3rd Thurs., 6:30 p.m., Kirkland Congregational Church, Kirkland, Washington
- 1659-48 HUNTSVILLE, Alabama, *Jubilee*, Fri., 7:15 a.m., Russell Erskine Hotel, Huntsville, Alabama 534-4655
- 1815-56 EAGLE PASS, Texas, *Eagle Pass*, Mon., 8:00 p.m., Colonial Inn Motel Restaurant, Hwy. 277, Box 823, Eagle Pass, Texas PR 3-4531
- 1964-46 HUNTINGTON, L.I., New York, *Huntington*, alt. Mon., 7:45-9:30 p.m., Martin's Department Store Community Room, Huntington, L.I. HA 7-0738
- 2038-4 MILPITAS, California, *Milpitas*, Tues., 6:30 a.m., Little Pigs Barbecue, Milpitas, California 262-6330
- 2560-10 INDEPENDENCE, Ohio, *TRW Independence*, Wed., 5:00 p.m., TRW Replacement Division, 8001 E. Pleasant Valley Rd., Cleveland 344-5505
- 2660-U BRIDGETOWN, Barbados, *Bridgetown*, Tues., 8:00 p.m., Caribbee Hotel, Hastings, Barbados 6865
- 2830-30 CHICAGO, Illinois, *Chicago Tribune*, 3rd Wed. of Month, 5:45 p.m., Ricarrrdo's Restaurant, N. Rush St., Chicago, Illinois 222-3174
- 2839-57 VALLEJO, California, *Mare Island Supervisors*, 2nd-4th Tues., 5:00 to 7:00 p.m., Masters and Foremans Lunch Room, Mare Island Cafeteria, Vallejo, 644-1111, Ext. 8572, 4649
- 3298-11 PORTAGE, Indiana, *Portage*, 2nd-4th Wed., 6:30 p.m., Ruby Room, Rosewood Restaurant, The Mall, Portage, Indiana
- 3428-2 SEATTLE, Washington, *SOCAL*, Thurs., 7:00 p.m., Seattle District Sales Office, Standard Oil Co. of California MA 3-6310
- 3656-11 FORT WAYNE, Indiana, *Maumee*, Tues., 6:00 p.m., 2300 Maumee Ave., Fort Wayne, Indiana 743-2400
- 3843-63 CHATTANOOGA, Tennessee, *Monday Morners*, Mon., 7:00 p.m., Edmunds Restaurant, Chattanooga, Tennessee 267-1044
- 3871-58 LANCASTER, South Carolina, *Lancaster*, 1st-3rd Thurs., 6:00 p.m., Ellendean Hotel, Lancaster, South Carolina
- 3893-38 PHILADELPHIA, Pennsylvania, *Executives*, Tues., 11:00 a.m., The University of Penn. (Dietrich Hall), Philadelphia, Penn. TR 7-5684
- 3900-60 SCARBOROUGH, Ontario, Canada, *Centennial*, Thurs., 6:45 p.m., Suburban Restaurant, 639 McCowan Rd., Scarborough 267-3597
- 3904-15 HILL AFB, Utah, *Valley*, 1st-3rd Wed., 11:15 a.m., Hill AFB NCO Open Mess, Hill AFB, Utah Hill AFB, Ext. 3489
- 3905-49 PEARL HARBOR NAVAL SHIPYARD, Hawaii, *Aloha Speakers*, Thurs., 11:30 a.m., Harbor Room, Pearl Harbor Naval Shipyard 430-21182
- 3906-17 MALMSTROM AFB, Montana, *Nooners*, Tues., 11:30 a.m., NCO Club, Malmstrom AFB, Great Falls, Montana
- 3910-53 WESTOVER AIR FORCE BASE, Massachusetts, *Westover Officers*, Wed., 7:00 p.m., Officers Open Mess, Westover AFB, Massachusetts 534-0110
- 3912-53 GROTON, Connecticut, *C.P.O.*, Thurs., 11:45 a.m., Chief Petty Officers' Club, Submarine Base, New London, Connecticut 445-7189

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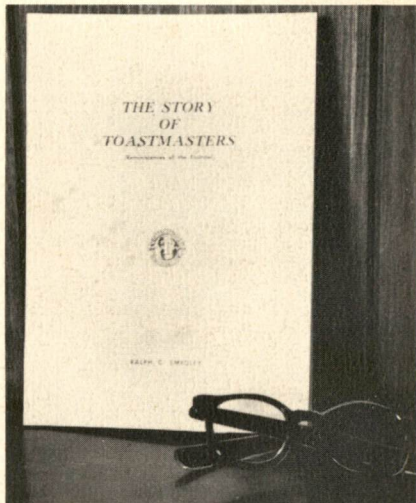
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