

MARCH, 1963

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



MODESTO, CALIF.
TOASTMASTER
TOWN OF THE MONTH

IN THIS ISSUE: ADVENTURES IN READING — BY P. JOSEPH CANAVAN

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Toastmasters can enrich both
lives and speeches through . . .

Adventures in Reading

By P. JOSEPH CANAVAN
Professor of English, Mt. San Antonio College

THE PROBLEM OF what to do with leisure time has been an important one for the 20th century American. Our ancestors were so busy making a living that they had little time for anything else. In the years ahead, however, because we may reach the stage when we cannot participate in many activities, or because automation may bring a working week of possibly 20 hours, what to do with leisure time might well become one of our most pressing problems. Amusements and hobbies will not be enough. Most of us will

soon tire of gardening, conversation, house repairs, and other innocuous means of passing time. I offer one readily available, inexpensive, and significant solution to this problem of being alone and passing time meaningfully — *books*.

Books are true companions for lonely hours. Books provide a variety of satisfactions and offer a diversity of interests that are enriching, amusing, and lasting. In books one can find anything that he seeks: knowledge, adventure, amusement, tragedy — the whole spectrum of life lies

within their covers, for books *are* life. If you wish to travel this weekend, select Homer's *Odyssey* and see the Greek world, spend some time in Michener's *Hawaii*, go around the world in eighty days with Jules Verne, or visit strange lands with Richard Halliburton or Lowell Thomas.

You need not wait for the TV comedy show in order to laugh. Pick up Cervantes' *Don Quixote* and laugh at the antics of the gallant Don charging windmills and sheep on his broken-down steed. And while you are chuckling, this mad, glorious, idealist, seeking so earnestly to do good, will make you cry and think, for comedy is seldom far from tears. Have you laughed with Aristophanes, Plautus, Shakespeare, Moliere, Rabelais or with such fine comedy writers of today as S. J. Perelman, Peter DeVries, Joseph Heller, James Thurber, and Brendan Behan? These and many more are delightful companions for those moments when you wish pleasantly to forget the trials of everyday living.

I remember my mother well for many reasons. When my father died, I was a year old. My brother was four. Until we graduated from high school, my mother's life was full. It had a

purpose that consumed all of her time: to get us through school. Then we left home. Soon afterwards we were taking care of her. The 15 years left to her, however, were meaningful ones. As friend after old friend passed on, books filled the void. I can still see her sitting by the living room window looking up from her book to make sure that she did not miss anything or anyone passing outside. But when sidewalk and street were vacant — as sidewalks and streets in small towns so often are — she was lost in other worlds that were actually more real than the one outside. Her time ran out, but what glorious adventures she enjoyed through the magic of books before her final curtain call! Yes, with books as friends one need never be alone.

Books are an excellent means of building mature character. We may learn much from living and working. But for most of us life's experiences are somewhat limited; our lives are pretty routine. We must find the broad range of experience necessary for mature living in other ways. We need to make use of the thoughts and efforts of the great minds of the past and present in order to grow. In books we find



the knowledge and experiences necessary for that growth.

We find in the thoughts and experiences of the myriad of characters who come alive as we read, a background for understanding ourselves and our times. Our personal problems and the problems of the present are not uniquely ours alone. They have puzzled men before. Many answers to these basic recurring questions lie within the pages of books. There can be no broad intelligence or understanding without a knowledge of the ever-changing yet ever-the-same values and problems that make up human experience. How can we make sound judgments unless we have something to compare or contrast with our situations? Can we envision what is to be and prepare for that future adequately and wisely without learning from what has been and what is? By gaining, as John Morley puts it, "the historic sense of progress through the ages," we shall find the strength of character so necessary for functioning effectively in our world of tension, complexity and confusion.

Recently on the campus where I teach, the Social Science Club arranged for a series of five lectures with faculty members as the speakers. They were called "Last Lectures," and based on the idea: "What would you say if this lecture were truly your last

one?" I spoke about some values I believe essential to purposeful living: faith, tolerance and understanding, love, courage, humility, and determination. During the question period one of the students asked me: "Will an understanding of the rationalist and empiricist philosophies of the 18th century hurt one's own faith in a Divine Being?"

For us who are older, life's experiences may well give us an answer, may well strengthen the religious convictions that were so essential a part of our maturation process. But today's thinking individual of 17 or 18, exposed to the magic of the scientific method of inquiry and convinced that at last the way ahead will no longer be paved with unanswered questions or doubts, is shocked to find that there are still many questions that cannot be answered or for which he must find the answers himself.

He discovers that his scientific approach to many problems does not bring him answers; he realizes that the method he believed would bring answers is itself limited. The resulting confusion may be easily understood by those far older than he, but it is nonetheless frightening. Because he has just begun to live, he has no background of experiences in solving the problems. And his old beliefs weakened by incessant questioning are now suspect in his mind. He is between two worlds — one

that he has to a large extent destroyed, and the other that he is not ready to understand. His parents, priest, minister, or counselor can help, but eventually he must work out the solution to the problem himself. *Books can help.*

In his famous "Discourse on the Method," Descartes, the father of Rationalism, writes: "*There was necessarily some other more perfect Being on which I depended or from which I acquired all that I had. . . . Conquently it is at least as certain that God, who is a Being so perfect, is, or exists, as any demonstration of geometry can possibly be.*"

This answer is not the only one. Hume, Montaigne, Voltaire, Hardy, Dreiser, Schopenhauer, see man as "a mere cog in a machine, helpless to change his destiny."

On the other side of the fence, we find Thomas Aquinas, Martin Luther, Robert Frost, Browning, Tennyson, Graham Greene, William Faulkner and many others who see hope in a retention of faith and in the "great potentialities of human aspiration."

In books the greatest minds of the past and present are at our disposal. Sophocles, Plato, Aristotle, and other Greek thinkers asked and attempted to answer most of the basic questions that perplex mankind. Freedom to

think independently, respect and admiration for man's position in the vast scheme of things, emphasis on mental and physical fitness, responsibility of each citizen to make democracy work — these ideas have bridged the centuries and link us inescapably to the ancient Greeks.

The Bible is an inexhaustible storehouse of knowledge for thoughtful reading. The dilemma of Job alone is enough to challenge any thinking person. But we need not rely only on established and accepted great thinkers for an evening of thoughtful reading. Let me read you a paragraph from a contemporary novel by a writer who is not considered to be a Sophocles or Plato; he writes:

"And so my father died. . . . My father did not recover, and

he died witless and in pain. And why this should have been I have no idea at all. He was a very good man who had lived a very good life, yet he died a cruel death. This is the hardest sort of thing to accept; for some, it's impossible, because here is the old baffling problem which has always been with us and will be until the end of time; the problem of reconciling pain and suffering with an omnipotent and merciful God. There are all sorts of answers suggested to this problem, most



of which are as old as the problem itself; some are foolish; others are as reasonable as the mind of man could possibly devise. But here it seems to me we deal with something reason cannot reach, and with that part of man which reason does not touch, for when someone stands fixed and helpless before another's suffering — especially in those cases when those who suffer are plainly innocent of any guilt — then the cool light of reason may not be much help. And here, I think, faith comes in. I myself believe that there is no such thing as purposeless pain or suffering, although I must confess that for much of it I can see no purpose at all. But the point is that if one accepts God, one accepts Him totally, accepts what He does and what He permits. One accepts it, but one does not necessarily understand it. Surely it's a question of vision, for as we are, we can see, but only to the corner; we cannot begin to see the whole design. . . ."

I do not know if this answer to Job's dilemma is the right one. But it is a thought-provoking passage for the student who asked me that question and for you and me as well. Goethe in his *Faust*, Milton in his *Paradise Lost*, each in his own way tries to "justify the ways of God to Man." It is a question that, I believe, will ever be with us. Each must answer it in his own way. I can only sug-

gest that books will help us find the answers. "Great books," writes Mortimer Adler, "are those that contain the best materials with which the human mind can work in order to gain insight, understanding, and wisdom. Each in its own way raises the recurrent questions which men must face. Because these questions are never completely solved; these books are the sources and monuments of a continuing intellectual tradition."

Books impart a deepened sensitiveness to ideals, values, pleasures, heartaches; books make us responsive to the wide and vital emotions that make up our lives. Living is feeling, and to live fully one must feel deeply and meaningfully.

Books help us in our search for truth. We need truth if we are to understand man's weaknesses and strengths. Machiavelli in his earnest desire to propose a solution to the disunity of the Italian city-states of the 16th century, wrote "The Prince." In this book he proposed a total dictator who would be politically amoral — "the end would justify the means." And so Cesare Borgia who "allowed no moral considerations to impede the growth of his power," was his model prince. We see this philosophy operative in our world. Hitler believed his super-race in an empire that would last a thousand years was a golden dream that would justify

the murder of six million Jews and that covered the face of our world with white crosses. Lenin and Stalin, and now Khrushchev and the others in the communist oligarchy, believe the golden dream of a classless society is sufficient reason for the many blood purges that stain the pages of their histories and for the Hell they are raising today.

Let me call your attention to two entries in the *Soviet Encyclopedia*.

CHARITY — *Help granted hypocritically by the representatives of the dominant class in societies of exploiters to a certain fraction of the disinherited sectors of the population in order to deceive the workers and to divert their attention from the class struggle.*

IMPERIALISM — *The monopolistic phase of Capitalism: its highest and its last stage indicating the eve of the social revolution of the proletariat.*

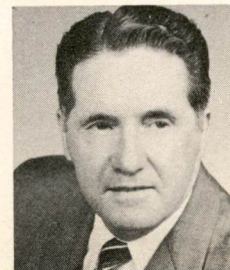
With this kind of education for Soviet citizens, is it any wonder that at a conference of the United Nations when the Soviet delegates and the delegates of the Free World were earnestly trying to formulate a joint statement about the results

of the conference, an argument arose over the word, "truth." In discussing the word, the Soviet leader asked: "What kind? Do you mean undistorted *Truth*?"

In books lies knowledge that will help us find truth if we use it rightly and if we train ourselves to distinguish between what is true and what someone wants us to believe true. The purpose of accumulating knowledge is to use that knowledge to think. Thinking means selecting, discarding, evaluating facts in order to discover truth: we must know what the writer or speaker is saying; we must beware of our own bias or prejudice; we must judge, reason, and evaluate what we read, listen or reflect later on that material; and finally, accept as true what we have decided is truth.

If you have not had as many "adventures in reading" as you would like or if you have not had enough "adventures in reading" that have been significant and memorable, I can only say give it another try. For books — the right kind of books — are truly an exciting, meaningful, supplement to living. ♦

Dr. P. Joseph Canavan is chairman of the Department of English, Mt. San Antonio College, Walnut, Calif. He received his Ph.D. degree from the University of Southern California, and was a Fulbright lecturer in Denmark during 1953-54. He is the author of many articles and of three books: "Techniques of Research," "Workbook for Writers," and the forthcoming "Grammar for Writing."





An early innovation of Club 3060 was to develop a Toastmaster-of-the-Year program. C. Harper Brubaker, right, Hughes vice president, discusses award with Robert L. Johnson, winner. Johnson, club past president, is with the Marketing Department, in charge of new business proposals. According to Brubaker, Hughes encourages membership in Toastmasters to broaden an individual's professional experience while developing his management skills.

Strong Company-Club Relationship

spells success for this Toastmasters club at Hughes Aircraft Company

By ROBERT L. JOHNSON

Hughes-Fullerton is composed of nine inter-related divisions with a combined work force of 6,500. Primarily known for its large-scale military electronics systems that contribute so notably to national defense, the company in recent years has diversified into commercial and professional fields to supplement its research, engineering and manufacturing activities. Toastmasters training is now incorporated as part of company development program.



Many Toastmasters who have benefited from TM training are now making speeches as part of their jobs. Jim Palin, Club 3060, presents management briefings to company executives. Palin also reviews company policies and business plans as part of employee orientation program.

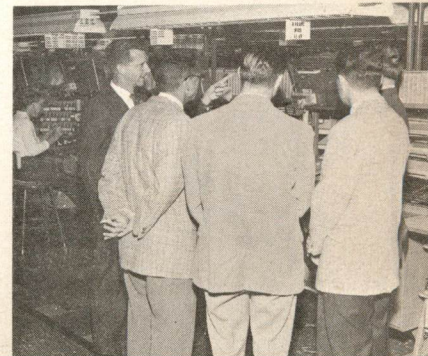
TOASTMASTERS IS NOW in high gear at Hughes-Fullerton, California. But it was not always so. Six months after the founding of the first Hughes club, 3060-F, attendance and interest were so low that disbanding seemed the only answer. Instead, the club decided to fight. They enlisted the help of top management, which responded with enthusiasm and interest. Together they developed a strong company-club relationship which has resulted not only in the re-vitalization of Club 3060, but in the formation of a second club, 1662-F. Three more clubs are in the process of formation.



As part of its revitalization drive, Club 3060 entered Club-of-the-Area Contest, District F, and chalked up two consecutive wins. Hughes vice president C. Harper Brubaker, center, and C. E. (Tug) White, manager of Administration and founder of Club 3060, study inscription on perpetual award, while Bill Rheem, left, holds permanent award.

Membership drive features display of trophies and awards, capitalizes on employee traffic in lobby of company cafeteria. Tom Stewart, left, educational vice president, Club 1662, and Gordon Bricken, secretary, Club 3060, discuss merits of Toastmasters with prospect Jerry Vind.

Orientation tour for new employees is conducted through manufacturing and parts services division by Tom Stewart, left. As head of company's personnel development section in Fullerton, Stewart joined Toastmasters because of the obvious value it offered supervisory personnel to develop management skills.



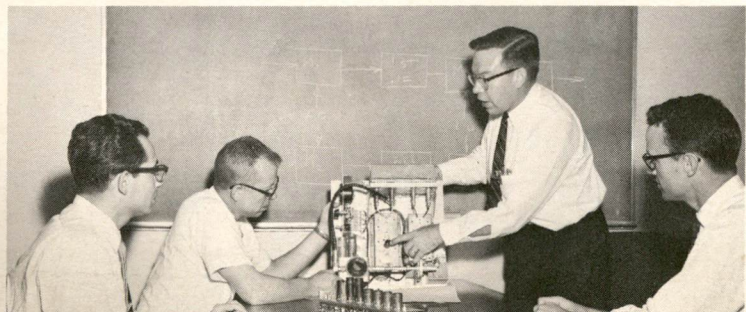


Commercial products presentation is made to foreign visitors by Clint Lovret, standing, of Hughes videosonic systems division. Lovret has distinction of holding membership in Smedley Club No. 1, Santa Ana, in addition to his membership in Club 3060.

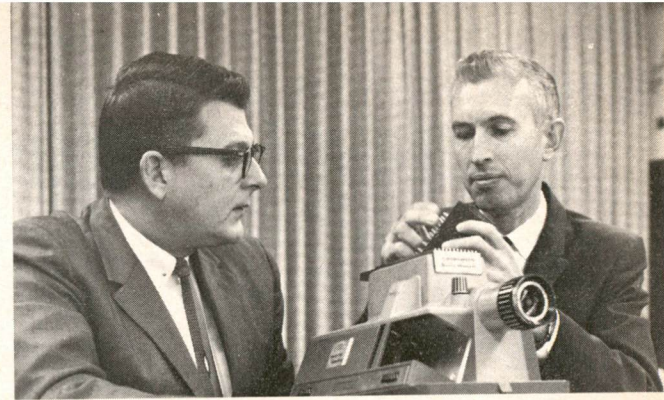


Speechcraft courses conducted by Toastmasters for Hughes employees during noon hour opened the door for many new members; after completion of first class, the 13 male graduates formed nucleus of second Hughes club, Club 1662. Mary Beran presents her ice-breaker under the encouraging eye of Bill Rheem. Students make three speeches during the course.

Project staff meeting features explanation of equipment design by Frank Sandoval, standing, manager of radar receiver department. Sandoval is a charter member of Club 1662 and believes that engineers especially can improve their technical communications skills by membership in Toastmasters.



Community service is basic element in Hughes-Fullerton Toastmasters program. John Stecko, left, and Clint Lovret check slides and projector in preparation for talk to area service clubs. Speakers bureau of Club 3060 made over 150 local presentations last year in behalf of March of Dimes, Big Brothers and other campaigns.



Close cooperation with World Headquarters staff is standard procedure with Hughes clubs. TMI officials are shown operations in manufacturing and parts services division at Ground Systems Group, prior to attending awards dinner of Club 3060. From left: Maurice Forley, executive director TMI; C. E. White, manager of administration, Hughes; Harry Harvey, TMI executive assistant; Don Perkins, TMI public relations manager, and Joe Donegan, electronic assembly superintendent, Hughes. White is a member of Club 3060, Donegan of 1662.

Promotional material describing Toastmasters is on permanent display in lobby of company buildings to attract both employees and visitors. President Charles Wright, Club 3060, left, uses folder and poster on display stand to explain Toastmasters to prospect



OUR ATTENDANCE ROSE from 50% to 80%—and stayed high. The educational vice president ceased having troubles with last minute changes in the program. We had a full quota of new, interested, enthusiastic members.

How did this happen? Well, we had a membership contest. But we feel that ours was a contest with a difference.

The idea of a membership contest came to us during an area officers training session, when Marshalltown, Iowa, Club 1857-19 described such a plan and said that it was working well for them. We had a few doubts. A contest, with points awarded and a dinner for the winners? Would mature Toastmasters, interested in self-improvement, in

a club designed for self-improvement, really go for such a stunt?

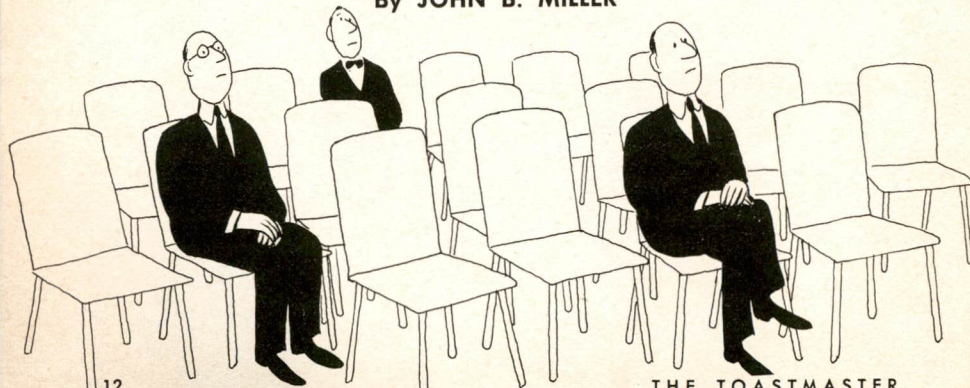
But obviously something had to be done. Our club was down to 23 members, the lowest point in its history. What was worse, only about 12 were showing up for meetings. We scheduled four speakers for each meeting, and frequently found ourselves with only one or two present and ready to speak. We felt that the club would soon fall apart through inertia and lack of interest.

The executive committee met and discussed the matter thoroughly. Finally they recommended to the club that the contest be tried out for 22 weeks, beginning with the first meeting in January, 1961.

Our club found the answer to...

The Attendance Problem

By JOHN B. MILLER



Three team captains were named. They were handed the membership rolls and chose their teams in round robin selections until every member was assigned to a team. The educational vice president then made program assignments for the entire 22 week period, listing toastmaster, topicmaster, master evaluator, grammarian and three speakers for each meeting. The schedule assigned one speaker from each team. The other assignments were arranged so that team points would be distributed as evenly as possible.

Points were accumulated by each team as its members served as toastmaster (five points), topicmaster (three points), master evaluator (two points), grammarian (one point) and speaker (five points). In addition, each team received one point per member present at the meeting.

So far, our plan followed many of the others used by various Toastmasters clubs. From here on, however, I believe we introduced a few variations. For instance, any person assigned to a program spot and unable to fill the assignment, could arrange for a substitute — but the substitute's team received the points. Naturally, this meant that team captains became the clearing house for all substitutions in order to keep the points within their own teams.

Whenever a new member was

brought into the club, he automatically became a part of his sponsor's team. His attendance points were added to that team's total, as were his points for participation. Our club's administrative vice president, who is primarily responsible for membership, found his work considerably lightened by an eager corps of volunteers all diligently searching for men who might be interested in the self-improvement program of Toastmasters. Everyone was anxious to sponsor a new member, and add him to the team.

At the close of each meeting, the standings of the three teams were announced. They were also printed in our weekly club bulletin. This kept enthusiasm at a high pitch, and it was interesting to note that no team ever lost the speaker's points for an evening. I have heard a team captain inform the toastmaster of the evening that in the event his man did not arrive in time for his talk, he, himself, was prepared to act as the substitute. Every member felt the same team loyalty. For instance, if you ran into a member of your team on the street the day after he had missed a meeting, you didn't say, "We missed you at Toastmasters last night, Joe." No indeed! You said, "Joe, you cost us a point last night." And you could be pretty sure that Joe wouldn't miss the next meeting.

When the 22 weeks had elapsed and the time came to announce the winner, we discovered a very strange thing. The totals for participation points were exactly equal for all three teams! The winning team was chosen on the basis of attendance points.

For the pay-off dinner, the two losing teams purchased the necessary ingredients and served charcoal broiled steaks to the victors. Since the losing team captains headed the committees for the meal and the program, they assigned all program duties that night to the members of the winning team. And the club unanimously voted to start a new contest after the summer vacation. Incidentally, the second contest was just as successful as the first, and we finished the year with a club all-time high of 36 members.

You may wonder what hap-

pened to our club during the summer, that well-known "slump" time for all clubs. We discovered that the enthusiasm engendered by lively, well-planned and well attended Toastmasters meetings carried over and through this period. Attendance has been high and participation reliable. We have had two of the most successful summers the club has ever enjoyed.

If there is a key to making this membership and attendance plan work, I believe it lies in constant publicity as to the standing of the teams. Everyone gets excited at a race if he can see the horses, cars or dogs running. Enthusiasm for the contest stays high if everyone always knows the score.

If your club has worked out a better system for handling your attendance problems, we'd like to hear about it. But if you still have the problems we encountered, why not try our contest? ♦



John B. Miller, attorney of Nevada, Iowa, is serving his second year as a member of TMI Board of Directors. He is a member of East Story County Toastmasters 504-19, Nevada, Iowa.

For every man the world is as fresh as it was at the first day, and as full of untold novelties for him who has the eyes to see them.

—Thomas Henry Huxley

Scientific Speech Evaluation

By ARTHUR J. ZITO

PRACTICE MAKES PERFECT! Of course everyone knows that practice makes perfect. The statement, however, oversimplifies. A thoughtful look in cold daylight shows that practice alone will not make anyone perfect in anything. We must add a few words — *the right kind* of practice makes perfect — to have a meaningful statement. Simple as it sounds, many people fail to see that the *wrong* kind of practice only develops bad habits and impedes progress.

For example, how many Toastmasters do you know who have been practicing for a long time but have never really learned how to make a speech? Practice has enabled them to overcome fear and given them the confidence to speak to groups of people. But the tragic thing is that their

many hours of practice have never really taught them how to give an *effective* speech.

When you get right down to it, can you think of a more deplorable case than a poor speaker with unbounded confidence?

This is the pitiful case of a speaker whose years of "practice" blind him to how poor a job he's doing. His misplaced confidence leads him, unabashed and unchecked, to say and do things on the platform which de-

tract from his talk and of which a less experienced speaker would have been painfully aware.

Now, how does one really learn the fundamentals of effective communication — the basic building blocks of organization and delivery which all good speakers must amass in order to get their story across? The key is



effective, purposeful evaluation.

Speech evaluation should measure a man's performance, indicating how well he does in a given speech situation. As with any broad, non-numerical measurement, good evaluation depends on the care with which the key speech components are chosen. Let's take a page from a business textbook on scientific management.

A businessman needs to measure the performance of his firm. The value of these measurements depends heavily on the choice of what he measures. In the businessman's parlance, the things he measures are called *indices of performance*. Rising or falling, they reflect the health of the business. Progressive companies develop their own analytical set of performance indices, tailored to their particular operations, which enable management to evaluate how the business is faring at any given time.

In evaluating speech performance, a similar set of indices must be established. The World Headquarters of Toastmasters International publishes several types of critique sheets listing the component elements of a good speech presentation.

After the speech components have been determined, the eval-

uator must determine what constitutes "good" or "poor" performance. Going back again to our business analogy, an astute businessman needs to know not only that the firm has made so many dollars of profit, but also whether the amount earned is good or poor performance for his firm.

To determine this, the businessman uses three basic approaches: he compares his firm's current performance with (1) past performance, (2) the firm's potential and (3) performance of similar firms.

Whether he is consciously aware of it or not, an evaluator also compares the speaker's performance against some ideal standard which is a composite formed by his judgment of (1) the speaker's past performance, (2) the speaker's own potential and (3) the performance of other speakers. Here are three basic approaches:

1. *Comparison With Past Performance:* Every time a speaker is evaluated, he should be given an indication of how he has progressed since his last talk, and more important, *what the general trend is*. The most profitable comparison any speaker can make is against his yesterday's self. (A record of standard evaluation sheets, collected over a

period of time, will provide the speaker with a written record of this progress — a trend always measured in the same way and by using the same components.)

2. *Comparison Against Potential:* A businessman normally establishes a budget, or goals to shoot at, which are a reflection of what he thinks the firm is really capable of. He then compares the actual performance of his firm against these goals. In the speech situation, a meaningful evaluation should contain some thought as to how the speaker is doing in comparison to what the evaluator thinks the speaker is really capable of.

3. *Comparison With Other Firms:* A smart businessman always compares his performance against that of his competitors. Similarly, a thorough evaluation should take into consideration the speaker's performance as compared to that of his fellow club members, giving the speaker an indication of whether he is above or below average.

It should be noted that we are dealing with non-quantitative measures in evaluating speech performance as contrasted to many of the more precise numerical measures used by the businessman. However, speech evaluation need not be completely subjective, since it is a straight-forward matter to set up a simple rating scale as utilized

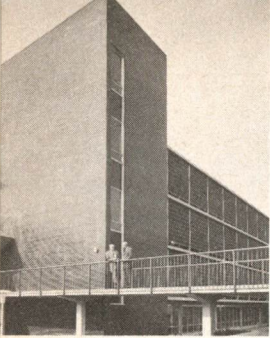
in speech contests. The evaluator then uses his judgment in assigning a relative rating, numerical or otherwise, to the speaker.

It should be emphasized that the written evaluation should also be presented *verbally* to the speaker and supplemented by any additional comments the evaluator wishes to make. One of the criticisms in using a standard evaluation form over a period of time is that it becomes too stilted and narrow. This need not be true if the basic evaluation is buttressed by subsequent free-wheeling comments which are so valuable to a speaker. The use of a basic evaluation form should in no way inhibit anything additional which the evaluator or other club members desire to tell the speaker. The standard evaluation form is the foundation, the basic review, on top of which all other suggestions, tailored to the particular speaker, can profitably be added.

Remember: it's not enough to know how well you're doing. *You must also know exactly what you have to do to improve.* It's the right kind of practice which makes perfect. ♦

Arthur J. Zito is Sales Manager, Electronic Surveillance Systems, General Electric Company, Syracuse, New York. He is a member of Syracuse Toastmasters 580-34.





MODESTO, CALIFORNIA

Toastmaster Town of the Month

MODESTO LIES AT THE NORTHERN TIP of California's great central valley of the San Joaquin. A two hour drive will bring its residents to the San Francisco Bay area, the ocean beaches of Monterey, or the slopes of the High Sierra.

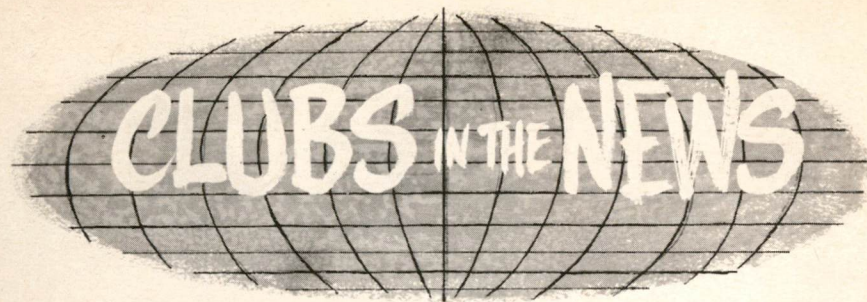
Stanislaus County, of which Modesto is the county seat and largest city, extends along the floor of the valley for 55 miles. Through it flow the Tuolumne, Stanislaus and San Joaquin rivers, which, with the La Grange and Don Pedro Dams, provide ample water for the 337,000 acres of farmland. For more than 50 years, the motto of Modesto has been "Water-Wealth-Contentment-Health."

Originally a quiet railroad settlement, Modesto today is a progressive, modern city with a metropolitan area of approximately 92,000 people. The city recently received the All-American City Award, presented by Look Magazine and the National Municipal League. Civic improvements of the last few years include a \$1,500,000 municipal administration center (cover picture), an addition to the city-county airport runway and a program of city-owned parking lots. Construction has been started on a \$20,000,000 freeway.

As the center of a county ranking ninth in the nation in the sale of agricultural products, Modesto's chief industry is food processing. Recent years, however, have brought diversification, including chemicals, metal products, electrical equipment, business forms, glass bottles, and many other items. A wide variety of educational, recreational and cultural opportunities are available in Modesto, while the surrounding area is famous for its hunting and fishing.

Among its more than 200 community organizations, Modesto proudly numbers five Toastmasters clubs. In the order of their founding they are: Modesto Toastmasters 609, Banner 696, East Stanislaus 1045, Wood Colony 3248 and Toastbreakers 3389. With their good neighbor, Turlock Club 3498, the clubs comprise Area IV of District 27. Such a number of active clubs generates strong inter-club activities, and Modesto Toastmasters are an energetic group, busy in community as well as Toastmaster affairs.

Toastmasters International salutes the Toastmasters of Modesto, who are actively contributing to the welfare of their clubs and their



President and First Lady Honored

International "T" Night, honoring President and Mrs. Frank I. Spangler, was recently held by Toastmasters of Milwaukee and environs. Participating in the salute to the President and First Lady were friends from A. O. Smith Corporation, United Community Services of Greater Milwaukee, International Toastmistress Clubs, Northwest YMCA, the State of Wisconsin, National Secretaries Association, Damascus Masonic Lodge, Beloit College Alumni and Toastmasters International.

Among the honored guests were Shepherd Cornell, executive vice president of A. O. Smith Corporation, the Honorable Robert C. Zimmerman, Wisconsin Secretary of State, and Henry Meier, Mayor of Milwaukee. Toastmasters dignitaries present included Past International President Emil and Mrs. Nelson, Senior Vice President and Mrs. Alex Smekta, International Directors Howard Flanigan, Charles Swan, John Miller, Joseph Ellis and Past International Director John Franczak, District 6 Governor James Knowles, District 11 Governor Loring Dalton, District 40 Governor Jack Lang, and Past District 11 Governor Lowell Kemper.

A large number of letters and wires were received, and these, with other mementoes, were bound into a special

book and presented to President and Mrs. Spangler. The Spanglers were also given a tape recording of the entire program, with personal greetings from the banquet guests included.

Ralph E. Howland, Jr., past governor of District 35, was toastmaster of the evening, while District 35 Governor Gene Haluschak gave the formal welcome.

**District 35
Wisconsin, Upper Michigan
and Central Ontario**

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Club Pronounced "Asset"

Entitled "An Asset To Oelwein," an editorial appearing in the Oelwein (Iowa) Daily Register praised the Oelwein Toastmasters for their formation of speakers bureaus in behalf of the Oelwein Industrial Development Corporation and the Chamber of Commerce.

The editorial stated: "Members of the club appear as speakers at no charge, doing so only to give assistance and to promote Oelwein, while at the same time gaining valuable speaking experience for themselves . . . it is more than gratifying to note their deep and sincere interest in promoting Oelwein, in giving a boost to Oelwein's progress."

**Oelwein Club 3484-19
Oelwein, Iowa**

Adm. George W. Anderson (center), Chief of Naval Operations, is honored as "The Navy's No. 1 Toastmaster" by Toastmasters International. L. Kenneth Wright (left), TMI Director, reads a letter from WHQ commending Admiral Anderson for his active encouragement and endorsement of TM training for all Navy men. Waiting to present the Admiral with an inscribed silver gavel is Lt. Cmdr. Marc Arnheiter, USN, a former vice president of Admiral Anderson's Pentagon Toastmasters club.



Cdr. C. H. (Walt) Walton SC USN, left, governor of Area 22, Dist. 36, discusses the Governor of Maryland's proclamation of "Toastmasters Day" and other exhibits in U.S. Naval Academy's Carvel Hall with Capt. George Bryan Jr., during Dist. 36 Fall Conference at Annapolis. Bryan is past president of local Trident Club 1413-36.



No, he's not being hanged; Henry Van Compennolle, newly installed president of Lynwood (Calif.) Club 423-51 is being hoisted to where he can reach the president's gavel. Retiring President Fred Anhorn is doing the hoisting.



Named "Toastmaster of the Year" by Victory Club 221-6, St. Paul, Minn., is O. M. (Mike) Ousdigian (left), shown receiving the award from Past Int. President Emil H. Nelson. Armenian-born Ousdigian is in great demand as a speaker on America and American way of life.



Flight Lieutenant B. G. (Pip) Hipkins (right), RAF liaison officer at USAF's RAF Station Bentwaters, England, is accepted into the One-O-Wonders Club 3398-U by President William G. Tretinik. Toastmaster Hipkins is first Englishman to join the one year old club.



Ray Thomas, Youngstown (Ohio) Club 1986-10 (left), made only three small grammatical errors in his speech, but was awarded Super-Blooper badge by Suzanne L. Wherry, 757th Troop Carrier Armed Forces Day Queen and honorary grammarian of the evening. Tom Managan of Lake Erie (Cleveland) 2363-10 made no errors, was named Super-Dooper. Occasion was charter night of Blue Tiger Club 1707-10, Youngstown Air Reserve Base.

First key to Arizona's newest city, Kearny, was presented by Mayor Jay Shelley (left) to District 3 Governor E. C. (Sid) Friar during district conference. Mayor Shelley is a member of Copper Basin Club 1751-3.



Winners of the reading contest sponsored by Nor'easter Club 2494-38, Philadelphia, Pa., pose with Educational Vice President Mel Silver (left) and Past President Samuel Schreiber. Contest is open to 7th and 8th grade students who are related to employees of the Naval Supply Depot where club meets.



Past District 11 Governor Lowell P. Kemper, Club 199 (2nd from right) moderates news panel. Left to right: Harold Egnes, Tom Delph, Kemper, Dave Pickett. All three panelists are past presidents of Club 385-11, Indianapolis, Ind.



Past District 61 Governor John Korcz, (left), presents Reynolds Aluminum trophy to French language speaking contest winner Adege Sincennes.

L'Art Oratoire

In 1953, the newly-formed Lavolette Club 1392 of Trois Rivieres, Quebec, began holding meetings at which each member spoke in English or French as he wished—the first bilingual club in Toastmasters International. In 1954, the first French language speaking contest was held, and a trophy was donated by Reynolds Aluminum Company. At that time there were only three or four clubs in all Quebec who wished to send contestants to this event.

During the nine years, competition and participation increased to the extent that in December, 1962, it was necessary to hold the event as a District 61 contest. Instead of representing three or four clubs, contestants from five areas represented members from 30 clubs, separated by distances, in some cases, of as much as 700 miles. And which club played host to the first District 61 French language speaking contest? Naturally, Club Lavolette 1392.

Winner of the contest was Toastmaster Adege Sincennes of the Beauharnois Club 3240.

Lavolette Club 1392-61 Trois Rivieres, Quebec

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Club Sponsors Weekly Panel

Irvington Club 199-11 of Indianapolis, Ind., is sponsoring a weekly program over WSMJ-FM, Greenfield, on Tuesdays, 7:30 to 8 p.m. The program, "Today's News as We Take It," was suggested by Toastmaster Rex Fraley, part owner of the station, and is moderated by Past District 11 Governor Lowell P. Kemper, and is carried live.

As the project expanded, an invitation to participate was extended to all clubs in Areas 2, 10, and 14 of District 11. The clubs furnish three panelists each week to discuss local, state and national news. The program has received excellent response.

Irvington Club 199-11 Indianapolis, Ind.

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Hold Children's Meeting

West Des Moines Toastmasters held an unusual meeting when club members invited their children (age 10 and

over) to be guests. A regular meeting was held, but speeches were planned within the interest range of the children.

Table topics enabled the young guests to participate. The topic was whispered to a member, then passed along the table with each person whispering it to his neighbor. When it reached the proper member, he was given two minutes to discuss the topic as received.

West Des Moines Club 3049-19 West Des Moines, Iowa

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Gavel Becomes Friendship Token

Members of Musselburgh Club 1572-TCBI, Scotland, were most interested when they learned that a Toastmasters club was being formed at Musselburgh, New Zealand, a suburb of Dunedin. The New Zealand community was originally settled by emigrants from Musselburgh in Scotland.

Desiring to send their fellow club a token which would be "100% Musselburgh," President Ron Taylor and Educational Vice President Willie Anderson obtained a piece of timber from a tree which had grown in the grounds of Pinkie House, a fine old 16th century mansion. From this a local craftsman fashioned a gavel which the club dispatched to the New Zealand group with fraternal greetings and best wishes to brother Toastmasters on the other side of the world.

The club also intends to keep a recording tape traveling to and from New Zealand.

Musselburgh Club 1572-TCBI Musselburgh, Scotland



Saturday Morning Toastmasters of Jacksonville, Fla., stage demonstration meeting at St. Augustine.

Stage Demonstration Meeting

At the invitation of Toastmaster Adin Maltby, president of the St. Augustine (Florida) Chamber of Commerce and an active member of the Saturday Morning Club of Jacksonville, more than 30 members of the Jacksonville club boarded a chartered bus early in the morning and traveled 36 miles to conduct their regular meeting before a group of business and professional men of St. Augustine. Maltby, who has made the 72 mile round trip regularly while serving as a club officer and completing Basic Training, now hopes that he will be able to continue his Toastmasters training on his home grounds.

According to Charles Pullen, one of the club's founders, "We had a fine group of speakers, complemented by a wide-awake evaluating team which included members of the St. Augustine group." It is hoped that a new club will result from the meeting.

Picture shows, left to right: Larry Webb, District 47 governor; Asher Smith, speaker; Roy Pooley, speaker; Adin Maltby, toastmaster; Frank Osborn, speaker; Steven Joyner, speaker and winner of the "Speaker of the Week" award, and Don Arnow, Area 7 governor.

Saturday Morning Club 2840-47 Jacksonville, Fla.

Club Adds Distinguished Members

Two distinguished names were added to the rolls of the Incirlik Toastmasters Club 3095-U, Incirlik Air Base, Turkey, as the club conferred honorary membership upon the Honorable Mukadder Oztekin, Governor of Adana, and Colonel Travis Hoover, Commander of Incirlik Air Base. The presentation of certificates climaxed an enjoyable social meeting attended by more than 40 Toastmasters and guests.

In his acceptance speech, Governor Oztekin formally announced his plans for organizing a Turkish Toastmasters club in Adana, while Colonel Hoover reminisced about his past membership in a stateside Toastmasters club and pledged his support to the local group. Guest speaker was Mr. Nicholas Geannakakes, supervisor of real estate at Hq. TUSLOG in Ankara. Toastmaster of the evening was Kelley Rasmussen, and speakers were Myron Hepner, Bill Mervin and Erfan Kacici. Topicmaster was Ken McKellar and Paul Johnson acted as general evaluator.

Incirlik Club 3095-U
Incirlik AB, Turkey

Club Spreads the Word

Recently Toastmasters of South Gate (Calif.) Club 26-51 presented a three-speaker program before the International Exchange Club of their neighbor city, Lynwood. Toastmaster of the evening was Les Robertson, district governor of the Exchange Club and administrative vice president of the South Gate Toastmasters.

In keeping with the Exchange Club's theme of the week, two of the speakers talked on "Know Your America." Sal Santo spoke on American enterprise and capitalism, and Jim McFarlane gave a talk on the need for dissent in a democracy. Club President Bob Pearson next outlined the aims of Toastmasters and the means of achieving these goals.

Evaluation was made by Norm Wasserman and Archie Legg of Lynwood Toastmasters Club 423-51. Invitations were extended to all Exchangeites to attend the morning meetings of the Lynwood club or the evening meetings of South Gate.

South Gate Club 26-51
South Gate, Calif.

OFFICIAL CONVENTION CALL

TO ALL CLUBS:

In accordance with Article V, Section 4(b) of the By-laws of Toastmasters International, you are hereby notified that the 32nd annual convention of Toastmasters International will be held at St. Louis, Missouri, on the 22nd, 23rd and 24th of August, 1963, at the Sheraton-Jefferson Hotel.

All Toastmasters are earnestly urged to attend.

Board of Directors, Toastmasters
International
By: Frank I. Spangler, Chairman

We Stopped Being "Selfish"

By WAYNE LIVINGSTON

AROUND OUR CLUB we frequently heard the expression: "Toastmasters is a selfish organization. We join to help ourselves."

Self-improvement, we felt, was the main purpose of our club, Hutchinson "Y" Toastmasters 2556-22. We were working, studying, practicing to improve ourselves for getting on in our chosen fields. Then, one night last year, our club held a meeting — one which we shall never forget.

A stranger attended our meeting that night. He was introduced as a State employee working for the Kansas State Industrial Reformatory, a penal institution located just outside our city of Hutchinson, Kansas.

At the close of Club 2556's meetings, we always ask our guests for any comments they may wish to make. We did so that evening. Our guest arose, and spoke to us for five minutes. Those five minutes marked the beginning of a change in the feelings of our members as to the reason we have Toastmasters clubs.

His name, our visitor said, was

Roy Quick. His position was supervisor of the pre-release unit at the Kansas State Industrial Reformatory. His duties were to provide rehabilitation training for inmates who have been granted their paroles but have not yet received job placements — a requirement of all parolees before they may leave the institution.

A major part of his job, Mr. Quick explained, is to educate these men as to the problems they may meet when released. For this phase of his work, help was needed. Few men could be found, he said, who could give this important indoctrination program the impetus it needed to make it vital and effective to the inmates. Would we, the Hutchinson Toastmasters, be interested in speaking to the unit on assigned topics?



Roy Quick (right) of Kansas State Industrial Reformatory greets Toastmaster Cliff Lindburg as he arrives to deliver his talk on Social Security.

PERSONALLY SPEAKING

By DR. RALPH C. SMEDLEY

Changing the Pilot

For many clubs, March is the month when we "change the pilot" — introduce new leaders — in the Toastmasters club. For clubs electing officers on a semi-annual basis, October is also a month of changes.

Of course, it is important for us at World Headquarters to know as quickly as possible the names of new officers so that we may be in touch with them. The month, whether it be March or October, is the time when the newly chosen leaders must get their training for their duties.

We used to depend on receiving the election news from the club secretary. Then, as soon as we had the names of the new officers, we sent to each his supply of information on his duties. But that did not work well, for many times the secretary did not give us the names for a month or two after the new term had begun. After various attempts, we hit upon the present plan for getting the materials to the new men.

In the last two weeks of February (or of September) we send to those presidents whose terms are expiring the complete outfit of material for officer training

and information, and we ask them to hand this package to their successors, immediately after the election. If these retiring presidents do this simple act of courtesy, the new officers are able to get to work at once on learning how to function. But if the retiring presidents do not act, the new officers are left without guidance.

If you who read these words are a new officer in a club which elects on a semi-annual basis, and the retiring president has not handed on the material for your training, please stir up a row about it. Ask where your material is. Insist on having it. We have sent it. You must have it and use it if you are going to be a good officer.

Officer Training

Of course it is possible that you may be able to do fairly good work even without the special helps we try to provide, but your club has a right to expect you to do *very good* work — the best of which you are capable. Use this month preceding your installation as the time to prepare and plan, and demand as your right the materials which someone in

This challenge put the question firmly up to us — what do we really do with our Toastmasters training? We talked the matter over, and decided to hold one of our regular club meetings with the officials of the institution and members of the pre-release unit. This would give everyone an opportunity to look things over and see how feasible the idea would be.

Every member of our club attended the dinner meeting at the reformatory a week or so later. Five members even brought guests. The meeting was a real success. In fact, we went overtime! Many members stayed on to visit with the inmates, talking about Toastmasters and the outside world.

At our next club meeting, we decided to give Mr. Quick's program a nine-week trial. Participation was strictly voluntary, and 27 Toastmasters offered to help. They were assigned topics by the reformatory staff, and asked to discuss such things as personal finances, job interviews, buying cars — even drug addiction and tips on what to wear.

Three Toastmasters were scheduled to speak each week. Their audiences ranged from 20 to 45 boys. Different types of presentations were used. Sometimes we just talked, sometimes we used a question and answer format, and sometimes we presented the material in the form of

individual interviews. We didn't neglect our own progress, either, but like true Toastmasters, provided for effective evaluation. We produced a mimeographed critique form which we gave to Mr. Quick, asking him to evaluate the performance of each member. From this evaluation we learned and improved.

As you can imagine, each Toastmaster got tremendous personal satisfaction from the opportunity this type of "outside speaking" offered. And according to prison officials, the visits and talks of the Toastmasters provided a contact with the world outside the walls which had great therapeutic value for the inmates. The boys realized we were sincerely interested in them and their welfare, and were deeply appreciative.

Each Toastmaster had a different story to bring back to the club after giving a talk or visiting with the parolees. But the end product was the same — the great personal satisfaction which comes from doing something for others. Nowadays around the Hutchinson Toastmasters we no longer think of Toastmasters as a selfish organization. Instead, we have taken to heart Dr. Smedley's advice to learn more "so that you may have more to give." ♦

Wayne Livingston is past president of Hutchinson "Y" Toastmasters 2556-22 of Hutchinson, Kansas.

your club has, to help you in your studies.

It is your privilege to give your club the very best administration you can furnish them. Do not miss your chance. The better you serve as an officer, the more good you get from the work.

Club Achievement

Please turn now to the back cover of this magazine, and read about the Club Achievement plan.

Note that this plan does not involve you in a contest with other clubs, unless your area or district governor tries to stimulate you to greater efforts by setting up some competition. The plan merely sets up standards and goals for your club, by which you can judge the quality of your work. It stirs up the members by placing upon them, individually, the responsibility for such matters as attendance, participation, service, both inside the club and outside. It makes it harder for a careless member to stay at home in his easy chair, watching TV, instead of going to his Toastmasters club meeting and taking his part.

The purpose of the Club Achievement program is to help you make your club more useful in its service to you and your fellow members. If you are not already using it, look into it, and you can get results.

Program Suggestions

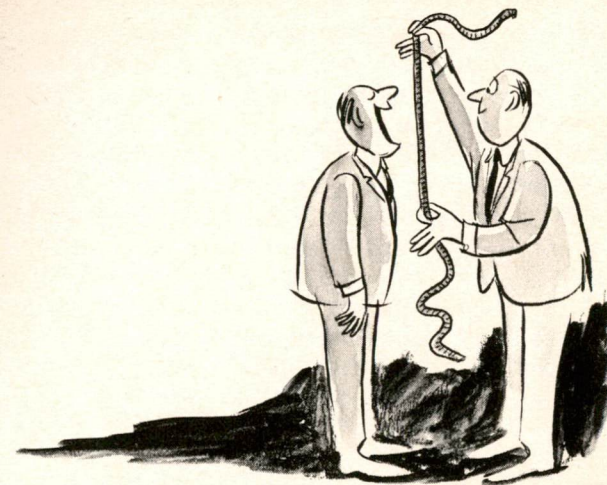
This year, 1963, is a year of notable anniversaries. It was just 100 years ago that West Virginia was separated from the "Old Dominion" to become an independent state.

The West Virginia centennial can be made the theme for a stimulating, interesting, informative program, or even for several programs. You can learn much about the history of the United States by such a program.

Look up other events of 1863, such as the battles of Vicksburg, Gettysburg, Chickamauga, Look-out Mountain, and other stirring war scenes. Remind yourself of the progress made on railroad building, in the effort to connect the Mississippi Valley with the West Coast.

It was in 1863 that Congress authorized "free carrier mail service direct to addressee," and that the Arizona and Idaho territories were organized, the latter being separated from the Oregon Territory.

That year was a busy one in national affairs. And then you can begin even now to prepare for that mighty anniversary which comes next year, when the world, at least the literary and dramatic parts of it, will take notice of the 400th anniversary of the birth of Shakespeare. There is a subject to challenge any Toastmasters club. Don't overlook it. ♦



Humorous speech contests require a special...

Yardstick for Humor

By **TERRY L. CLARK**

TOASTMASTERS CLUBS in Northern California's District 39 held their first district humorous speech contest during the annual spring conference of 1960. The contest was evaluated as "entertaining, but unwieldy."

The contest was held during a luncheon. With contestants from eight areas participating, it extended well into the business meeting time, causing the business meeting to last almost to the start of the dinner meeting which featured the usual extemporaneous district speech contest.

To prevent a repetition of such

a crowded agenda, the District Council voted to continue the humorous contest, but to split it off and make it a feature of the annual fall conference. Since that time, two humorous contests have been held in District 39, and have served to stimulate attendance at the fall meetings. They have also had a generally beneficial effect on club programs.

We discovered, however, that we needed a specially designed worksheet for judging the humorous contests. Without it, the judges were apt to use some rule-of-thumb, such as recording the

most and loudest audience laughs. Of course, penalties were levied against those speakers who were carried away by their own remarks beyond the seven minute limit.

There were other defects in the contests, which we felt came, in part at least, from the lack of proper standards for judging. Among these was a tendency on the part of some contestants to memorize an especially effective TV comedy skit, or commit to memory a humorous recording. With research thus simplified, these plagiarists were able to concentrate on perfecting their delivery. Thus they were able to come up with a polished presentation, a parrot-like rendering of stolen humor which many times came out with a higher rating than other original, well delivered talks.

Occasionally, too, questionable stories were dragged into the contest speeches. Lacking a specific basis for penalizing the speaker for such lapses from good taste, the judges found themselves in a difficult position. Judging solely by laughter, was a story — any story — which received a hearty laugh acceptable?

When I was asked to serve as chief judge of an area humorous contest in October, 1961, I decided to work out a new judging sheet, specifically designed to fit our humorous speech contests. I

took the regular judges ballot and worksheet published by Toastmasters International as a point of departure and adapted it to fit our specific needs.

There are eight classifications in this worksheet: humor (15 points); originality (10); speech value (15); speech structure and development (15); appropriateness (15); language and voice (10); manner (10); physical appearance (10).

Under "humor," the judges are requested to note number and volume of audience laughs. They are also asked: Was the over-all effect of the speech to entertain? How was the speaker's timing in story telling? Did he handle punch lines well? Did he pause long enough for laughs, or did he crowd them? Did he appear to enjoy giving the speech?

"Originality" asks the judges to consider: Did the over-all speech sound original, or have original treatment? Or have you heard substantially the same speech on TV, radio or recordings, or read it in a book or magazine? Did the presentation have a novel twist?

"Speech value" considers idea, logic, and contribution. Did you feel that the talk was worthwhile as well as humorous? Did the speaker express fresh ideas which stimulated the audience?

"Speech structure and development" notes: Was the transition smooth from one part of the speech to another? If numerous

anecdotes were used, were they well connected? Did the opening of the speech provoke interest, was the body of material well organized, and did the conclusion appeal?

"Appropriateness" deals with those times when humor slips into smut. Judges consider: Were the stories in good taste? Were they proper for a mixed audience? Did they fit the situation within the speech? Did they help convey the theme of the speech?

"Language and voice" group together matters of style, grammar, pitch, flexibility and volume of voice. In addition, the judges are asked: How lively was the style of the delivery? If dialect was used, was it effective? Did the speaker create good word pictures?

"Manner" deals with the communication established by the speaker. Under this category judges consider eye contact, directness, assurance, enthusiasm, asking always: Did the speaker communicate with the audience?

"Physical" reports on the general appearance of the speaker,

his stage presence, his gestures. It also asks: If props or visual aids were used, were they effective? Could they be seen by the entire audience?

This "yardstick" for judging humorous speech contests proved eminently satisfactory on its first trial. It was subsequently used for the District 39 humorous speech contest held at the 1961 fall conference at Sacramento's Aerojet General plant. The conference was attended by TMI President and Mrs. Herman E. Hoche.

Our experience in District 39 has led us to two conclusions. First, let's continue to encourage humorous speech competition. But, second, let's provide clear-cut guides to keep the humorous competition on the same high level which characterizes speech competition among Toastmasters. ♦

(NOTE: World Headquarters of Toastmasters International now has a special Humorous Speech Contest Worksheet and Ballot, available on request. Write to: Membership Services Department, Toastmasters International, Santa Ana, Calif.)

Terry L. Clark is an information officer for the State of California, with 16 years experience in newspaper and public relations work. An active Toastmaster for nine years, he has held every office in his club, Capital City 142-39, Sacramento, Calif., and is past secretary of District 39.



TOASTscripts

The way Matt Weinstock told it in his popular Los Angeles Times column, it all started in 1947 when Jack Coverly, a member of Glendale (Calif.) No. 1 Club went looking for a trophy to present to the club's weekly speech winner. In that postwar year there was still a metal shortage and trophies were difficult to come by.

Coverly finally found one in a skidrow pawnshop. Engraved on it was "Miss California Bathing Beauty, Venice, 1935, Fifth Place."

Since 1947, the trophy has been awarded each week. When husbands bring it home, wives, reading the inscription, invariably inquire, "Where did you get this?"

On March 30, the Glendale Toastmasters will observe their 30th anniversary. In planning for the event, someone decided it was high time they discovered the identity of the now revered fifth place winner, or better yet, find her.

In their search they checked all available newspaper files, wrote dozens of letters and checked the names of more than

50 persons connected with the 1935 event at Venice. So far their search has been futile.

Member Gordon W. Winbigler, a leader in the search, uncovered the fact that Mercedes Hill won first place, Dolly Wire, who died in 1941, was second and Joan O'Leary third. He poured through countless voter's registrations, motor vehicle and other records, but was unable to locate Miss Hill or Miss O'Leary. He thought perhaps they could identify Miss Fifth Place.

Following Weinstock's column, a real estate man called Winbigler to tell him that he knew Miss Hill, the first place winner, and would ask her to call. She called, but couldn't shed much light on the problem, although she did recall the name of the sixth place winner. Miss Sixth Place didn't remember Miss Fifth Place, either.

The Glendale Toastmasters would like to have Miss Fifth Place at their anniversary celebration, but even more, they would like to know why she hocked the trophy in the first place.

* * *

If you're a district governor and you want a full house at your next executive committee meeting, Don Wagner, governor, District 26 (Colorado), has the answer. You get a \$10,000 cook to prepare the meal.

That's exactly what Wagner did and the meeting was a huge success. And where did he get the \$10,000 cook? That was easy. He got Gail Stout, district public relations chairman. Stout was the winner of the 1962 Kaiser International Cookout Contest held in Hawaii. For his efforts, he received \$10,000 in cash, plus an array of gifts. He won the competition with a recipe he calls "sweetbreads en brochette." He passed the recipe on to the Toastmasters at the executive committee meeting, but evidently they plan to keep it as a local secret. Governor Wagner merely describes the dish as "shish-kabobed, bamboo-skewered goodies book-ended with marinated sirloin tips."

Perhaps the District 26 Toastmasters will offer the complete recipe as a pre-registration bonus for the 1964 International Convention at Denver.

* * *

When Club 3449 was chartered at Lancaster, England, the Toastmasters of Lancaster, Pennsylvania, Club 1723-38 sent a special "toast" to their brother Toastmasters across the sea. The

toast was in the form of an illuminated manuscript on parchment-type paper. The text was written by Toastmaster Richard S. Warren and the manuscript was prepared by hand by Henry Kroger of New York.

In the manuscript, the Pennsylvania Toastmasters pointed out that their club was chartered in 1955, and the English club was chartered six years later with a club number more than double that of the American club.

* * *

Congratulations: To Past International President George J. Mucey who credits his service with Toastmasters for the recent honors he has received. Past President Mucey has been elected to the Board of Directors of the Lemoyne Community Center, a Negro neighborhood house; elected to the executive committee of the National Association for the Advancement of Colored People; named chairman of the Washington County (Pa.) Chapter, The National Foundation; appointed state membership chairman, Pennsylvania Association of Life Underwriters and a permanent member of the Board of Directors of the Pennsylvania State Life Underwriters, and appointed chairman of the membership committee for the Eastern United States for the National Life Underwriters Association.



Globetrotting Via Tape

By PHILIP L. PAYSON

OUR CLUB HAS JUST completed one leg of a journey around the world. But the Prescott Toastmasters Club 104-3 of Prescott, Arizona, are taking a route slightly out of the ordinary. We're doing our globe trotting via tape.

In today's age of speed, air transportation can carry an individual to far countries and distant lands in a matter of a few hours. Those who can afford time and money for such travel, can see a very great deal in a very short time. But acquiring a true knowledge of the hopes and fears, the desires and problems of the people of these foreign lands is something else again.

We live in an age of rapid communication. Today, a revolt in Colombia is news in the United States the day it occurs. "Hot" news is flashed from one corner of the globe to another within hours, sometimes minutes, after it has happened.

But there are many "whys" that remain untold. Why the un-

rest in a country which revolts and sets up a new government? How do the people of other countries really feel about the cold war? Do they see communism as a threat to world peace? Is there danger in the race for space?

It was with the idea in mind of better understanding between people of different countries that our club initiated the globe trotting plan. By it we hope to communicate with other Toastmasters clubs throughout the world. We hope that by an exchange of taped communications with Toastmaster friends in foreign lands we may learn, at first hand, their thoughts and feelings on world problems. At the same time, we can present to them a better understanding of our own concepts and ideas.

To start our exchange program, we selected the Aylesbury Toastmasters Club 762, Territorial Council of the British Isles, located at Aylesbury, England. We outlined our plan to them in a

letter. They agreed to participate, and sent us a letter presenting three questions which were of foremost interest to their members. One question dealt with our controversial Medicare bill. The second asked for a discussion of the type of individuals representative of Toastmasters clubs in the United States. The third requested a comparison of the living standards of our two countries.

It had been agreed upon in advance that our club would answer one or more of the questions, in any manner we decided upon. In this instance, we attempted to give answers to all three. Five members of our group participated by making short prepared speeches on various phases of the questions. We set a limit of half an hour on this portion of the tape. For the remainder, we included three other members, who presented short informative talks on our community and general locale.

We forwarded our own three questions to the Aylesbury Club. We asked them for their ideas on socialized medicine, on socialism as a way of life, and on trade with communist controlled countries. We are hoping their answers will give us a good idea of their thinking in these fields.

There are many ways in which the taped programs can be made. The questions may be answered



Prescott Toastmasters look over locations of Toastmasters clubs throughout the world as they plan their globe trotting via tape program. Left to right, John S. Phillips, sergeant at arms; Philip L. Payson, president; Charles Phillips, educational vice president.

by brief extemporaneous speeches, or a panel discussion can be held. Short assigned speeches may be made by several different members, thus allowing a good cross section of ideas. We feel, however, that the important thing is to leave the answering techniques up to the club participating. And by allowing three questions, the club has a choice in case the members do not wish to answer all three.

Prescott Toastmasters sincerely believe that the benefits from this project will be great, and result in much greater understanding of our neighbors around the world. We plan to contact at least eight other clubs in foreign countries during the year. If the idea catches on, we feel that our globe trotting tapes will bring their reward of enlightenment, friendship and understanding. ♦

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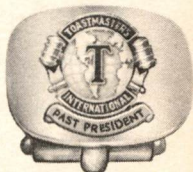
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JUST IN JEST

A pessimist is someone who likes to listen to the patter of little defeats.

There is a delectable story about a foreign orchestral conductor struggling with our incongruous language. Wishing to restrain a group of players who would keep chattering among themselves during rehearsal, this Middle European worthy was provoked to this eloquent if orthographically suspect explosion: "Don't spoke! I can stand it then and now but always my God never!"

— John O'London, *John O'London's, England.*

LEASE: A written contract in which the big type giveth and the little type taketh away.

HARD WORK: An accumulation of things you didn't do when you should have.

When a little boy who had sneaked his cap pistol into church fired it in the middle of a boring sermon, the father grabbed him by the arm and started to lead him out. As they passed an elderly and plain-spoken lady laid her hand on the father's arm and whispered, "I hope you aren't going to punish that boy. He's scared the devil out of more people today than our preacher has in the last ten years."

— Quote

Each year it seems to take less time to fly across the ocean and longer to drive to work.

— Allentown Call

A genealogist is a person who traces your family history as far as your money will go.

The sale seemed assured and the diplomatic salesman was beginning tactfully to remind the prospect that the special engine involved an additional charge. Likewise the high-flared fenders, concaved doors, vented hood, grooved top and gold-chromed grill. All were optional — at extra cost.

"I won't stand for it!" fumed the prospect. "Can't you just sell me the car without all those extras?"

"Certainly," beamed the salesman, "Where do you want the doorhandles delivered?"

"You pay a small deposit," said the salesman, "and then make no more payments for six months.

"Who told you about us?" demanded the lady of the house.

Parents spend the first part of a child's life urging him to walk and talk, and the rest of his childhood getting him to sit down and keep quiet.

The older a man gets the farther he had to walk to school as a boy.

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)

We the members of Club 2375-64 would like to point out an error in the article titled "On Dedication Day," in the December, 1962, edition of THE TOASTMASTER magazine. On page 5 quote The Union Jack of Canada unquote.

This statement is incorrect because if the flag which passed was the Union Jack, it is the flag of Britain and not of Canada. On the other hand, if the flag that passed was the flag of Canada, it should have been referred to as such. It is true that a small Union Jack is included in the design of Canada's flag but it cannot correctly be referred to as a Union Jack.

R. McGregor, Sec'y.
Club 2375-64
Winnipeg, Manitoba

(The editor cannot reply to Toastmaster McGregor. He was born in Canada and has fled to the hills in shame.—Ass't. Ed.)

The Industrial College of the Armed Forces extends an invitation to qualified civilians in business, industry and the professions to enroll in its graduate-level correspondence course, entitled "The Economics of National Security."

Operating under the direction of the Joint Chiefs of Staff, the Industrial College is unique among the military colleges of the world in that it conducts courses of study in the economic and industrial aspects of national security and in the management of resources under all conditions and in the context of both national and world affairs, giving due consideration to the interrelated military, logistical, administrative, scientific, technological, political and social factors affecting national se-

curity... The correspondence course extends the facilities and program of the College to those who are unable to receive resident instruction. Today, some 6,500 correspondence students are participating in this program...

"The Economics of National Security" presents the subject matter of the resident curriculum, adapted to the correspondence method of study. It consists of small bound volumes organized into five integrated units of study: Background Information; Resources and Facilities; Processes in the Economics of National Security; and Problems of National Security. All texts and instructional materials are furnished at no cost to students. It generally takes about one year to complete all units. Certificates of completion are issued to those who satisfactorily complete the full course. Special letters of recognition are accorded honor graduates.

Qualified persons interested in taking the course may apply directly to the Commandant, Industrial College of the Armed Forces, Fort Lesley J. McNair, Washington 25, D.C. Attn: Correspondence Course Division.

Maj. Gen. A. T. Wilson, Jr.
Deputy Commandant, School of
Extension Studies,
Industrial College of the Armed
Forces,
Washington, D.C.

District 46 of Toastmasters International again sponsored a Speech Training program at our Boys' Club orientation and training course this fall. This program was also a great success in terms of participa-

tion, enthusiasm and meaningful experience by the students involved.

We had over 40 of our professional workers participate in this four-week program and after its completion they went back to their clubs all over the United States and Canada. We have had very stimulating reports telling of their interest in the Toastmasters approach and their affiliation with local units. We were most pleased with these results... Thank you again for your fine support which we hope will continue in future years. Your salesmen of speech have given our men much greater insight into the importance of knowing how to speak, which will make them more effective leaders in the service of the youth of our country...

William R. Bricker
Ass't. Director, Personnel
and Training
Boys' Clubs of America,
New York, N.Y.

The new headquarters building seems very attractive, but why did you not have the very ugly scaffolding taken down before the picture was taken for the front cover of the December issue of THE TOASTMASTER? It ruined the looks of the front of the building...

S. J. Chamberlin
Club 569-19
Ames, Iowa

(The architects are shattered by Toastmaster Chamberlin's letter. The "scaffolding" to which he refers is the front of the building! — Ed.)

I read with a great deal of interest THE TOASTMASTER and other material that is published by Toastmasters International. I would like to have permission to publish some of this material in the local Data Processing Management Association's

monthly publication. The San Francisco chapter has approximately 240 members who receive this publication and membership consists of management personnel who are interested in data processing.

While serving as president of the local chapter, this association sponsored the formation of the Datamasters Toastmasters Club 1913-4, of which I served as president, and I believe that by publishing and distributing this valuable information to the association's membership, we could perhaps increase the membership in the Datamasters Club...

J. R. Strickland
Club 1913-4
San Francisco, Calif.

(Permission gladly granted.—Ed.)

In the November 1962 issue of THE TOASTMASTER magazine was an article by Mr. Joyce Hall, president of Hallmark Cards, entitled "The People to People Program is a Roadsign to Friendship."

Mr. Maurice Blumberg, a most capable Toastmaster and educational vice president of NYRO Toastmasters Club 3155-46, was so impressed by this article he could not resist translating it into French and Spanish for whatever value it might be to Toastmasters International...

Cleve L. Campbell
Governor, Dist. 46
Short Hills, N.J.

(We would be happy to hear from Toastmasters interested in Toastmaster Blumberg's translations.—Ed.)

It was with extreme pleasure I read Mr. Herral's article, "When It's Laughter You're After" (Jan. 1963). With only one highly intelligent, informative, interesting article like this a month, it makes THE TOASTMASTER a tremendous buy.

Ted Van Soelen
Albuquerque, N. Mex.

New Clubs

(as of January 15, 1963)

- 158- 7 COOS BAY, Oregon, *Coos Bay*, Tues., 6:30 a.m., Courtel Coos Bay.
 367- 9 ST. MARIES, Idaho, *St. Maries*, Mon., 6:30 a.m., Pat and Scots Cafe.
 520-11 INDIANAPOLIS, Indiana, *Krannert Y*, 2nd & 4th Tues., 7:15 p.m., Krannert YMCA.
 571-17 PLENTYWOOD, Montana, *Plentywood*, Thurs., 6 p.m., National Guard Armory.
 903-56 EDINBURG, Texas, *Toastmasters of Edinburg*, 1st & 3rd Tues., 7 p.m., Echo Motor Hotel.
 960-40 BECKLEY, West Virginia, *Beckley*, Fri., 6:30 p.m., National Guard Armory Field House.
 1232-31 BOSTON, Massachusetts, *Blue Cross-Blue Shield*, alt. Wed., 5 p.m., 133 Federal St.
 1296-26 STEAMBOAT SPRINGS, Colorado, *Sleeping Giant*, Mon., 6:30 a.m., Community Room of the Harbor Hotel.
 1477-54 KANKAKEE, Illinois, *Oratio*, 1st Thurs., 7 p.m., Martys Steak House, Bradley.
 1648-16 PAWHUSKA, Oklahoma, *Pawhuska*, Mon., 8:15 p.m. Pawhuska City Library.
 1662-F FULLERTON, California, *Hughes Monday Night*, Mon., 5:30 p.m., Bistro, 7918 La Palma, Buena Park, California.
 1680-16 GUYMON, Oklahoma, *Guymon*, Thurs., 6:30 a.m., Denney's Dime-A-Teria.
 2030-11 ROCHESTER, Indiana, *Fulton Co.*, 2nd & 4th Wed., 7 p.m., Court House View.
 2256-45 FREDERICTON, N.B., Canada, *Fredericton*, Wed., 6 p.m., Paradise Restaurant.
 2453-51 LOMITA, California, *Lomita*, 2nd & 4th Thurs., 6:30 p.m., Mariner's Club, 2450 Pacific Coast Highway.
 2509- 9 FAIRCHILD AFB, Washington, *Fairchild Officers*, Mon., noon, Officers Open Mess.
 2640-U CRISTOBAL, Canal Zone, *Cristobal*, 2nd & 4th Thurs., 7 p.m., Benevolent and Protective Order of Elks, Lodge No. 1542, Margarita.
 2936-24 BATTLE CREEK, Nebraska, *Madison County Farmers*, alt. Mon., 8 p.m., REA Club Room.
 2960-38 WILLIAMSPORT, Pennsylvania, *Loyalsock*, 1st & 3rd Wed., 6:30 p.m., Moose Club, East Third Street.
 3042-47 EAU GALLIE, Florida, *Harbor City*, Thurs., 6:30 p.m., Sea Room Restaurant.
 3169-22 INDEPENDENCE, Kansas, *Independence*, 2nd & 4th Mon., 5:30 p.m. Elks Club.
 3291-56 HOUSTON, Texas, *Space City*, 1st & 3rd Tues., 6:30 p.m. Dudley's Cafe, 3002 E. Holcombe Blvd.
 3513-48 BIRMINGHAM, Alabama, *State Farm*, Mon., 4:45 p.m., State Farm Office in Homewood.
 3523-10 GREATER CLEVELAND, Ohio, *Gaslight*, Wed., 6:45 p.m., Golden Door Restaurant.
 3536-F BUENA PARK, California, *Gaveleers*, alt. Mon., 7 p.m., Coda's Restaurant.
 3556-12 GOLETA, California, *Channel Islands*, 1st & 3rd Mon., 7:30 p.m., Flight Line Restaurant.
 3557- 3 BISBEE, Arizona, *Cooper City*, Mon., 6:30 a.m., Copper Queen Hotel.
 3567-52 LOS ANGELES, California, *Los Angeles Civic Center*, 12:15 p.m., Fri., Cafeteria, Second Floor, 107 S. Broadway.
 3568-60 TORONTO, Ontario, Canada, *Queen City*, alt. Mon., noon, Walker House Hotel.
 3569-35 OCONOMOWOC, Wisconsin, *Breakfast*, alt. Fri., 7 a.m., Villa on the Lake, 37443 Valley Rd.
 3570-U NICOSIA, Cyprus, *Crusaders*, alt. Tues., 7 p.m., The American Club.
 3571-TCBI BRISTOL, England, *Bristol*, Thurs., 7:30 p.m., Room 76, H. H. Wills Physics Lab., The Royal Fort, Clifton, 8.
 3573-TCBI GIRVAN, Ayrshire, Scotland, *Girvan*, 1st & 3rd Fri., 7:30 p.m., Queen's Hotel.

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