




NOVEMBER, 1961

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



CANTON, OHIO  
TOASTMASTER TOWN  
OF THE MONTH

**SPECIAL ISSUE: THE TOASTMASTERS READING PLAN**

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66-P	John B. Tallent	5953 Gainor Place, Norfolk 2, Virginia

Don Perkins  
Editor

Dorothy Garstang  
Assistant Editor

Phil Interlandi  
Art Director

# The TOASTMASTER

For Better Listening—Thinking—Speaking

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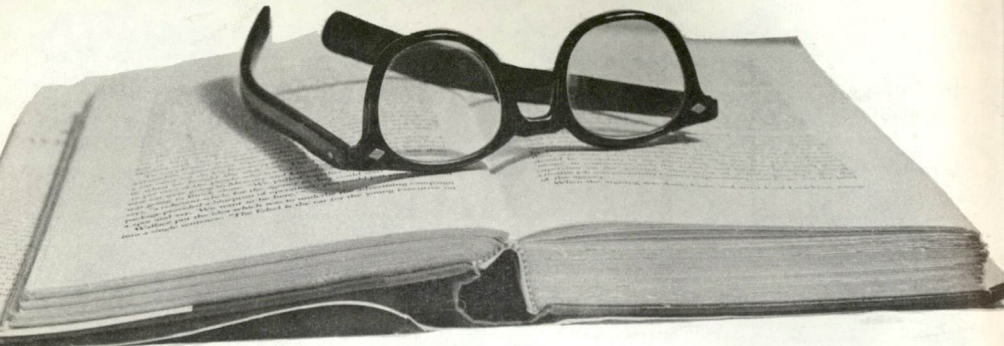
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# The Realistic Value of READING

By FRANK C. BAXTER

Professor Emeritus of English, University of Southern California

ONE OFTEN READS in a newspaper account of the career of an important public figure a sentence something like this: "Mr. Heppelworthy was educated at the University of Chicago, class of 1931."

The phrase "was educated" always seems to me to be slightly

ironic: it has certain implications that might not please Mr. Heppelworthy. Does it mean that on the day of graduation in 1931 he was certified as an educated man—but that the condition was not permanent and that he has had a sad relapse into ignorance?

This too often is not at all a joke, but the sad and disheartening truth. In 1959 a national poll revealed that one out of three American college graduates had not read a single book during the previous year. I imagine that all too few of them had consistently read any of the five or six American magazines that are all-important for any man who aspires to be informed about our nation and the world in which we live. After all, many polls have revealed that one out of two adult Americans reads no books a year, and that (if you democratically count noses) most Americans do not read a daily newspaper.

Is it important that people should read—and read consistently? The answer is simple, concise, and clear: *no man can pretend to be educated who has not read, and who does not continue to read consistently.*

Toastmasters International is to be congratulated for a valuable public service in sponsoring its new Reading Plan.

A man may be patriotic at heart, beloved by children, kind to animals, truthful in his income tax returns, a steady church goer, and all sorts of desirable and admirable things, but he cannot pretend to be a "good citizen" if he does not inform himself about the issues, the moot questions, and the personalities of the people for whom he must vote in the democratic exercise of his citizenship.

We learn precious little that is trustworthy during our daily conversations with people. We can get opinions, emotional reactions, and the expression of prejudices, but our ears give us very little specific

and accurate information. If one wants to know something, he can get some help from listening to what people say, but the one sure and trustworthy source for information is the printed word. Here, if one has mental curiosity, in books and periodicals he can find the two sides (or the 22 sides) of every question. He can check and double-check what he reads, in a way that what people say in conversation, in speeches, or in lectures, can hardly be so checked. The spoken word can be very slippery. If ten men hear a speech (unless that speech be unusually well documented and written) there are apt to be ten versions of what was heard. But once something is printed in cold type it can be checked for inaccuracy, for slipperiness, and for conscious or unconscious slanting. In a world as complex and as changing as ours, the good citizen can only vote wisely after reading—and reading consistently.

And, too, the responsibilities of parenthood involve more than providing food, clothing, shelter, and affection for one's children. Parents have a responsibility, great and demanding, for the nurture of a child's mind as well as for his body and his emotions. It is strange that these obvious truths should ever be questioned.

What do we really get from reading—this all-important factor in any man's being educated—and staying educated?

Obviously, as I have said, one goes to the printed page for the detailed facts about anything. If a human being sets out to build a skyscraper, a passenger ship, to design

a better washing machine, bake a cake, or plan an advertising campaign, what he does had better be based upon facts and realities. In every human craft there is a literature, that is, a body of printed information available to him—information that has been tested by the trial and error and the experience of a thousand other people who have done these things. The man in the street often thinks that education is the matter of learning facts. He is apt to think “My, you must know a lot!” when he meets a man who has an impressive array of academic letters after his name. But facts are slippery, and hard to keep exact and tight in one’s memory. The most educated of men has forgotten more facts than he has remembered. Would you like to be examined today in the subjects you passed so triumphantly in your first year of high school? Of course, the educated man knows a lot of facts, but his education has taught him where he can go to check them in print, and where he can go to find out new things that he has never known. A great library is a depository of millions of facts, available to those who know where to look for them.

In books we meet ideas, too, as well as hard little nuggets of exact fact: we meet wise and helpful *generalizations* about human experience. Surprisingly often in reading the lives of great men or women we hear them declare that at such a time and at such a place they came upon an idea or ideas that changed the whole course of their careers. Wisdom is after all an accumulation of the tested generalizations

about life. If we could each live for a thousand years we all probably would be very wise. We would have made all the mistakes, and eventually had all the triumphs, in our own experience. Reading gives you a shortcut to all that men have tried, experienced, and come to know to be workably true about life. In a real sense we relive the lives of significant people (who have both succeeded and failed) and we profit from this shortcut to experience through reading.

In books we invest our imaginations, our thoughts, and our feelings in experiences we cannot personally know in our own brief lives. But by turning a page, we can enter the lives of people five thousand years ago, or we can visit Cairo or Bangkok or Berlin or the islands of the sea, without the necessity of leaving our own armchairs. The printed word is a key by which all of us can imaginatively become citizens of a greater world. This “vicarious living” is one of the great rewards of reading! All that man has ever dreamed, thought, felt, tried, and known, is ours to share. It is a sad thing that people do not read, and never sense the lack of what they have missed. They can never take their places in the great pageant of human history; they are like heirs who have been left a great sum of money, and who never are able (or do not care to come into) their inheritances.

Reading helps a man to find himself and to know himself. Every intelligent and sensitive man or woman who has ever read very much has been excited to find something of himself—of his own hun-

gers, strengths and weaknesses—in the lives of the people about whom he reads. Many a boy has discovered what he wants to do with his life, and what he is best fitted to do, through the magic helpfulness of the printed page.

Everybody has to go on vacations: everyone needs to “get away from it all” for awhile, so that he can come back refreshed to do what must be done in his daily living. Here is another reward of reading! A man can turn from his troubles, the clangor and confusion of his business, the oppressive dependence of his dependents, his financial woes, and even (to an incredible degree) his bodily pain, to find escape and relaxation in reading. If reading can inform us, can give us a shortcut to other people’s experience, and can permit us to escape from reality for awhile, it can also be—in very simple terms—good fun. There are many books that have a positively tonic effect: they make us laugh, and they somehow reconcile us to the absurdities of so much of what we must meet and know, and clear the air to a miraculous degree. Last of all, there is a reward that comes to a man who reads quietly and steadily—a reward that is so rich and delicate an experience that I hesitate to try to define it in my fumbling words. As one reads the great books of the world he frequently feels wonderful moments of excitement. “This is true!,” we say—or, “This is beautiful!” This experience is what the poets try to give us. This

exhilarating stir in the mind and the blood is one of the great rewards to the reader, and all too few people ever meet it.

Why is reading difficult for many people? Obviously, a man must cultivate a *vocabulary* so that he can know (in the rawest terms) what the writer is saying. He must work hard at the dictionary until he has filled his own adequate reservoir of word meanings. Ideas themselves are often difficult and tough, so that the most experienced reader often is challenged by a sentence or a paragraph, and has to chew it until he is able to swallow it and digest it. One of the great difficulties of reading is called the “allusive” difficulty: writers refer to names and places and make all sorts of references that the reader may not understand. In a sense, no man can hope to read a mature and civilized book unless he has already read a great deal! That is why I have used the phrase “consistent” several times in this brief article. Just as you increase your reservoir of word meanings to enlarge your vocabulary, as you continue to read you build up a sort of encyclopedic collection of references that help you to be able to read with understanding the next paragraph, the next chapter, or the next book in your experience. Reading is a difficult art, of that I am convinced. One has to read and read—and serve an apprenticeship—before he can claim to be a mature reader. I am always appalled at people who say that some day (“when they get



time”) they are going to settle down to some good serious reading. This is nonsense! It is exactly like saying “Someday I think I shall do some brain surgery,” or “Someday I think I shall build an aircraft carrier.” This is not so absurd as it may seem at first glance. You have to be ready to read the worthwhile books of the world—bringing to them a great many things other than the simple visual ability to translate the squiggles on the page into letters or sounds. Mature books ask us to have mature background.

The important thing is to get started! Find a book that interests you, and carry it with you. You will be amazed to find out how much reading you can accomplish at odd times during a year. Get a mental hobby; begin to read about something that you have always wanted to know. What do you really know about Benjamin Franklin—one of the most exciting and versatile of Americans? You can make a mental hobby of Napoleon or Thomas Jefferson or Pasteur or

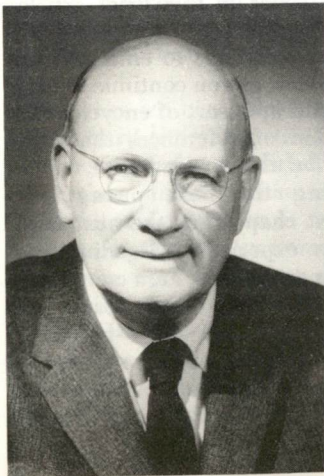
Leonardo da Vinci. Have you ever read about the first inventors who worked on the automobile, or the airplane? What was the real story of Joan of Arc, the French Revolution, Valley Forge, Lawrence of Arabia, the beginnings of the circus in America, the career of Ernest Hemingway, or the story of the American invention of baseball? There must be something about which you have always been curious. Begin to read about it: your librarian will help you. One book leads to another, for this is habit forming. Reading is the most satisfying of all forms of addiction.

Again, my congratulations to Toastmasters International for its splendidly conceived Reading Plan. You can do no kinder thing to yourself than to enlist in this enterprise: start reading a book before this day is over.

And—I have an idea that your public speaking will be one thousand times more interesting to you and to your hearers. Try it and see!

*Dr. Frank C. Baxter, nationally known television lecturer and beloved professor of English at the University of Southern California, proved that the classics could be both fascinating and contemporary when he launched his successful “Shakespeare in TV” series in 1954. Since then he has appeared almost continuously, and is famous for such educational programs as “Renaissance on TV,” “Harvest of American Literature,” “The Written Word,” “Our Mr. Sun,” “Hemo the Magnificent,” and many others. For his work he received the George Foster Peabody Award for Television Education, the prestige award of the industry. He also received the first Golden Gavel Award from Toastmasters International for “service in bettering the arts of communication,” at the 1959 annual convention.*

*Now Professor Emeritus at the University, he devotes most of his time to television and lecturing. His home is in South Pasadena, California.*



THE TOASTMASTER

**A**FTER MONTHS of planning, Toastmasters International has established a comprehensive Reading Plan which offers members new opportunities for self-improvement. The program, developed by the Home Office with the approval of the International Board of Directors, is open to all Toastmasters who have completed a minimum of three Basic Training assignments.

To assist Toastmasters in their selection of books and reading categories, the Toastmasters Reading Plan Advisory Board, composed of leading authorities in educational, scientific and literary fields, has compiled a suggested list of books for the consideration of participants. Members of the Reading Plan Advisory Board are pictured on page 40.

## The Toastmasters Reading Plan

By HARRY HARVEY

**O**NCE A TOASTMASTER’S interest is aroused and he sees the value of participating in the new Reading Plan offered by Toastmasters International, he may have many questions remaining unanswered. He may ask: “Just how will the Reading Plan operate?” “How do I become involved?” “What will it cost?” and “Where will I find reliable information on good books?” There will, of course, be many other questions.

Following Dr. Ralph Smedley’s now famous admonition to “keep it simple,” requirements and rules for participating in the Reading Plan have been kept to a minimum.

The Plan is voluntary, flexible and designed to suit every Toastmaster’s interests, whatever they

may be. A member may enter or withdraw from the program at any time without cost to himself or his club. His only expense in participating will be in purchasing books he may wish to own.

The program has been established on this general plan: A Toastmaster will read five books in his selected category of interest and present five talks, one on each of the books read. Upon satisfactory completion of the five talks, the Toastmaster qualifies for the *Award for Informed Speaking*.

When he has completed five books and five speeches he may wish to continue his reading-speaking program in the same category and strive for an advanced certificate for having given five more

talks based on his reading of five additional books. Or he may want to begin the challenge of a new reading field. In that event, he can work toward an Award for Informed Speaking in another field of interest.

To participate in the reading-speaking program of his club, a member must have completed at least three assignments from his Basic Training Manual. When he decides to take part in the program, he notifies his educational vice president, who is responsible for maintaining speakers' progress reports. Talks under the plan are scheduled for 10 to 12 minutes to give participants an adequate opportunity to cover their material.

If the Toastmaster wishes, he may combine his Reading Plan talks with his Basic Training assignments. As an example, if a member were to speak on Basic Training talk number five, "Vocal Variety," he will first have read one of his selected books. He will then combine the ensuing talk with his vocal variety assignment. He is free to alternate his own program to give speeches of a general nature and to combine his Reading Plan talks with his assignments on other occasions.

Although each talk under the Reading Plan must be based on the complete reading of a book, it is immaterial whether the book is taken off the family bookshelf, is borrowed from a friend, purchased from the local book store or or-

dered from the Home Office Book Department. No one will check up on him as to whether he has read the entire work. If he hasn't, he is only cheating himself.

The Toastmaster's method of presenting his talks is also a matter for his own judgment. He may wish to take issue with the author's views. He may make a speech on the book's content, or he may wish to give a report, an outline or synopsis.



To assist Toastmasters in their selection of books and reading categories, the Toastmasters Reading Plan Advisory Board, composed of leading authorities in educational, scientific and literary fields, has compiled a suggested list of books for consideration of participants.

Advisory Board members do not claim for their list a "10 best" rating. Their selections are based on reliability of various authors, knowledge of the field in which they write and whether the book is a contribution to its field.

Participating Toastmasters need not, however, follow suggestions of the Advisory Board. They may select other books in any field that interests them. There have been no restrictions established on reading categories or books, and no attempt is made to "channel" a member's reading habits.

As a service to members who wish to purchase books and add to their home libraries, the Home

Office has established a Book Department through which participants may obtain books included in the Reading Plan Catalog. Arrangements have been made with several outstanding publishing houses to obtain books at a substantial discount. The discounts will be passed on directly to Toastmasters taking part in the Reading Plan program. Prices listed in the brochure include discounts allowed. Not all books, however, qualify for publishers' discounts.

Book order forms are included in the catalogs available upon request from the Home Office. Toastmasters may order their catalogs personally or the club may request a number of catalogs through the club secretary.

In their decision to participate in

the Reading Plan, unlike the usual "Book Club" procedure, Toastmasters do not commit themselves to purchase books on any set plan. Books are available through the Home Office Book Department simply for members' convenience and economy.

We will welcome letters of inquiry, comments on the program and suggestions for improvement. Letters should be addressed to the "Book Department." ♦

*Harry Harvey is manager of the Membership Services Department at the Home Office. He had the honor of being sponsored as a member of Toastmaster Club No. 1 by Founder Smedley in 1947. He has been a member of three Toastmasters clubs since that time and is presently educational vice president of Santa Ana Businessmen's Club No. 100.*

### CLIP — MAIL

To:  
**Toastmasters International**  
**Santa Ana, California**

Please send me your brochure explaining  
the Toastmasters Reading Plan.

Name: \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_

Club and District \_\_\_\_\_

# Better Reading for Better Speaking

By MAURICE FORLEY

Executive Director, Toastmasters International

IT IS LOGICAL to ask why we offer a "Reading Plan" to members of an organization devoted to better speaking.

There are as many reasons for the Reading Plan as there are reasons for men joining Toastmasters. Each Toastmaster has his own reason for having joined our organization. Every member participating in the Reading Plan will seek to satisfy his personal needs. The plan is flexible and voluntary.

There are obvious, direct and immediate benefits:

1. For you, the individual Toastmaster, the Reading Plan responds to your requests for our help in selecting speech topics and guidance in obtaining information for speeches. An effective speech must have a purpose and if you have a purpose you ought to have something to say. Virgil's *Aeneid* describes the purposeless speaker per-

fectly: "He utters empty words; he utters sound without mind."

2. For your club, the Reading Plan means better speeches on more interesting subjects. This means better programs, better evaluation, more intellectual stimulation and more enjoyable club meetings. For the Toastmasters and the club asking, "What comes after Basic Training?" the Reading Plan is an answer. Basic Training provides you with the first principles of public speaking. The Reading Plan enables you to apply those principles in conveying messages to your audiences, for as long as you are willing to learn, to reflect, and to share the fruits of your knowledge with others.

3. For Toastmasters International, the Reading Plan means better organization because our members and clubs will get more value from our educational program,

when coupled with their own efforts.

I would like to editorialize for a moment and suggest that there is another and more profoundly significant reason for you to participate in the Toastmasters Reading Plan—a reason that applies to all Toastmasters, from Cavite to Casablanca, from Caracas to Calgary. This concerns the relationship between Toastmasters International and the overriding crisis of our time, and what each of us can do about it. Daily the mail brings us suggestions for "fighting communism" and requests that Toastmasters International should encourage speeches on "the communist conspiracy" and "the Soviet menace."

I certainly do not gainsay the danger, nor the urgency of confronting it. I do insist that preachments based on fear and hatred are not the answer nor the antidote. These are negative counsels of despair. It is not enough to be against something. And I doubt that the most vitriolic tirade against communism ever made Mr. Khrushchev so much as bite his little fingernail.

Let us not misread the nature of our crisis. If we understand what we must fight, and evaluate it, we will find that our weapons are unconquerable and that Toastmasters International has an arsenal in its Reading Plan.

Let's define the issue in our terms. Toastmasters International stands for "Better Listening, Thinking, Speaking." Today we face a

force that threatens our freedom to listen to what we choose, to think what we like and to speak as we please. Toastmasters International exists only because these "rights" exist in the free world. If they are eliminated, we are eliminated. "Communism" is only the contemporary label of a force that has always existed. A few years ago we were exercised over the book-burning of the Nazis and Fascists. More than 1,800 years ago the historian Tacitus wrote "rare is the felicity of the times when you can think what you like and say what you think."

Freedom to listen, to think and to speak are not God given rights. Men have fought and died for them, from earliest times. But war and death have not been the complete answer. Rights worth dying for are worth using and living with.

The reason Nazis, Fascists and Communists threaten to extinguish our cherished rights, and the reason they do not permit their citizens

to listen, think and speak freely, is because these activities are their Achilles heel. Where these rights exist and are exercised, communism does not and cannot thrive.

The Communists understand this. That is why they have an Iron Curtain. It is hard to police minds. You cannot put a nation in jail, but you can put a jail around a nation. This is the only way you can prevent a people from listening, thinking and speaking, and then having ideas, and asking "why?" about



basic values and philosophies and forms of government.

Communism cannot flourish where men think for themselves because it is based on the subordination of the individual to the state, and thinking men the world over know that the state exists for all of the individuals in it.

Men who exercise the right to listen, to think and to speak, know the vulnerability of authoritarian, repressive philosophy and the value of libertarian ideals. Nations of such men are not afraid of communist infiltration. Every communist nation today has been established through force. Nations of free men have never given a majority vote to communism. The citizens of truly communist nations, such as Russia and Red China, have never known the right to listen, think and speak as they please.

If communism cannot coexist with these activities, why don't we exercise them? If we exercise them and export ideas, we will have less need to export weapons.

Thomas Mann wrote, "Speech is

civilization," because speech is the vehicle of ideas and ideals. These are the heritage preserved for us in books and in the right to choose from among them and to speak on the basis of our reading.

The rights to listen to what pleases us, to think what we will and to say what we please, are like muscles. They wither and die through lack of use. And, like muscles, they become strong through use.

This is the importance of the Reading Plan. Democracy and freedom in all their manifestations are not the trust of intellectuals, but depend upon all men. If you will read, you will think, and if you think you can become communist-proof and an asset to your democracy, whatever your flag may be.

With the Reading Plan to help your thinking, and Basic Training to help you speak your thoughts effectively, you will be a better Toastmaster and a better citizen. Moreover, you will find the whole process enjoyable. ♦



*TMI Executive Director Maurice Forley (Ph. B., Yale University; J. D., Northwestern University School of Law) practiced law in Illinois and Indiana, then held several U. S. Government positions prior to World War II. After war service as an officer in the Judge Advocate General's Department of the Army, Forley became Executive Assistant to the Mayor of Los Angeles. Subsequently a consultant on personnel relations and corporate organization for a west coast investment banking firm and then Director of Human Relations for Hunt Foods, Inc., Forley joined the Home Office staff in 1956. He is a member of Club 15-F.*

*How do you  
know you have...*

## No Time to Read?

By THOMAS E. STROTMAN



A TOASTMASTER friend of mine recently remarked, "I just don't see how you manage to do so much reading. I don't have the time, myself."

My instant reaction was, "What do you mean, you don't have time?"

I have often wondered at the supreme egotism of a man who concludes he can do without books. I have watched these "too-busy-to-read" men. Their vocabularies decrease, their speech becomes slovenly, and the subjects on which they can converse get more and more limited. My friend is such a person.

I know, too well, the damage lack of reading can do. I was once guilty of the "no time to read" attitude. Shortly after World War II, when I had once again settled down into civilian life, I slowly sank into a state of mental lethargy. I had a car, a home, a wife, children—and

a television set. After a day of work, the drive home, a shower and dinner, I was ready to relax. But no longer did I pick up a book and lose myself in a world of philosophy, biography, travel, history or economics, or any one of a thousand other fascinating fields. Instead, I sank into an easy chair before the television set and, along with millions of other people, sat mesmerized by the frantic antics flowing in endless procession across the screen. Somewhere between 10 p.m. and midnight I would break the spell and stagger off to bed, vowing I would never waste my time that way again.

But habits, especially bad ones, are hard to break. Week followed week and year followed year. One day when I was trying to explain a new method of operation to my employer, I was struck by the horrible realization that I no longer knew how to think or talk. I knew then



that a definite change had to be made in my life.

A tentative step towards this change was my enrollment in some adult education courses. These were helpful, but none of them seemed to require much output of mental endeavor. Then one night I joined Covina Toastmasters Club 76. This was the step which shook me out of my mental stupor—the step which brought me once more to the wonderful world of books.

It didn't take many club meetings for me to realize my inadequacies. When I made my icebreaker speech my critics were kind, telling me I had "possibilities," but that "perhaps if you enlarged your vocabulary and watched your grammar . . ." On my second speech, George McClelland, a retired teacher of English, pointed out the mis-pronunciation and misuse of a few dozen words, bringing home to me, forcefully, my deficiencies in English.

So I enrolled in a basic course in English grammar. Once again I became familiar with such books as Webster's Dictionary, Roget's Thesaurus, Rodale's Word and Phrase Finder—books forgotten since my school days. Every speech I made to the club from that day on was written out and labored over for correct word usage, pronunciation, enunciation. I felt my efforts rewarded when, a year later, George McClelland complimented me on my excellent use of English.

This study led me to renew my acquaintance with some of the masters of the classics. As I listened to the speeches in my club, I admired the way in which men would

cite quotations from Shakespeare, the Bible, Plato, Emerson and others. I, too, wanted to add color and authority to my talks. I turned to Bartlett's "Familiar Quotations" and in looking up specific quotations to fit definite ideas, I was drawn into further research. I wanted to read all, not just part, of what the great writers had said.

I started two major projects: the complete reading of the Bible, and of Carl Sandberg's "Abraham Lincoln." Through Sandberg's book I became fascinated by the Civil War; this interest has expanded into a never-ending adventure in research and study. Many speeches have been developed out of this study, including a favorite one on the battle of Gettysburg, which I have been asked to give many times, in many places.

I became interested in a speech class at the California Institution for Men, and a whole new world of reading in the field of penology was opened up to me. (This class was later chartered as Gavel Club No. 1, affiliated with Toastmasters International.) A 15-day active duty tour with the Air Force Reserve took me to Northern California. There I spent many off-duty hours visiting the wineries of the area, talking to the owners, discovering the romantic background of the wine industry in California. Another new and fascinating field of reading and research was opened to me. A study of wines led me to a study of cheeses and other foods. And in my researches into the classics I discovered the story of Publilius Syrus—the Syrian youth who was enslaved by the Romans, gained

his freedom and lived to become a famous actor. Toastmasters all over the world are grateful to him for giving us the phrase—"As a man speaks, so is he."

Do you still say, "I just don't have time to read"? *But all of these reading projects have cost me nothing in time.* I have simply learned how to manage my waking hours.

I still watch television, but only the programs I feel are informative or worth while. You'd be surprised how many hours for reading, research and writing this has given me! I've disciplined myself to take advantage of every free moment. My wife will attest that my books are dropped in strategic, easily available places all over the house. I carry one in my car, have one on my desk, or drop a small one in my pocket (paperbacks are wonderful for this). When I am forced to wait for an appointment, a plane, a train, or anywhere there is a prospect of a few idle minutes, I pull out the book and read.

I believe that anyone can find at least an hour a day for reading, without giving up anything at all. If you are a television addict, as I was once, try reading during the commercials. This trick will give you 15 minutes out of every hour.

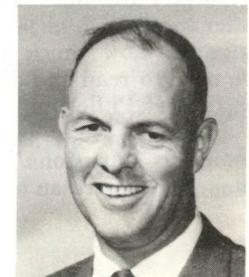
What has this reading-research program done for me? I believe

that most of all it has given me the ability to understand my fellow men better. In studying the Ancients—Plato, Aristotle, Virgil, Horace, yes, and Publilius Syrus—I have rediscovered the words of wisdom we live by. In doing research for historical talks I have gained new perspectives on the age-old problems that beset mankind. In the study of wines and food I have been reawakened to the bountiful goodness of the earth. In the sharp, dry taste of a good Chablis, I am transported to those sunny vineyards that cover the hills of Marin and Napa Counties, in California. A bite of piquant Stilton puts me in romantic Great Britain—London and its famous Tower, Edinburgh and Holyrood House, Stratford-on-Avon and Shakespeare.

If I have gained from Toastmasters, it is because Toastmasters has encouraged me to develop reading habits which have aroused within me the desire to better myself. Carlyle once said, "All that mankind has done, thought, gained or been: it is lying as in magic preservation in the pages of great books. They are the chosen possessions of men."

To become better Toastmasters, to enliven and enrich your life—look for some of that magic preservation. ♦

*Thomas E. Strotman is a member of Aerojet Toastmasters 116-F, but writes, "By the time the article goes to press I will be a member of the Covina Breakfast Toastmasters, which we hope will be chartered some time between now and then." Tom is a life insurance salesman for Phoenix Mutual Life Insurance Co., and a resident of West Covina, Calif.*



# PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

## Purposeful Reading

"If everybody could read all the books that have ever been published and still have time left over to lead a normal life devoted to other interests, there would be little need for universities. But as matters stand, there are so many books being published that if a man set out to keep up with the ones that are coming off the presses now, disregarding the past completely, he would have to read some twenty-odd volumes a day without stopping for Sundays."

Those words were written by Doctor Lyman Abbott in 1917. If he thought the flood of books being published in those days was a heavy one, he should see what is happening now. Instead of the 20 books a day which he noted, one would have to read more nearly 40 a day to cover the present output.

We just can't keep up with all the books. We have to select those which fit into our plans and interest, and we have to take time to study and digest the ones which really matter to us.

For example, how much time would you need to read and digest "The Mansions of Philosophy" by Dr. Will Durant? He uses 665 pages to build his "Mansions," and if you can master more than one of

his 27 chapters in one day, you must be a wonderful reader.

Here are some other books, eminently worth reading, and full of material for thought, which require time and purpose in the reading. Look at the number of pages to be read. H. A. Overstreet's "The Great Enterprise" fills 328 pages. It takes 400 thrill-crammed pages to carry Bruce Catton's notable historical book, "This Hallowed Ground." I would like to see you read and appreciate this in one week's time. And then you might like to delve into John Fiske's "Essays, Historical and Literary," 410 pages of stimulating reading.

Even in fiction, the page count runs high. Scott's "Ivanhoe" in a handy pocket size uses 470 pages to tell the story, and "Robinson Crusoe" fills 382 pages.

But we really must read if we are to keep mentally alive and keep on growing. We must read selectively and purposefully. Quoting Dr. Abbott again: "For reading, select the book which suits your inclination. In study it is wise to make your will command your mind, and go on with your task, however unattractive it may prove to you. If you are reading, read what interests you. If Scott does not interest you and Dickens does, drop Scott

and read Dickens. You need not be anyone's enemy; but you need not be a friend with everybody. This is as true of books as of persons."

We know that good books present a wonderful source of information and inspiration for the speaker, and it seems only right that this source should frequently be brought to the attention of Toastmasters. The question of what to talk about is constantly being asked by our members, especially some of the newer ones, and so it appears that we are simply meeting a natural need by advising them to read systematically and selectively, and then use what they learn for speech material.

Our new "Reading Plan" has been devised to meet this need. It has been worked out with great care, and it is presented to Toastmasters for such use as they wish to make of it. I hope that it may prove to be effective in starting many men on purposeful reading, by means of which they will broaden the scope of their interests and their knowledge.

## Select Your Reading

But whatever else you do, remember that you cannot read all the books. You must select the ones which have greatest appeal for you, and which are most likely to repay you for the time you spend on them. To this end, study the several categories listed in the Reading Plan, and make the selections with care. Do not try to read a book a day, but try to read each book which you select in such a way that you will gain the most from it. Choose your books with care, and

then read them with equal care and attention, and you will get results that are worth your while.

## Speaking of Books

Here is what some great thinkers have had to say about books and reading:

That book is good  
Which puts me in a working  
mood.

—R. W. Emerson, in "The Poet"

*Some books are to be tasted,  
others to be swallowed, and some  
few to be chewed and digested.*

*Reading maketh a full man,  
conference a ready man, and writing  
an exact man.*

—Francis Bacon, "Essays"

Pray thee, take care, that takest  
my book in hand,

To read it well; that is to understand.

—Ben Jonson

*That is a good book which is  
opened with expectation and closed  
with a profit.*

—A. B. Alcott

In science, read, by preference, the newest works; in literature, the oldest. The classic literature is always modern. New books revive and redecorate old ideas; old books suggest and invigorate new ideas.

—Bulwer-Lytton

*A good book is the best of  
friends, the same today and  
forever.*

—Martin Farquhar Tupper



CANTON, OHIO—

## Toastmaster Town of the Month

**I**N THE HILLS of northeastern Ohio, the center of a triangle formed by Pittsburgh, Cleveland and Youngstown, is the city of Canton. Now 155 years old, Canton is outstanding on many counts: as an industrial and agricultural center; as the birthplace of professional football and the location of the Pro Football Hall of Fame, now under construction; as the birthplace of President McKinley and the site of his monument; and the Stark County Historical Museum. Within the last few years, Canton's development has been accelerated by a \$20 million expressway program, a \$3.5 million city hall (see cover picture) and a \$10 million water expansion program.

Canton is noted for its leading manufacturers: Automatic Steel Products (automobile pulleys), E. W. Bliss Co. (mechanical and hydraulic metal-working presses), Diebold, Inc. (safes and bank vaults), The Hoover Company (electric cleaners), The Timken Roller Bearing Co., Republic Steel Corp. (alloy, stainless and titanium), and many others, including a thriving clay products industry.

Canton's cultural advantages have kept pace with the city's industrial development, and the 113,650 people of Canton (340,350 in the Greater Canton Metropolitan area) may hear opera (Canton Civic Opera Association), attend Broadway plays (Canton Players Guild), and witness many exhibitions, concerts, athletic events and civic affairs in the huge Memorial Auditorium. The Canton Art Institute is a public art center, presenting about 70 exhibitions annually, and the Canton Symphony Orchestra, now in its 21st consecutive year, presents four concerts a year.

Fifteen years ago, Kenneth Froelich took a thirty-mile bus trip to Akron to learn what this "Toastmasters business" was all about. He returned to start Canton Club 384-10.

Today there are 14 clubs in the greater Stark County area, and Canton proper has seven: Canton 384, Towne 443, American Legion Post #44 637, Ohio Power 1528, Triangle 1887, McKinley 2055 and Nationwidens 2254. Canton has furnished two members of the Toastmasters International Board of Directors: Kenneth Froelich (his bus trip really started something), 1954-56, and John D. Puddington, 1959-1961. Canton Toastmasters have played prominent parts at International conventions, and as hosts to many district and zone conferences. Individual members are active in civic, fraternal, political and humanitarian organizations. Toastmasters in Canton are helping to build a greater Canton.



### Toastmasters Come Through

Plus Factor Club President Joe Stieferman was undaunted on the night of the recent club officer installation, though he had every right to be otherwise. A sudden storm had prevented the three invited guest speakers from being present—and the entire program had been built around them. However, Jim Steckman of Club 170, spring 1961 Area 2 Speech Contest winner, and Jim Felumb, Club 532, runner-up in the same contest, were present. Also present was 1229's past president, John McGuire. All three were tapped for impromptu speeches, and responded with the finest speeches in their Toastmasters career to date.

Members of 1229 now refer to the evening as their "Toastmasters shining hour."

Another activity of the Plus Factor Club was a recent 20-minute radio broadcast on the "Wake Up St. Louis" program over Station KXOX. The club was given 24 hours to prepare, then taped a condensed club meeting. Performing were Pres. Joe Stieferman, Ed. Vice Pres. Sidney Towerman, Treas. Norman Bubash, Sec. Bud Horrell, Sgt-at-Arms Richard Dunn and members Ken Haas and Frank Unnerstall.

**Plus Factor Club 1229-8  
St. Louis, Mo.**



Col. Robert J. Ahern (left) receives honorary membership in Yokota Toastmasters Club

### Honorary Membership

Colonel Robert J. Ahern, commander of the 3rd Bomb Wing at Yokota Air Base, recently received an honorary membership in Yokota's Officers Toastmasters Club 3035-U, from 1st Lt. John C. Barrett, club president (picture, right) and 1st Lt. Richard A. Millicone, administrative vice president (center), during ceremonies in Colonel Ahern's offices. The Yokota Officers Toastmasters extended the honorary membership in recognition of Colonel Ahern's support to Toastmasters at Yokota.

Lieutenants Barrett and Millicone are both members of Yokota's 6091st Reconnaissance Squadron.

**Yokota Officers Club 3035-U  
Yokota Air Base, Japan**



Replica of Confederate Ironclad Merrimac constructed by Merrimac Club 3125-66P, participates frequently in Civil War Centennial

celebrations. Merrimac club is composed of supervisory personnel of Norfolk Naval Shipyard, Va.



Oslo Kjøgemester Club 2252-U (first in Norway) receives its charter from Dr. Marshall W. S. Swann (left) Public Affairs Officer, USIS, Norway. Receiving charter is Club Pres. Glenn D. Toney.



Toastmasters of Newcastle-upon-Tyne (England) Club 1658-18 meet for annual dinner dance. L-R: Adm. Vice Pres. M. D. Heaston, Past Pres. J. M. Bell, Founder Pres. J. C. Boyles, M. Thompson, Pres. C. P. Graham, Ed. Vice Pres. L. Salter.



R. Ramachandran Nair, Ass't Engineer, Public Works Dept., Kerala State, India, is guest speaker at ESSAYONS Club 988-52, Los Angeles. L-R: Past Presidents John W. Gerhart, Henry M. Berger, Mr. Nair, Glenn D. Ward.

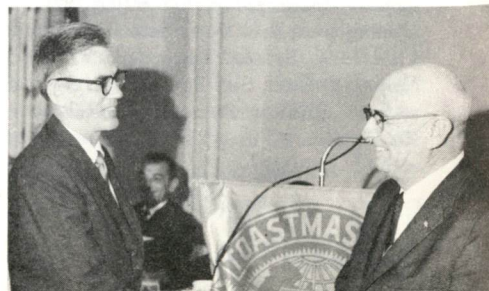
El Monte (Calif.) Toastmasters 352-F attend 1st anniversary party of Guaymas (Mexico) Club 3158-U, which they helped to organize. L-R: John Smith, Ben Ruiz, Bob Anderson, Ned Tucker, Rudy Castaldi, Elmer Mateas, Joe Reitano. (El Monte Herald photo.)

Realtors Club 2552-29, Pensacola, Fla., has as active members both incoming and outgoing mayors of Pensacola. Incoming Mayor Charles Overman (left) accepts congratulations of retiring Mayor Roy Philpot.

Oshkosh (Wis.) Club 1483-35 is not "all at sea" as executive committee holds meeting on houseboat of TM Clarence Krueger. L-R, front row: Pres. Jack Woodhouse, Ed. V-P Norm Pregler; 2nd row: Past Pres. Howard Mitchell, Sec. Clarence Weber, Adm. V-P Harold Toshner, Sgt-at-Arms Bill Kroening, Past Ed. V-P Al Pearson; top row: Treas. Jim O'Reilly and Sec. Bob Last.



Unusual TM meeting held at sea off Miami finds members of Civil Service Club 2463-47 boarding yacht Vagabondia III. Skipper George Hampton (left) greets Ed Wilson, Clair Britt, Pres. Ralph Maxwell, Treas. Brooks Clement and Al Shelton.





Club 46 President Jim Shea (left) accepts plaque from Merle Larsen of Burlingame Chamber of Commerce

### Anniversary Presentation

Highlight of Burlingame Toastmasters 25th anniversary celebration was the presentation of a plaque from the Burlingame Chamber of Commerce, honoring the club for its quarter century of service to the community. The plaque was presented by Merle Larsen of the Chamber of Commerce, and accepted by Club President Jim Shea.

Joining the Toastmasters in their celebration were members of the Tale Spin Toastmistress Club and other guests.

**Burlingame Club 46-4  
Burlingame, Calif.**

\* \* \*

### Club Teaches School

Forest Park Toastmasters are now teaching school.

Forest Park is a suburban community north of Cincinnati, Ohio, and part of the Greenhills Exempted Village School District. Fred Blake, Junior High School counselor, was looking for a way to inject more interest in the school's vocational guidance course, when it was suggested that the best person to talk about a profession or business was a man actually engaged in it. He turned to the local Toastmasters Club for help, and the

Forest Park Club willingly accepted the responsibility of providing the programs.

Mrs. Helen Bryant, wife of Club President S. T. Bryant and a former schoolteacher, agreed to coordinate the program. Blake outlined the subjects he wanted covered; Forest Park furnished qualified men, each speaker preparing a 20-25 minute talk and outlining it in question and answer form. The questions covered the main points to be discussed and were given to the students before each session. Both questions and answers were given to the teacher for later discussion and for the testing program integrated into the course.

Speeches were given each month, before 200 students, and charts and other visual aids were used, with a traveling mike to help with questions after the speech.

Both school and club were pleased with the results, and the school felt that the program had heightened interest in the entire social studies program. The meetings will be continued for the current school year, and plans are being made to extend a parallel course into the high school.

**Forest Park Club 2824-40  
Forest Park, Ohio**

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### Practice in Patience

A member of Club 76-F (Covina, Calif.) had been selected for a division speak-off in the annual speech contest. To give him practice in the extemporaneous feature, the club's educational committee had arranged a mock speech contest, following all contest procedure.

The master evaluator announced that two judge critics would explain their individual ratings in the evaluation. Members were astounded when the first judge gave his evaluation, for he had

placed the club's future contestant last, and had given first place to a poorly organized talk.

The second judge arose in fury, blasted the first judge's ratings as prejudiced, and proceeded to give his own ratings—but again the club's contestant was last.

As soon as the second judge had finished, a member angrily arose to read his scoring sheet and prove the club's contestant had really won. Another member could hardly wait to get in his word. Another and another sprang to the defense of the club candidate.

Finally the master evaluator called a halt, and caused a number of faces to redden when he explained that the judges had been "fixed" and the purpose of the ratings was to find out if the club had any poor losers.

**Covina Club 76-F  
Covina, Calif.**

\* \* \*

### Club Steps Out

Industrial Management Toastmasters Club 1633 of Dallas, Texas, held its July 20th meeting at the Duncanville, Texas, City Hall. The theme of the meeting was patriotism. The Duncanville mayor welcomed Toastmasters to his city.

The following week, Industrial Management Toastmasters carried out their project "Industrial Management Steps Out." Members paired off as speaker-evaluator teams and visited ten other clubs in the district. The club did not hold its regular meeting that week.

**Industrial Management  
Club 1633-25  
Dallas, Texas**



Downtown display by Bremerton Downtown Toastmasters

### Display Advertis Toastmasters

Another attractive window display giving the community a chance to learn about Toastmasters was recently presented by the Downtown Club of Bremerton, Washington. The display, produced under the direction of club publicity chairman Ron LeBlanc, was on view in the window of one of Bremerton's larger stores. An attractive lectern and gavel formed the centerpiece, and samples of Toastmasters literature were prominently displayed.

**Downtown Club 1806-32  
Bremerton, Wash.**

\* \* \*

### Joint Meeting

Toastmasters of Ann Arbor Club 699 recently participated in a joint meeting with Professor G. E. Densmore's class in advanced public speaking at the University of Michigan. The meeting was held in the Horace Rackham Auditorium on the campus. Twelve club members spoke for three minutes each; each was introduced and evaluated by a member of the speech class. A social hour followed the program.

**Ann Arbor Club 699-28  
Ann Arbor, Mich.**

# Literature is Something to Talk About

By LENNOX GREY

Professor of English, Teachers College, Columbia University

LITERATURE HAS many functions. For some writers and readers and playgoers it provides escape. For others, as for Walt Whitman, it is "getting life into form"; or is a guide to the "conduct of life" (Matthew Arnold); or is a symbolic expression or sublimation of our "unconscious" (Freud). It is rightly these things and many more: our "spiritual heritage"; our most durable expression of human individuality and personality; one of our chief means of extending human perception and the capacity of language to convey it. But probably none of its many functions is more important than that of pro-

viding us with "something to talk about," with familiar reference points for communicating about our common and uncommon experience and values.

If you want to talk about American ingenuity you can start with Tom Sawyer and whitewashing the fence. Or if you want to characterize American small town life two generations ago you can refer to *Main Street* or *Our Town*; or to the problems of migrant workers, the Okies of *The Grapes of Wrath*. You can hardly think of London without thinking of Charles Dickens, or of Scotland without thinking of Sir Walter Scott. And prac-

tically everything you read or hear includes echoes from the Bible or Shakespeare, for common reference.

As we think about this function of literature—of providing ready reference points—we may be struck with how much of our schooling is devoted to the establishing of such reference points, from the innocence of Little Red Riding Hood to the innocence-versus-miserliness of *Silas Marner* to the opposite of innocence in *Macbeth* or *Hamlet*. If you wish to communicate with everybody you select the commonest illustrations; if you wish to communicate with a special group or a self-conscious elite you refer to Joyce's *Ulysses* or Eliot's *Four Quartets* or Durrell's *Clea* or to the selections of the Mid-Century Book Society or to the key names of the little reviews.

By the literary associations you establish or don't establish you identify yourself with or set yourself apart from those you talk with.

Our literary reviews and books of literary criticism exist to provide shortcuts (even the longest of them) for such communicative reference. The first thing a good reviewer does is to tell us whether the possibilities for reference are wide or narrow, unsophisticated or sophisticated, aimed at the "mass" or at an "elite." And one of the first and last things every conscientious teacher does is to open the possibilities for such communication,

with various groups and individuals.

Since one of the most striking social-intellectual-educational conflicts of our time springs, in fact, from this very consideration—with sharply divisive debates about the "mass" and the "elite," and "anti-intellectuals" and "intellectuals," and the extent to which books, film, and television serve one or the other—we may profitably look back a couple of thousand years to an early instance of such thinking and feeling, and see the twist history has given it.



It occurs in the life of Alexander the Great in Plutarch's *Lives of the Noble Grecians and Romans*—more honored by reference than by reading today. (You might pick up the book for one of your Toastmaster reviews for any of several reasons, ranging from the fact that Benjamin Franklin credited part of his success

to reading Plutarch to the fact that Shakespeare drew inspiration for four plays from the dramatic and thoughtful Greek biographer of the First and Second centuries A.D.). Thanks to the republishing of *The Lives* by Encyclopedia Britannica, Inc. in 1952 as number 14 of the 54 "Great Books of the Western World" for discussion by "Great Books" groups, it may be on its way to wider reading and common reference.

The passage I have in mind follows soon after, and as a consequence of, the youthful Alexander's

taming and riding the fiery horse Bucephalus, the classic prototype of countless Westerns—only with Alexander it was done with brains more than rawhide brawn. Alexander saw that Bucephalus was more afraid of his shadow than of the men who were having a hard time with him. So he faced the horse into the sun, gentled him, lept on and “little and little drew in the bridle, and . . . when he found him free of all rebelliousness . . . let him go at full speed.”

His father, Philip of Macedon, concluding from this demonstration that his son should have the best of education, sent for Aristotle, “the most learned and most celebrated philosopher of his time.”

And now the passage bearing on the question of the common and the elite:

. . . Alexander received from him [Aristotle] not only his doctrines of morals and of politics, but also something of those more abstruse and profound theories which these philosophers, by the very names they gave them, professed to reserve for oral communications to the initiated, and did not allow many to become acquainted with. For when he was in Asia, and heard Aristotle had published some treatises of that kind, he wrote to him, using very plain language to him in behalf of philosophy, the following letter. “Alexander to Aristotle, greeting. You have

not done well to publish your books of oral doctrine; for what is there now that we excel others in, if those things which we have been particularly instructed in be laid open to all? For my part, I assure you, I had rather excel others in the knowledge of what is excellent, than in the extent of my power and dominion. Farewell.”

But Aristotle and Plutarch knew that publication did not automatically make things common:

. . . Aristotle, soothing this passion for pre-eminence, spoke, in his excuse for himself, of these doctrines as in fact both published and not published: as indeed, to say the truth, his books on metaphysics are written in a style which makes them useless for ordinary teaching, and instructive only, in the way of memoranda, for those who

have been already conversant in that sort of learning.

In the last analysis, however, it seems that Alexander could value both the elite and the popular, if Homer and the best-known Greek dramatists were as popular and familiar as Plutarch suggests:

. . . Onesicritus informs us that he [Alexander] constantly laid Homer’s Iliad according to the copy corrected by Aristotle, called the casket copy, with his dagger under his pillow, declaring that he esteemed it a perfect portable treasure of all

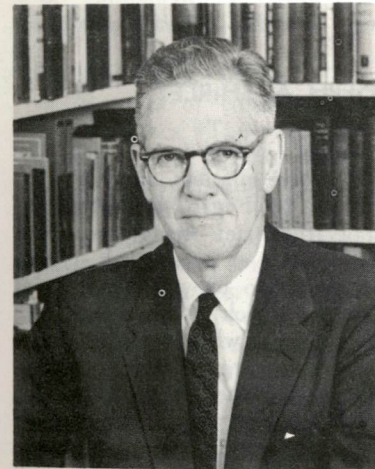


military virtue and knowledge. But lest we interpret this to mean that Alexander valued Homer only as a military mentor, observe what follows immediately:

When he was in the upper Asia, being destitute of other books, he ordered Harpalus to send him some; who furnished him with . . . a great many of the plays of Euripides, Sophocles, and Aes-

chylus, and some dithyrambic odes . . .

It is one of the nice twists of history that the libraries of Alexandria, commemorating Alexander, were to transmit Aristotle’s Metaphysics no less lovingly than Homer, Euripides, Sophocles, and Aeschylus, all as valued reference points for many generations. ♦



Dr. Lennox Grey, professor of English and head of the Department of Teaching of English and Foreign Languages at Teachers College, Columbia University, received his undergraduate degree and Ph. D. from the University of Chicago, specializing in American regional literature. The author of writings on methods and problems of teaching English and communication, he was editor of the National Council of Teachers of English series on “Communication.” During World War II he was Educational Consultant for the Army and Navy College Training Programs. In 1952 he was President of the National Council of Teachers of English. In 1958, he was awarded a Fulbright lectureship to teach at the University of Australia in Sydney. He is a member of the Modern Language Association, Phi Gamma Delta and Phi Beta Kappa.

The true equalizers in the world are books; the only treasure house open to all comers is a library; the only wealth which will not decay is knowledge. To live in this equality, to share in these treasures, to possess this wealth, and to secure this jewel may be the happy lot of everyone. All that is needed for the acquisition of these inestimable treasures is—the love of books.

LEON GUTTERMAN, Editor, *Wisdom*



For accurate club records . . .

## Mind Your Minutes

By JOSEPH A. SHIRLEY

RECENTLY I WAS given the assignment of making up the history of our Toastmasters district. District 25 was the first district in Texas; it's more than 10 years old and has always been very active. The memories of the old-time members, including my own, are becoming pretty hazy as far as actual dates and details go, so I assumed that the accumulated minutes of past district meetings would give me the factual material I needed. That's what I assumed. I was wrong.

Not that all the past district secretaries hadn't done a faithful job, according to their understanding of it. But as I waded through the pile, noting the varying styles of compilation and marveling at what had been included—and what had been left out—it occurred to me that a brief review of the principles of keeping the minutes of a meeting might be good for all of us.

What are minutes, anyway?

Well, to begin, minutes are simply the brief official record of transactions at a meeting. Their purpose is to provide the official source to which members and officers can refer when questions arise concerning organization actions. They should be concise, specific, factual. They should not contain any personal opinions or comments on the action taken. In form, they should be typed, double spaced, with wide margins to afford room for notations, on standard sized paper. A special courtesy is to provide the minutes on paper already punched for a three ring binder.

The minutes should include:

1. The name of the organization or committee.
2. The kind of meeting held, regular, special, called, etc., with date, place and time.
3. The name of the presiding officer.

4. The names of those present, if the group is small—say 20 to 30. If the group is too large to permit this, state the number of members present. In this list of names, as well as everywhere else in the minutes, *always use the correct and complete names.* Never use nicknames or first names only. In a Toastmasters meeting beyond the club, such as a district or zone meeting, it is well to show club affiliation and office held, if any; as, John Doe, Treas. Club 4378-72.

5. Statement of approval of minutes of the last previous meeting.

6. Unfinished business.

7. Reports of committees and sub-committees. The name of the committee and of the chairman should be given, with a brief resume of the report.

8. Action taken on committee reports—accepted, etc.

9. New business. This should contain a record of every main motion presented and not withdrawn, whether adopted or not, with the name of the mover, but not the seconder, and the action taken, such as: motion carried, motion lost, etc.

10. Date and place of next meeting.

11. Time of adjournment.

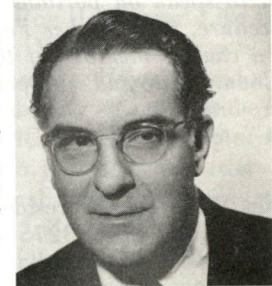
12. Signature of secretary. (The signature of the presiding officer is not necessary.)

A guiding rule is to *report only on action taken*, not on discussion or debate, or side issues of any nature. The minutes are the record of the official acts of the organization, and as such do not include such things as entertainment or any events of general interest preceding or following the meeting. If it is felt necessary to record such events, they should be mentioned in a covering letter signed by the presiding officer, and kept with, but not included in the minutes.

The group whose official acts are clearly set forth in its official record, well and faithfully kept by the secretary, will find its work facilitated and the value of its action readily apparent to the members. Such an organization soon develops a sense of coherence and continuity not to be obtained otherwise.

As a history of the organization, accurate minutes are of inestimable value. They should be well kept and well guarded, for the present and for the future. ♦

Joseph A. Shirley was a charter member of the first Toastmasters club in Dallas, Texas, and was district governor in 1949 when Texas had only 16 clubs. During his term of office he added 9 clubs, and since that time has organized 11 clubs in Dallas. He is a member and past president of Industrial Management Club 1633-25, and owner of Joseph A. Shirley & Company, Pencil Suppliers, of Dallas, Texas.





## HOME OFFICE

# TOASTscripts

★ ★ ★ ★ ★

**Like his predecessors**, International President Herman E. Hoche has a heavy travel schedule. But unlike recent International presidents, he finds that in many of the cities he visits, Toastmasters have difficulty pronouncing his last name. And so our "Word for the Day" is "Hoche." The "Ho" rhymes with "no." The "che" is pronounced "sh," like "Hōsh." Now, has everybody got it?

\* \* \*

**Three generations of the Fontany family** appeared on the program at a recent meeting of Brooke County Club 2910-13 (Wellsburg, W. Va.). John Fontany presented his icebreaker, while his father, Eugene E., presented his first Beyond Basic Training speech. His grandfather, Eugene M., is the club's parliamentarian and he was scheduled to speak on parliamentary procedure. Grandfather Fontany is a charter member of the Brooke County Club and is responsible for bringing his son and grandson into the club.

\* \* \*

**Charles W. Duggar**, president of Lamplighters Club 3275-36 (Washington, D. C.), never bangs his gavel. He taps it very gently.

And with good reason. The gavel was presented to him by fellow Toastmaster Ray C. Peck, who received it as a gift from Louie D. Thornhill of the United States Capitol Engineering Staff. The gavel was designed and constructed in the cabinet shop at the Capitol. It is made of pine timber which was removed from the East Front of the Capitol building during the 1960 restoration. The timber had been in place in the portico between the House Wing and the Dome for approximately 135 years!

\* \* \*

**CONGRATULATIONS TO:** Dr. Stuart Kabnick, member of Club 1010-38 (Philadelphia, Pa.), who has been cited by the Conseil International de Medecin et de Biologie in Paris for his cancer research, discovery of Cabasil, lung collapsing technique and other contributions to medicine. In a letter to Dr. Ralph C. Smedley, founder of Toastmasters, Dr. Kabnick wrote, "Today I returned from a long lecture trip that included a presentation of my work at the World Health Congress at Barcelona, Spain, two scientific meetings in Paris, and two in London. On this trip, I had an opportunity to ob-

serve the almost universally poor speakers among the doctors who presented scientific papers. My four years (perfect attendance) at Liberty Bell 1010 compensated me a hundred fold . . ."

\* \* \*

### Calling all Toastmasters!

Be on the lookout for a status-seeking thief who may claim to be the first person to complete Beyond Basic Training. He's an imposter! The first person to complete Beyond Basic Training is Howard Z. Dudley of La Jolla, Calif. He finished



the course in Aug. 1950, while a member of Ocean Beach Club 198-5 (San Diego). Recently, while he was visiting Yuma, Ariz., his home was burglarized and the steel box in which he kept Beyond Basic Training Certificate No. 1 was among the items stolen.

Incidentally, the Home Office has issued a duplicate certificate to Mr. Dudley.

\* \* \*

**Evidently Toastmaster James G. Long**, of Liberty Bell Club 1010 (Philadelphia, Pa.), was writing from experience when he penned these lines:

Thanks for the introduction,  
Friend,  
It really was a peach,  
But next time make it please,  
Less grand . . .  
It's better than my speech.

**Poise is not the least** of the many extras that come with Toastmasters membership. Lt. Comdr. Frank Koeninger of Club 3207-29 (U.S. N. A. A. S., New Iberia, La.) proved this recently when he was called upon to be the principal speaker at a flag-raising ceremony. The flag once flew over the nation's capitol and it was being presented to the Consolata Home for the Aged at New Iberia. The flag was presented to the queen of the Golden Age Club and as she hoisted it, a recording of the Star-Spangled Banner was played. At the end of the flag raising, Toastmaster Koeninger bent down to turn off the record player. As he did so, he heard the sound of ripping cloth blended with the last note of the National Anthem. Much to his embarrassment, he discovered a 12-inch rip in the seam of his pants, from the knee to the seat. But with the poise that comes with Toastmasters training, he boldly faced the audience and delivered his speech. At the conclusion of the speech, he backed away from the lectern.

\* \* \*

**Toastmasters** in Northern California are saddened by the death of Roy Hohberger. Like Dr. Smedley, Mr. Hohberger was a YMCA secretary. He organized a speaking club for young men at the Palo Alto YMCA. In the Spring of 1935, the club joined Toastmasters International and was designated Club 33-4. Roy Hohberger gave strength and purpose to Club 33-4. His good works will be long remembered.

In Mobile we formed . . .

# A Civic Speakers Bureau

By PHILIP D. BOSARGE

TODAY THE CITIZENS of Metropolitan Mobile and surrounding areas are learning more than ever before about Civil Defense, the Civil War Centennial, the Mobile Eye Bank, the Heart Campaign, March of Dimes, Voice of Democracy, Toastmasters, Mobile's 250th Anniversary and many other projects through the Toastmasters Civic Speakers Bureau of Mobile County, Alabama.

Our Speakers Bureau was organized on January 13, 1961. Its purpose is twofold: to provide a facility for experienced Toastmasters to increase their talent and ability through practical use, and to render a real and valued service to the community. The bureau is composed of Toastmasters who are will-

ing to give of themselves and their time to support worthy civic and charitable projects.

For some time, Toastmasters in Mobile had been called upon for speeches in support of various projects of public interest. In 1958, the County Director of Civil Defense sent out a call for volunteer speak-

ers. From that time till now, Toastmasters have spoken to more than 20,000 citizens on the various aspects of civil defense. The number of requests for speakers was so great that some members were called upon to speak daily, and some even twice a day.

Other requests followed. In 1960, Joseph N. Langan, mayor of Mobile, asked Toastmasters to provide speakers to "tell the people of Mo-



bile County of the good work being accomplished by the United Nations through such organizations as UNESCO and UNICEV." The invitation was accepted with pride and humility—pride in the expression of confidence in our Toastmasters clubs, humility in the realization, from past experience, of the size and scope of the undertaking. Other invitations followed. Clearly, an organization which could handle and channel this flow of speaker requests was in order.

Our Civic Speakers Bureau has been kept as simple as efficient operation will allow. Officers are limited to four: president, senior and junior vice presidents, and a secretary-treasurer. Meetings are held twice a month.

Acceptance or rejection of a given project is at all times left up to the membership of the Bureau. As an example of how we function, let's take one of our latest projects, mental health. A letter from the Mobile Mental Health Association was received by the Bureau president. At the next regular meeting of the Bureau, the letter was read and discussed. All the pros and cons of the situation were reviewed. The consensus held that Mental Health was a worthy project and enough members were interested in speaking about it, so a letter was sent to the Association accepting its invitation to speak. (In case it had been rejected, a letter of regret would have gone out.)

A chairman was then assigned to the Mental Health project. His special job was to do basic research and prepare speaker kits for those members who volunteered to speak

on this subject. (All participation is voluntary; no arbitrary assignments are made.) The chairman and his assigned speakers worked closely with the officers of the Mental Health Association, learning all they could about the program and then developing their speeches. When they felt they were ready, letters were circulated to selected organizations announcing the availability of speakers on the subject of Mental Health. The chairman's name was given as the contact. The system has proved to be very workable. We are proud that to date, there has been no unfulfilled commitment.

Cooperation on the part of the employers of Speaker Bureau members has been of the highest order. Not a single case of objection of any kind is on record; either from private industry or from Federal civil service. It would seem that the need for and importance of the public service rendered by Toastmasters of the Speakers Bureau is universally recognized and appreciated.

Since its formation, our Bureau has grown in prominence and speech engagements have continually increased, even during those summer months when many organizations suspend regular meetings. And we are receiving many reports that show our efforts are bearing fruit. For instance, and once again using the Mental Health program as our example: after hearing our Bureau Secretary Albert Gaston deliver a speech on the problem of mental health, an audience of 40 civic club members responded with 40 membership fees in the Mental

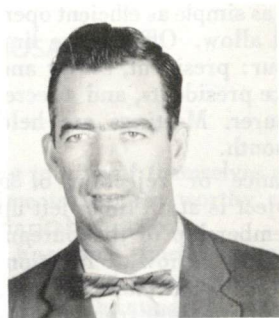
Health Association. Membership in the Association is a dollar a year, and the dues go toward increasing the facilities for those needing mental health care. One member of the audience was so impressed that he paid his Mental Health Association dues in advance for the next 100 years!

Since its inception, our Speakers Bureau has operated on a purely voluntary basis. Toastmasters International and its member clubs

do not endorse any other cause or organization, but we have found many Toastmasters in Metropolitan Mobile eager to accept the outside speaking opportunities offered by the Bureau.

All charitable, humanitarian and philanthropic drives are dependent upon publicity. Our Speakers Bureau has proved that of all publicity media, the greatest is the spoken word, delivered by an able and well-prepared speaker. ❖

*Philip D. Bosarge is employed as an aircraft specialist in the Directorate of Materiel Management, Brookley Air Force Base, Alabama. He is past president of Club 998-29, Mobile, Ala., and served as District 29 public relations chairman and governor of Area 3. He is charter president of the Toastmasters Civic Speakers Bureau.*



Toastmasters wishing to know more about the Mobile Toastmasters Civic Speakers Bureau may obtain a copy of the articles of incorporation by writing to:

The Toastmasters Civic Speakers  
Bureau of Mobile Co., Alabama  
c/o Albert S. Gaston, Secretary-Treasurer  
P. O. Box 820  
Mobile, Ala.

Please enclose \$1.00 to cover cost of printing and mailing.

*I read once that Winston Churchill was not ashamed when he was found reading the Bible. The report had it that he did not say that he was merely looking something up. On the contrary, he would read aloud to the person who interrupted him, sharing his enthusiasm for some great passage that had the sound of music.*

CHAS W. FERGUSON, "The Good Book," *Watchman-Examiner*

## FINANCIAL REPORT

BOARD OF DIRECTORS  
TOASTMASTERS INTERNATIONAL  
SANTA ANA, CALIFORNIA

WE HAVE EXAMINED THE BALANCE SHEET OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1961 AND THE RELATED STATEMENTS OF MEMBERS' EQUITY AND OPERATIONS FOR THE YEAR THEN ENDED. OUR EXAMINATION WAS MADE IN ACCORDANCE WITH GENERALLY ACCEPTED AUDITING STANDARDS AND ACCORDINGLY INCLUDED SUCH TESTS OF THE ACCOUNTING RECORDS AND OTHER AUDITING PROCEDURES AS WE CONSIDERED NECESSARY IN THE CIRCUMSTANCES.

IT IS THE POLICY OF TOASTMASTERS INTERNATIONAL TO EXCLUDE THE INVENTORY OF LITERATURE AND SUPPLIES FROM ITS FINANCIAL STATEMENTS.

IN OUR OPINION THE ACCOMPANYING BALANCE SHEET AND RELATED STATEMENTS OF MEMBERS' EQUITY AND OPERATIONS PRESENT FAIRLY THE FINANCIAL POSITION OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1961 AND THE RESULTS OF ITS OPERATIONS FOR THE YEAR THEN ENDED IN CONFORMITY WITH GENERALLY ACCEPTED ACCOUNTING PRINCIPLES APPLIED ON A BASIS CONSISTENT WITH THAT OF THE PRECEDING YEAR WITH THE EXCEPTION NOTED IN THE PRECEDING PARAGRAPH.

FRAZER AND TORBET

CERTIFIED PUBLIC ACCOUNTANTS

TOASTMASTERS INTERNATIONAL  
(A CALIFORNIA CORPORATION)

ANNUAL REPORT  
JUNE 30, 1961

FINANCIAL CONDITIONS  
AS AT JUNE 30, 1961

### ASSETS

<b>CURRENT ASSETS:</b>		
CASH ON HAND AND DEMAND DEPOSITS		\$131,107
CASH IN SAVINGS ACCOUNTS		42,500
ACCOUNTS RECEIVABLE		26,357
PREPAID EXPENSES		4,752
<b>TOTAL CURRENT ASSETS</b>		<b>\$204,716</b>
<b>RESTRICTED RESERVE FUNDS:</b>		
STOCKS AND BONDS, AT COST (MARKET VALUE AT JUNE 30, 1961, \$230,068)	\$201,182	
OTHER INVESTMENT - AT COST	15,790	
<b>TOTAL RESTRICTED RESERVE FUNDS</b>		<b>216,972</b>
<b>REAL ESTATE, EQUIPMENT, AND LEASEHOLD IMPROVEMENTS, AT COST, LESS \$28,901 ACCUMULATED DEPRECIATION</b>		<b>149,235</b>
<b>OTHER ASSETS:</b>		
DISTRICT RESERVE FUNDS	\$ 56,157	
LESS LIABILITY TO DISTRICT RESERVE ACCOUNT	56,157	
<b>TOTAL ASSETS</b>		<b>\$570,923</b>

NOVEMBER, 1961

(Financial Report continued on next page)

## FINANCIAL REPORT - CONTINUED

### LIABILITIES AND MEMBERS' EQUITY

<b>CURRENT LIABILITIES:</b>		
ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$	36,367
ACCRUED TAXES PAYABLE		5,416
ADVANCES FROM TOASTMASTERS INTERNATIONAL FOUNDATION		1,152
ADVANCES FROM MEMBERS FOR CONVENTION REGISTRATION		6,173
DUE TO DISTRICT FUND		2,417
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$</b>	<b>51,525</b>
<b>MEMBERS' EQUITY:</b>		
RESTRICTED	\$	215,465
UNRESTRICTED		303,933
<b>TOTAL MEMBERS' EQUITY</b>	<b>\$</b>	<b>519,398</b>
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY</b>	<b>\$</b>	<b>570,923</b>

### NOTES TO BALANCE SHEET

**NOTE A - INVENTORY:** IN 1955 THE BOARD OF DIRECTORS RESOLVED TO RETURN TO TOASTMASTERS' PREVIOUS POLICY OF NOT INCLUDING INVENTORIES IN THE BALANCE SHEET. THE INVENTORY AT JUNE 30, 1961 AND 1960 WAS \$50,400 AND \$48,232, RESPECTIVELY, STATED ON A BASIS OF COST (FIRST - IN, FIRST - OUT) OR MARKET, WHICHEVER IS LOWER. EXCLUSION OF THE INVENTORY FROM THE BOOKS RESULTED IN AN UNDERSTATEMENT OF NET INCOME FOR THE YEAR ENDED JUNE 30, 1961 OF \$2,168 AND AN OVERSTATEMENT OF NET INCOME FOR THE YEAR ENDED JUNE 30, 1960 OF \$1,593.

**NOTE B - MEMBERS' EQUITY:** THE MEMBERS' EQUITY IS DIVIDED INTO TWO ACCOUNTS, LABELED RESPECTIVELY "RESTRICTED MEMBERS' EQUITY" AND "UNRESTRICTED MEMBERS' EQUITY". AT JUNE 30, 1958 THE ACCOUNTS WERE ALLOCATED IN THE RATIO OF 60% RESTRICTED AND 40% UNRESTRICTED AND THE SUBSEQUENT ALLOCATIONS ARE DETERMINED BY THE BOARD OF DIRECTORS BASED ON AN ANNUAL REVIEW OF THE FINANCIAL REQUIREMENTS. THE RESTRICTED FUNDS ARE INVESTED IN SECURITIES WHICH ARE AUTHORIZED BY LAW FOR INVESTMENT OF TRUST FUNDS UNDER THE LAWS OF THE STATE OF CALIFORNIA. THE RESTRICTED MEMBERS' EQUITY AS OF JUNE 30, 1961 AMOUNTS TO \$215,465. ALL CORPORATE BONDS, COMMON STOCKS AND U.S. TREASURY BONDS HELD BY TOASTMASTERS INTERNATIONAL AS OF THAT DATE TOTALLING \$216,972 REPRESENT THE INVESTMENT OF THE RESTRICTED RESERVE FUNDS.

**NOTE C - FEDERAL INCOME TAXES:** THE INTERNAL REVENUE SERVICE RULED ON JULY 17, 1959 THAT TOASTMASTERS INTERNATIONAL AND ITS CLUBS ARE NOT ENTITLED TO EXEMPTION FROM FEDERAL INCOME TAX UNDER THE PROVISIONS OF SECTION 501 (C) (3) OF THE INTERNAL REVENUE CODE BUT ARE EXEMPT UNDER THE PROVISIONS OF SECTION 501 (C) (7). THE APPEAL OF THIS RULING IS STILL PENDING BEFORE THE NATIONAL OFFICE OF THE INTERNAL REVENUE SERVICE IN WASHINGTON D.C. SINCE A CHANGE IN THE EXEMPT STATUS INVOLVES PRIMARILY THE QUESTION OF THE APPLICATION OF EXCISE TAX ON CLUB DUES, ANY POSSIBLE LIABILITY OF TOASTMASTERS INTERNATIONAL IN THE EVENT OF AN ADVERSE RULING IS NOT PRESENTLY ASCERTAINABLE. ACCORDINGLY, NO PROVISION HAS BEEN MADE IN THESE STATEMENTS FOR ANY CONTINGENT LIABILITIES UNDER THIS RULING.

### NOTES TO BALANCE SHEET - CONTINUED

**NOTE D - CONSTRUCTION OF BUILDING:** THE EXECUTIVE COMMITTEE, ACTING UNDER THE AUTHORITY OF THE BOARD OF DIRECTORS, IN ITS MEETING OF JUNE 12, 1961 HAS AUTHORIZED THE CONSTRUCTION OF THE HOME OFFICE BUILDING AT A TOTAL COST OF \$481,736, EXCLUSIVE OF SITE DEVELOPMENT, LANDSCAPING, ARCHITECTS' FEES, FURNISHINGS, INSPECTION COST AND CONTINGENCIES. WE WERE INFORMED THAT FINANCING ARRANGEMENTS ARE NOW IN NEGOTIATION FOR A 15 YEAR BANK LOAN OF \$360,000.00 AT 6% INTEREST. IT IS EXPECTED THAT THE BUILDING WILL BE READY FOR OCCUPANCY EARLY IN 1962.

### STATEMENT OF OPERATIONS FOR THE FISCAL YEAR ENDED JUNE 30, 1961

	AMOUNT	PER CENT
<b>INCOME:</b>		
PER CAPITA PAYMENTS	\$287,198	44%
MAGAZINE SUBSCRIPTIONS	104,175	16
SERVICE CHARGES	88,839	13
CHARTER FEES	17,450	3
LITERATURE AND SUPPLY SALES	136,417	21
INTEREST AND DIVIDENDS	11,271	2
OTHER	3,500	1
<b>TOTAL INCOME</b>	<b>\$648,850</b>	<b>100%</b>
<b>OPERATING EXPENSES:</b>		
EXECUTIVE DEPARTMENT	\$ 63,102	
PUBLIC RELATIONS DEPARTMENT	103,753	
EDUCATION AND RESEARCH DEPARTMENT	44,913	
MEMBERSHIP SERVICE DEPARTMENT	42,496	
PRODUCTION DEPARTMENT	92,961	
FINANCE DEPARTMENT AND ADMINISTRATIVE EXPENSE	226,604	
<b>TOTAL OPERATING EXPENSES</b>	<b>\$573,829</b>	
<b>NET EXCESS OF INCOME OVER OPERATING EXPENSES</b>	<b>\$ 75,021</b>	

## POINTERS FOR PRESIDENTS

By SAMUEL C. HATHORN  
Past Governor, District 50

- Plan Precisely**  
You predict a plausible program by probing past problems. This prognostication or prologue is preceded by pensive, passionate periods of pondering. Picture your progressive program in progress, predominately pointing to its purpose.
- Prepare Positively**  
As the club physician, you prescribe a palatable pill—a precise plan. You propose your project and project your proposal. Here are the planks of your platform. Paraphrase them, parade them and promote them with pleasing, practical, polite polish and passage will not be a problem. Proclaim your purpose.
- Produce Proficiently**  
Parliamentary procedure is a prerequisite for a polished performance. Piloting your program through the perils of paralogy and parasitical personalities, provides you, the prolocutor, with paddle problems. Planning and preparation pay and positive proof presents itself in performance under pressure.
- Profit Proudly**  
Public progress or club achievement means personal progress. Prestige and pride are products of your participation. Your pay is not in pelf but in poise. Like a diamond, you are a product of pressure. Perfection is your pinnacle.

# 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 are pleased to learn that Frank Spangler has been elected 1st Vice President of Toastmasters International.

We feel that yours is a very worthwhile activity which contributes much to society in general and the business community in particular. A good many of our employees here at A. O. Smith Corporation are and have been members of Toastmasters International to the benefit of themselves and the company. Because we feel that Toastmasters International is a valuable organization, we are pleased that one of our employees is able to contribute substantially to it, and that we may participate in a small way by giving him the opportunity to do this job.

L. B. Smith, President  
A. O. Smith Corporation  
Milwaukee, Wisc.

There appears in the July 1961 issue of *The Toastmaster* an article, "Writing the Business Letter" by William C. Himstreet.

We would like to have your permission to reprint this article in our bimonthly publication, "Management Highlights" . . . and will give proper credit to your magazine. Our publication is distributed to all Government offices throughout the country.

John M. Wilkinson,  
Chief, Branch of Incentive  
Awards  
United States Department of  
the Interior,  
Washington, D.C.

Permission granted—Ed.

"Today's Speech" is a magazine published for those interested in all phases of oral communication. It is published quarterly, each issue containing ten or more articles on public speaking, discussion, parliamentary law, oral reading, theater, etc.

Articles are written by professionals—most of them teachers of speech in high schools, colleges, or business. Some speech study groups use "Today's Speech" as the basis for discussion at their meetings.

Subscription rates are: \$2.50 for one year; \$4.75 for two years \$6.50 for three years. Single copies are 65c, and student subscriptions are \$1.50 when ordered in lots of ten or more by a teacher; copies are mailed individually.

A number of back issues are available at 50c each. Special low prices are charged on bulk orders of Volumes 1 through 7.

Arthur Blum  
Circulation Manager, "Today's  
Speech"  
1116 Cathedral of Learning  
Pittsburgh 13, Pa.

I wish to call your attention to a statement made in "By the Dawn's Early Light," by Robert F. Dye, and appearing in *The Toastmaster* for August, 1961. The statement was "first morning Toastmasters club in the Southwest," but it is erroneous.

Sunrise 74-3 of Phoenix, Arizona, takes great pride in being not only the first morning club in the Southwest, but the first morning club in the whole world, as our charter was received in 1937.

Warner Dodd  
Sunrise Club 74-3  
Phoenix, Ariz.

I, too, read and enjoyed the article by Jay Ellison on "The Value of Time Limits" in your June (1961) issue, and was not surprised to see comments concerning it in the "Letters to the Editor" pages in August.

What did astonish me was to see a comment on Mr. Ellison's use of redundancy. Furthermore, it was positively unnerving to have the Editor "share the blame" for the crime of saying something more than once.

For years, people have had drummed into their heads that redundancy is a bad thing, yet any serious student of speech and communication must agree that nearly 50% of spoken English is redundant. Does that imply that it is bad? Not at all. The very heart of good speech lies in repetition. How many of us have almost had our hearts engraved with the formula: "Tell 'em what you're going to tell 'em, then tell 'em what you told 'em." . . .

When we attempt to communicate with others, either orally or in writing, our efforts must not stop when the point we wish to make is clear to us; it must be equally clear to our listeners if we are to succeed in real communication. I'm willing to bet few readers beside Mr. Henderson were aware of the dictionary meaning of *adage*, and most of those who were, like the rest of us, accepted the use of "old adage" as I think Mr. Ellison meant it, i.e., that the saying "Time is Money" has been in use a long, long time.

If this be redundancy, make the most of it!

Capt. H. W. Farwell  
State College Club 1219-13  
State College, Pa.

We liked the item in the September *Toastmaster* from Lorain, Ohio, Club 1791-10, entitled "Can You Top This?" (page 33).

I don't know whether we can, but it sounds like fun to try. The following positions of responsibility are held in our community by members of York, Nebraska, Club 1865-24. Nearly all of these men are past club presidents and all are members:

Dean Goings is president of the Chamber of Commerce, Jr. Div. Dr. Leo Anderson is president of the Chamber of Commerce, Sr. Div. Milo Dier has just been elected president of the Senior Chamber for 1962. Lloyd Livingston has just completed two terms as mayor of the city. Ray Svehla was just elected prosecuting attorney of the county. Gordon Fillman is finishing a term as city judge. Dr. James Stansberry is immediate past president of the Junior Chamber of Commerce. Ed Roberts has just been elected to his fourth term as city clerk. York's "Man of the Year" was won by Dean Goings in 1960, by Dr. James Stansberry in 1959 and by Roy Johnson in 1958. From York 1865-24, Toastmasters International

has had two district governors and an International Director in the last two years: Gov. Arley Howsden of District 39 started his Toastmasters career in York 1865. Dr. Leo Anderson was governor of District 24 and is now an International Director.

J. D. Norman  
York Club 1865-24  
York, Neb.

I would like to take this opportunity to congratulate James W. McBride for writing the splendid realistic article entitled "Here Comes the Area Governor." (*The Toastmaster*, July, 1960). This article could very easily be substituted for my year as area governor.

I took the liberty of reproducing the article and giving copies to my newly-appointed area governors. I'm quite sure they will welcome its fine presentation of the duties and responsibilities.

Louis Rubenstein  
Lt. Governor, D-38  
Philadelphia, Pa.

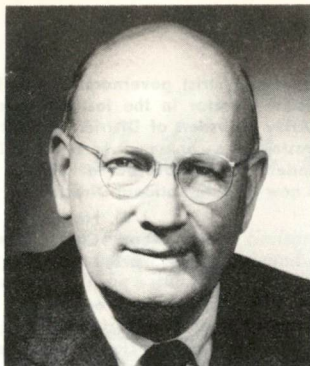
There has been a disturbing problem on my mind for several months and probably on the minds of many others in these United States and that is the fantastic massacre and mutilation of human beings on our highways. This is a growing problem and apparently our traffic officials cannot find a workable answer. I am wondering if this were brought to the attention of Toastmasters throughout our country that perhaps something could be done about it.

I propose that all Educational Vice Presidents arrange programs of debate and discussion during the coming year and then each individual club try to reach the best possible solution to the problem. I then propose these "best" answers be forwarded to the proper officials in Washington for further consideration.

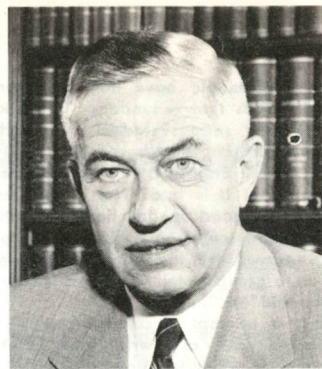
This is a problem that involves everyone and it is my feeling that a nationwide group such as Toastmasters could possibly think out some workable and life-saving solutions.

I would like ideas on this subject from the Home Office and also all of you fine gentlemen throughout this wonderful country, as well as those outside our borders.

Robert F. Van Ness  
Club 2281  
89 East Avenue  
Rochester 4, New York



**Dr. Frank C. Baxter**  
Professor Emeritus of English,  
University of Southern Calif.

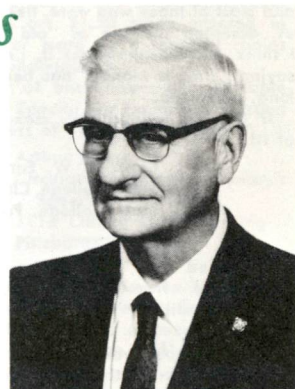
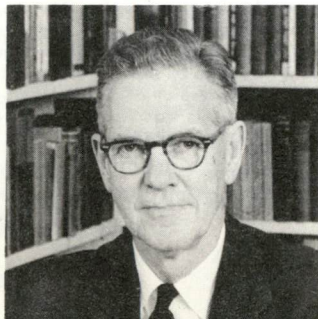


**Dr. Lee A. DuBridge**  
President, California Institute  
of Technology

## *The Toastmasters Reading Plan Advisory Board*

These outstanding authorities in the educational, scientific and literary fields are serving as members of the Toastmasters Reading Plan Advisory Board. Members of the board have suggested books to be included on the catalog reading list. Selections are based on reliability of the authors and their knowledge of the field in which they write.

**Dr. Lennox Grey**  
Chairman, English Dept.,  
Teachers College, Columbia University



**Dr. Ralph C. Smedley**  
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