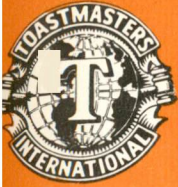


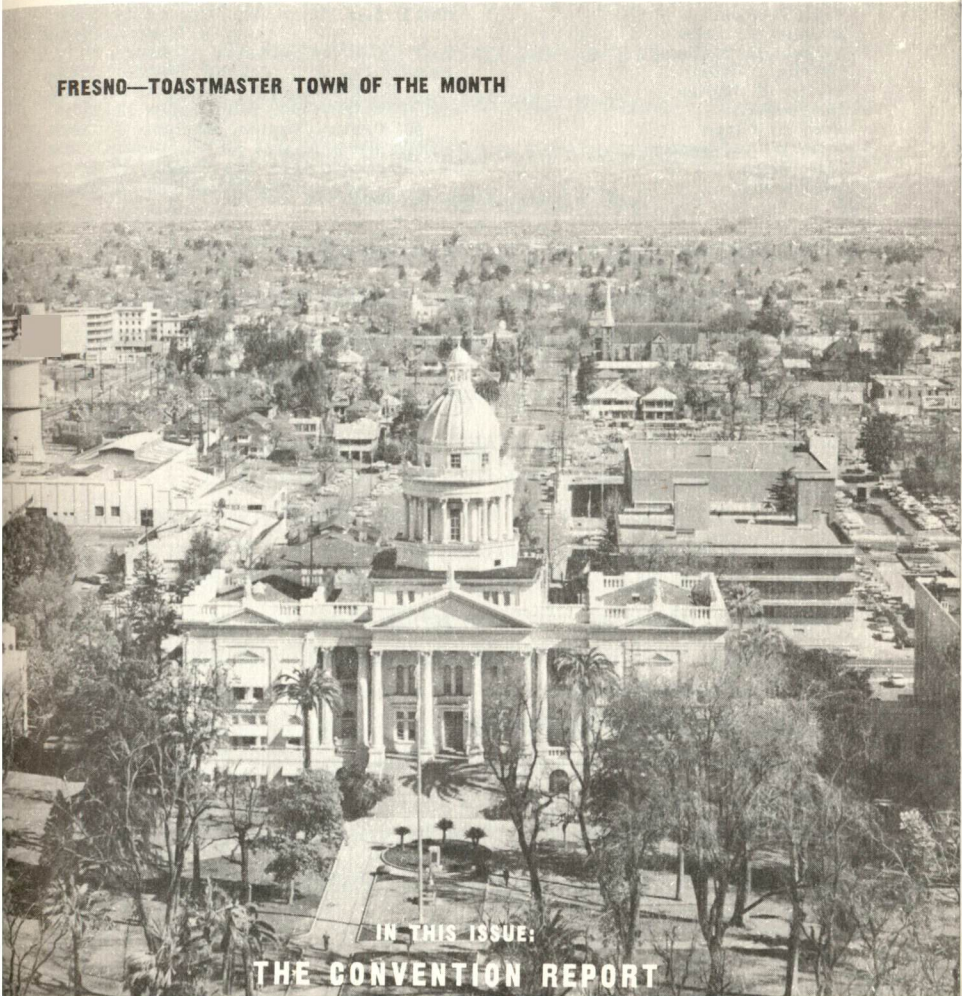
OCTOBER, 1960



THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

FRESNO—TOASTMASTER TOWN OF THE MONTH



IN THIS ISSUE:

THE CONVENTION REPORT

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... a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than half a million men through its program of self-expression and self-improvement. There are now more than 3,100 clubs which are located in every state of the Union, every province of Canada and in 34 other countries.

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

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

"As a man speaks, so is he."—Publilius Syrus, 43 B.C.

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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Atlanta ~

Three Days of Surprises

*National convention an
outstanding educational seminar*

By FRED DeARMOND

LEARNING FOR ADULT living and achieving was the central theme of the 29th annual convention of Toastmasters International at Atlanta, Georgia, August 18-20.

What did they say Toastmasters should learn?

First of all, to think better in order to speak better. Dean Berkley, Bloomington, Indiana, educator, recommended the do-it-yourself way. "Somebody is forever trying to tinker with your thinking. Don't let them." Realizing one's mental potential is far more than accumu-

lating facts, said Maurice Forley, Executive Director of TMI. Facts are not of much value in themselves; it's all in what use you make of these "scraps of information."

An important means of learning how to think better is to listen better. "I've listened 45 per cent of my waking hours," said International Director Roy Graham. And since Mr. Graham wears the chevrons of a gray thatch, that is enough hours to add up. Truly, listening is a major human activity.

That there is an art in listening

was demonstrated by William Gobel and George Van Zevern and their associates from Chicago's Uptown Club 830. Some of the audience, of whom your reporter was one, flunked their listening test and solemnly resolved to do something about it. "Glassy-eyed" listening and some of the other faulty types, can be quite as bad faults as speech whiskers or mumbling.

The second thing to learn, according to the convention savants, is to communicate what you know from your thinking, listening and reading. There, it was generally agreed, is the rub. No Toastmaster wants to be a mute, inglorious Milton. How to communicate better? This talent is the chief vehicle for getting somewhere in the world.

"You can *shake* worlds or *shape* worlds with words," was the pile-driving point driven home by International Speech Contest winner Glenn Carroll, an employment supervisor from Kitchener, Ontario.

"There is danger in a carelessly-dropped word," came from William Hylton of High Point, North Carolina, session chairman for Better Speaking. And curiously, at a later session, the Founders Breakfast Conference, Colonel Van Tanner of the Washington, D. C. Metropolitan Police, quoted a policeman Toastmaster as saying that vocal inflexion may well mean the difference between life and death to one in his profession.

Arnold Cohn of Rochester, New York, reminded the delegates that the Russians use language as a

weapon. He suggested that the free world might profit by their example and thus help to win the cold war. His group from upstate New York then played back a recording of two voices from Radio Moscow, one male and one female, to show how well-trained propagandists broadcasting to U.S.A. could speak in American English quite indistinguishable from our native diction and vocalization.



A spirited team from Wisconsin, District 35, put on a lively show to illustrate how one can get more out of his voice box. They left the hope that even a pint-sized Caspar Milquetoast can carry impact. Incidentally, the second prize winner in the Speech Contest, Harry Myers of Rapid City, South Dakota, is about the stature of Napoleon or Stephen A. Douglas.

"You must communicate; if you cain't, you ain't," Atlanta's salty Mayor William B. Hartsfield told the convention. His own career of 36 years in the mayor's hot seat in the Georgia metropolis illustrates the truth of his words.

But the program was planned to go still farther in suggesting What to Learn. In public speaking, subject matter is no less important than delivery, and of course comes first, Toastmasters were told by George J. Flannery, Jr., of Philadelphia.

Specifically, among other things, learn foreign languages. This was the advice of the German Federal Republic's Atlanta consul, and other speakers. Learn to understand the peoples in other lands,

and especially of North America's allies in the great war of ideologies. Variations on this thought were sounded by speaker after speaker.

Toastmaster Jack Lindsay of Shreveport, La., who recently toured Europe with a unit of the Federal Government's People-to-People program, said the experiences of mingling with various nationalities had changed "some of my fuzzy thinking" about international affairs.

Lothar Salin, an observant Californian, in his "Overseas Report" stressed that the people of Western Europe and America are "95 per cent alike in most respects." But, apparently in reference to current events in Africa and the anti-colonial explosion of primitive and illiterate peoples, he warned: "Don't let the wine of democracy be watered . . . Insist on standards."

Another speaker had voiced the reminder that democracy was never intended to promote mediocrity.

And so, a part of the Toastmaster learning process has to do with basic knowledge and skills, another with healthy attitudes and balanced values. The last named, as another speaker had said, is the highest form of thinking. The other three in order of importance are creative thinking, problem thinking and day dreaming.

"Apply your thinking to what really matters," is the way Founder Ralph C. Smedley put it.

Thus far I've tried to picture a bird's-eye view of What should be learned by Toastmasters. The How was even more important. How can we think better, listen better, speak better? To an observer

of Toastmastering, the diversity of means toward adult education pursued by the clubs and area and district leadership around the world was amazing.

Club 637, Canton, Ohio, put on a four-act skit to show how fresh ideas for programs and table topics can be uncovered. One member undertook in a satirical vein the ambitious task of wrapping up all the speakers' cliches in one package. He opened inviting new vistas for saying nothing in a wide variation of platitudinous ponderosity.

In the Washington, D. C., area the TM light is being made to shine brighter through organizing specialized vocational clubs, including engineers, police officers, psychiatrists, Ph.D.'s, and even Arthur Murray dance instructors. In the national capital, it was said, TM aims to teach politicians how to listen and think before they talk.

"We want to become better thinkers, better listeners, better speakers, to a purpose," said William H. Musser, Jr., an area Governor from Lancaster, Pa. One of the great purposes, he explained, is world peace.

"In our clubs we practice dry runs," said Musser. And here again was a thread running through a number of discourses. "Practice, practice, practice!" comes near to summing up the How of the whole convention. "I'm told that in a circus it takes seven years just to train a jackass!" one speaker exclaimed. The moral, he added, is to keep on trying.

Three enthusiastic Sooners from Tulsa and Oklahoma City explained how speakers' bureaus are

being made an influence in Oklahoma through screening speakers by use of evaluation methods. And Downer's Grove, Ill., is selling service clubs and other agencies on calling upon TM for good speakers.

The climax on this How phase of learning came at the Breakfast with the Founder. There a large and shouting audience heard of the shining possibilities in Beyond Basic Training.

Albert Potter from Clinton, Iowa related the thrills encountered in his assignment in biography. "I read more good books in six months than in the previous six years," he said. The experience opened to him a new world of self-education—one that will take a lifetime to explore.

From British Columbia J. W. McEvay reported on the unique Study Project of Victoria Club 38. There a Dr. Jack has compiled a source book containing selections from 13 speeches by such famous orators as Pericles, William Pitt, Abraham Lincoln, and Winston Churchill. Before one of these speeches is read at a meeting by a member, another member has been assigned to give a 5-minute historical perspective of the occasion for the speech.

Selected groups in the Philadelphia area meet once a month on Sundays, said District Governor Flannery, to discuss special cultural topics. These are of a nature that may require four or five hours of library research in preparation. Out of this exciting project it is

hoped to broaden the outlook of the participants and thus to evolve a higher type of club leadership.

The more than 800 men and many wives who attended the three-day convention in the Dinkler Plaza Hotel had an unusual opportunity to see the principles of good speaking illustrated in action by four guest speakers of national repute. Mayor Hartsfield of Atlanta served up a toothsome dish of wit, humor and candor.

The Mayor's speech was to Northern visitors unexpected in another respect. He clearly dissociated the New Atlanta from the banjo-strumming, mint-julip-drinking, magnolia-and-wisteria era of the old Confederate South. Speaking

in the soft drawl of the South, he voiced a cosmopolitan outlook toward political and racial issues.

Edgar J. Forio, senior Vice President of the Coca-Cola Company, spoke humorously and wisely on what he had learned about living, from his long and successful career in business. "Tear down walls and build bridges," he said. "People are *down* on what they are not up on;" therefore, be "*up* on" more things.

In Paul Jones, Public Information Director for the National Safety Council in Chicago, amateur speakers saw the arts of the professional at their best. Make 'em laugh—at your expense and by panning your wife, is one of his tricks. Mr. Jones has made himself a high-priced national figure



because he is articulate to the nth degree. He makes a dull subject—safety—shine. “All I’m trying to do is to keep people from killing themselves,” he said.

The fourth big-name speaker was H. C. McClellan, California industrialist and former President of the National Association of Manufacturers. His was a patriotic discourse designed to strengthen his listeners’ pride in their Americanism at a moment of grave crisis in world history. He gave a first-hand account of his assignment to Moscow as President Eisenhower’s director of the American exhibit at the Moscow International Exhibition. Among hundreds of other industrial and consumer products were some 20,000 American books, he said. During the six-week exposition about half of them were stolen. And here is one loss we should not be too concerned about.

To Mr. McClellan, nothing else is now nearly so important as world politics. The most consummate skill, courage, and experience must be commanded by the nation if it is to survive the great testing, he commented.

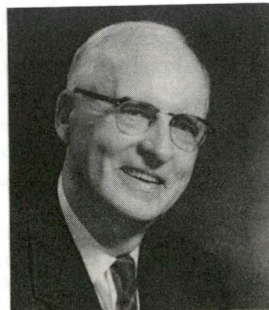
“I wish that as a young man I could have enjoyed TM training,” he said.

Fred DeArmond, magazine writer and author of Springfield, Mo., attended the TMI Atlanta convention and was a featured speaker on “Aids to Better Thinking” at the first educational session. In this article he shares his over-all impressions of the convention with TOASTMASTER readers.

The dramatic highlight of International Night was “The Gettysburg Address,” set to music by Atlantan Jack Butler and sung by the Grace Methodist Church Choir of Atlanta directed by James C. Crawford. This seemed to stir the visitors, Yank and Reb alike, as nothing else on the program. Performed in the heart of Dixie before a cosmopolitan audience, it was a visible sign that the Union five score years after the great conflict of the sixties is now firmly cemented.

The program was studded throughout with a series of surprises, heart throbs, laughs, and thrills. In its arrangement and generally smooth working, the home office staff had the expert assistance of an exceptionally alert Host Committee from District 14. Chairman William H. Marsh, Jr. performed like a chief of staff.

Retiring International President Emil Nelson won universal praise as an organizer of parts. His successor, George J. Mucey of Washington, Pennsylvania, caught the President’s gavel in the air and like a relay racer carried on at high speed. His inaugural spech was a dynamic utterance that promised another good year ahead. ♦



THE TOASTMASTER

Upon completion of Beyond Basic Training, a Toastmaster looks back and sees he is at . . .

The Beginning-- not the end

By THOMAS E. STROTMAN

ARE YOU A BELIEVER in miracles? I am. The dictionary defines a miracle as “an event which cannot be explained by any known natural law.” For the past three years I have watched one take place. It happened to me.

Since September, 1945, when I was discharged from the Armed Services, my mental processes had slowly deteriorated. I gradually grew out of the habit of reading. I seldom listened to good music, or attended the theater or concerts. My life degenerated into a pattern—working days, watching TV at night, spending weekends doing nothing. I had no interest in anything but my family and my job.

I’m not being completely honest when I write that last sentence. My family and my job are things which are a part of me. Yet all

during this time there was within me a faint stirring of discontent, a feeling that life was escaping me, that surely there was more to be gained from it than this endless, time-wasting daily routine.

Then something happened. One Saturday morning as I was making a trip to the local barber shop, my eye lit upon a sign in the window: “For Better Listening—Thinking—Speaking—Join Toastmasters International.” In the lower left-hand corner of the sign was a pocket containing self-addressed post cards with blank spaces where name, address and phone number could be filled in. I took one of the cards, wrote in the necessary information, and dropped it in the corner mailbox on my way home.

Monday evening the phone rang. Answering it, I heard a cheerful



voice say, "I'm Ralph Hatch, administrative vice president of the Covina Toastmasters. I received your card and would like to invite you to our next club meeting as our guest."

What followed is no doubt a repetition of what has happened to thousands of Toastmasters: introduction to the club, the warm welcome from the members, acceptance as a new member, the start of Basic Training.

From that moment, my life received a new direction. Twenty-two years after graduating from high school, I found myself embarked on a program which has come to be the equivalent of a college education—for me, at least. No longer did I spend my evenings glued to the television set, filled with my growing sense of dissatisfaction. Now I spent my time working on the construction of speeches, attending meetings, doing research at the library, or reading. I enrolled in adult education courses at Covina High School and at Mount San Antonio College. I took courses in Parliamentary Procedure, English and Public Speaking.

My entrance into Toastmasters seemed to be a signal for growth along many lines. I began to take an active interest in the safety program of the company where I am employed. I designed a safety barometer which was displayed at the 1959 Western Safety Congress held in Los Angeles, and later permanently installed at the entrance to my company's Administration Building. I became more active

in Union meetings, and was soon appointed shop steward, and subsequently elected to the Union's executive board as trustee.

As I progressed in Toastmasters, I was asked to speak before other organizations: the Altar Society of a Catholic Church, the Optimists, a high school 4-H Club. I spoke on such subjects as "Traffic Safety," "The Importance of Public Speaking," and "The Cause of the Decay of Democracies."

One of my greatest personal satisfactions has been my work with the Gavel Club at the California Institution for Men at Chino. This has had a three-fold effect: first, it has been a further step in my development as a Toastmaster; second, it has enabled me to participate in and watch the growth of an experiment unique not only in Toastmasters history, but in the history of penology; third, it has given me the tremendous inner satisfaction of being able to help my fellow man personally, rather than merely donating money to a worthy but unobservable cause.

As educational vice president of my club, I initiated the theme of the 3 *P's* in my weekly programs: *practice, persistence, patience*. These are the three words of advice I would offer if I were to talk to each neophyte Toastmaster. *Practice*—try your speech over and over again. Toastmasters can explain to you theory and techniques of communication; you alone can develop those techniques to fit your own needs. *Persistence*—don't despair if you fail in your first attempts. Try again and again, for experience is still the best teacher.

Patience—develop the staying power it takes to become efficient in anything you attempt. No one becomes an expert Toastmaster overnight.

I find it strange that so few men, comparatively speaking, are engaged in Beyond Basic Training. This is a challenge each Toastmaster should welcome. I admit that I approached Beyond Basic with no small feeling of trepidation, but I knew that in climbing the ladder of knowledge, one must reach for those increasingly difficult rungs. Only in progression do we attain the goals we desire. In the 18 months I have been working on BBT, I have spent every spare minute—and it is remarkable how many spare minutes we can find when we become conscious of time—in research, composition, and in never-ending practice, practice, practice. I have given each speech assignment twice, sometimes three times.

The benefits derived from such a program are many. Most important to me have been the development of my powers of concentration, and the acquiring of skill to do thorough, rapid research, and the ability to marshal my thoughts quickly into logical, coherent patterns.

I have many projects in mind which will keep me occupied for

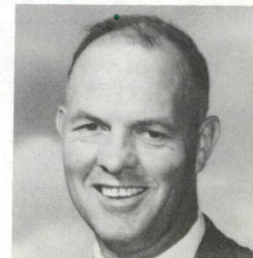
years to come. There is still much work to be done at the Gavel Club at Chino. I have outlines for many speeches designed to fit specific phases of Basic Training and Beyond Basic Training. This means I will be starting at the beginning once more. There are outlines in my files for projects to increase the value of our club's evaluation and grammar programs.

Now as I contemplate the end of my Beyond Basic Training, I pause to review it all and wonder: am I entitled to a certificate and the honorary title of *Able Toastmaster*? This judgment I must reserve to others. If hard work, sincerity and earnestness of purpose are attributes for the title, then I would say, "Yes."

Title? Certificate? What difference does it make? What is important is what has happened to me. I have been mentally stimulated by the challenges aroused in me by Toastmasters. I walk through the Past, the Present and the Future in the speeches to which I listen and in the books I am once more reading. I have met many wonderful people, and my circle of friends is constantly widening. My family has grown closer together; along with Dad they, too, have broadened their horizons.

Can a man ask for more? ♦

Thomas E. Strotman is Sales and Service Representative for Home Service Corporation, Los Angeles, Calif. He is a veteran of 10 years service with the U.S. Army and Air Force, and currently holds rank of M/Sgt. in Air Force Reserve. He is past president of Covina Toastmasters 76-F and honorary member of the CIM Gavel Club at the California Institution for Men at Chino, Calif.



"It was a tremendous experience," say the Toastmasters who attended the charter party of . . .

El Primerro en Mexico

By LEWIS B. SUTHERLAND

THE SEVEN TOASTMASTERS at the El Monte, California, airport that Friday morning had all been vaccinated. Each of them was carrying his birth certificate. They were going to the charter party of a Toastmasters club and the vaccination and birth certificate were required for attendance—required because the new club was being chartered in Guaymas, Sonora, Mexico.

It's not unusual for a group of Toastmasters to visit a new club at its charter party. But this particular visit was unique in a number of ways: the Guaymas club is the first TM club to be organized in Mexico as its name, "El Primerro en Mexico" affirms; the club is composed of businessmen of Guaymas and is Spanish-speaking;

Guaymas and El Monte Toastmasters mingle at charter party. Holding charter is El Primero President Luis Perez Huarte



the trip deep into Mexico required a few more formalities than the usual crossing and re-crossing of the border familiar to most Southern Californians.

It was an all-Toastmasters group that assembled at the airport; even the pilot of the chartered plane, Jim Lewis, is a member of El Monte 352-F. There were Robert Anderson, Elmer Mateas, Joe Banando, Stuart Moore, Ben Ruiz and Joe Huss, all from 352-F. As past governor of Founder's District, the Home Office had asked me to represent them on the trip and present the charter to the new club.

El Monte Toastmasters have a special feeling for the Guaymas Club, since they are, so to speak, its god-parents. The Mexican club was started through the efforts and enthusiasm of Victor Ruiz, an El Monte club member who carried the idea of Toastmasters with him when he moved to Guaymas. Soon he had interested a group of the town's businessmen and the club began, sponsored by the El Monte club. Officers were elected: Luis Perez Huarte, manager of the National Bank of Mexico in Guaymas, was chosen president; Victor Ruiz, educational vice president; Rudolfo Rogers, administrative vice president; Ramon Vavila Ruiz, secretary; Oscar Morfin, treasurer; Bernardo Nieblas, sergeant-at-arms.

When we landed in Mexico, we discovered that there had been a slight mix-up in dates; a last min-



Farewell to beautiful Mexico: Back row, L-R, Porfirio Hernandez, Joe Huss, Alberto Tirado, Joseph Banando, Elmer Mateas, Bob Anderson, Stuart Moore, Raul Layago. Front row, L-R, Jim Lewis, Enruqie Ricaud, Lewis Sutherland, Victor Ruiz, founder of Guaymas club

ute change had shifted the charter party from Friday to Saturday. The Guaymas club holds its regular meeting on Friday evening, and so enthusiastic are they over Toastmastering that the members volunteered to hold a regular meeting on Friday and their charter party on Saturday! This was a fortunate chance for us; it gave us the opportunity to see the club under normal circumstances as well as at a planned party. We were very favorably impressed by the club's performance on both occasions.

The regular (Friday) meeting was held in a room above the National Bank. No dinner was served, but the group sat around a large table, and followed closely the program outlined by TMI. The entire meeting was conducted in Spanish. I must admit that the Spanish of the visiting Toastmasters was not exactly first class, in spite of our hasty brush-ups and study before the trip. Yet we were able to follow all that took place. Three of the members of the El



El Monte visitors at the hacienda: L-R, Joseph Banando, Lewis Sutherland, Stuart Moore, Bob Anderson, Elmer Mateas, Joe Huss, Jim Lewis, Ben Ruiz.

Primero Club speak English fluently; seven or eight of the others speak some English. With a mixture of our poor Spanish and their English, we got along famously.

The charter party was held Saturday evening in the beautiful Cantoyori Room of the Hotel Playa de Cortes. The presence of the Toastmasters' ladies added color and charm. I was honored to be listed on the printed program with the other "Invitados de Honor"—the Municipal President, Senior Juan Inigo, and the chief Naval and Army officers located in Guaymas. A delicious dinner put us all in the right mood for the program: a brief talk by the Municipal President, table topics, four prepared speeches, evaluation, and the charter presentation. The meeting was well planned and flowed smoothly throughout.

The hospitality of the Guaymas Toastmasters did not end with Saturday's event. Sunday morning

they met us at the Marlin Hotel and took us by car to a ranch owned by Club President Luis Perez Huarte, about 14 kilometers north of town. Here we were served with huge quantities of the tasty Guaymas shrimp for which the seaport town is famed. The shrimp were furnished by Toastmaster Alberto Tirado, the owner of Guaymas' flourishing shrimp industry.

Reluctantly we parted from our gracious hosts, two hours later than we had originally planned. It was fortunate we were not flying on a scheduled airline. Pilot Jim Lewis and his trim twin-engined Beechcraft were waiting patiently for us; Jim has flown into Mexico many times, and is well aware of the fascination of that lovely land. He would not have been at all surprised if we had failed to show up till manana!

In my charter presentation speech to the Guaymas club I said: "Senor President Perez Huarte, all Toastmasters everywhere pledge to you their co-operation in the promotion of straight thinking, honest speaking and intelligent listening. Our most sincere hope as we present this charter to you is that charters like this shall become symbols of better understanding and friendly co-operation between all people."

Lewis B. Sutherland of San Gabriel, Calif., is a member of Club 1109-F, and was governor of Founder's District in 1953-54. An engineer, he is associated with the C. F. Braun Co. of Alhambra, Calif.

PERSONALLY SPEAKING

By RALPH C. SMEDLEY, Founder

Thirty-Six Years Old

October is anniversary month for Toastmasters.

It was on October 22, 1924, that the Number One Toastmasters Club was organized at Santa Ana. The permanent organization of Toastmasters International was effected on October 4, 1930. The first issue of the first TOASTMASTER magazine, known as "The Gavel," was authorized at that October 4th meeting in 1930. The first overseas club was established at Southport, England, in October, 1935.

Many other significant events have occurred in this autumn month, perhaps because October is the time when most of us are back from vacations, ready to settle down to more serious work for the fall and winter. At any rate, this is a good time for all of us Toastmasters to look back over the years to our humble beginning, and to take certain pride in the growth and development of our movement which has helped so many men to do so much for themselves.

It is a good time for each club to devote one program to a review of its own history, along with the history of the growth of the Toastmasters clubs, and to make plans for more and better use of the opportunity which is opened for every man in Toastmasters training.

At the same time, it will be wise

for each club to look at its Educational Committee for good use of the month's Point of Emphasis. The emphasis this month is on purposeful speaking, "making the sale."

Our members need to be constantly reminded that speeches, to be worth listening to, must be purposeful, logical, convincing, in the presentation of ideas that are worthy of being "sold" to the audience.

What is the Rule?

Evidently we of the present generation are not the only ones who have wanted rules or formulas, so that we could go ahead in the prescribed form, without having to think. Quintilian, the Roman teacher of speech, wrote some wise words about rules, and what he said 19 centuries ago holds good today. Here are a few sentences from his Institutes of Oratory, Book II, Chapter XIII:

"But let no man require from me such a system of precepts as is laid down by most authors of books of rules, a system in which I should have to make certain laws, fixed by immutable necessity, for all students of eloquence. . . ."

"For rhetoric would be a very easy and small matter if it could be included in one short body of rules. But rules must generally be altered to suit the nature of each

individual case, the time, the occasion, and necessity itself. . . The precepts of oratory are not established by laws or public decrees, but whatever is contained in them was discovered by expedience. . .

"The art of speaking depends on great labor, constant study, varied exercise, repeated trials, the deepest sagacity and the readiest judgment. But it is assisted by rules, provided that they point out a fair road, and not one single-wheeled rut."

So wrote Quintilian, and we shall do well to consider his words. Too many of us want a set of rules, a prescription, a directive, for everything we do. This is especially true in our speech training. Instead of using our own brains, our own initiative and imagination, and our sense of propriety, we want to be told in detail just what to do.

A Commendable Project

Much interest was aroused at the Atlanta convention by the presentation of the reading project developed by the Victoria Toastmasters Club, of Victoria, B. C. Here was an example of what can be done when interested Toastmasters study their field, and take steps to produce something helpful for themselves.

No one prescribed this undertaking for the Victorians. They figured it out and put it into effect for their own club, with no thought that they were setting up a new and useful activity which can help many other clubs.

For those of you who were not present to see this project personally, it should be explained that

a committee selected a dozen famous speeches, dating all the way from Pericles to the present day. Then they selected passages from the speeches, each one of a length to require from five to seven minutes for reading. They assigned, in connection with each speech, one man to speak on the man and the occasion for the speech, giving a quick review of the life and work of the speaker, and explaining why and when and where the speech was delivered.

In this way, it took two men to present the subject, the first telling the circumstances which caused the speech to be given, and the other reading the selected portion of it. By the time the two men had completed their work, each of them had learned interesting and valuable facts, and as a result of their presentation, their fellow members had shared in the knowledge.

The men at Victoria had the speeches and explanations mimeographed and inexpensively bound, so that each might have the permanent record, and at our request, they made some extra copies available at the convention. There is no reason why any Toastmasters Club cannot undertake a similar project, except that it does involve much work, to which some of us are allergic. It is an admirable plan for interesting older and more experienced members, who feel the need for training beyond the elementary steps in Basic Training.

It is encouraging to see this example of imagination and originality in applying Toastmasters training, and we commend the Victoria Toastmasters on their good work. ♦

A FOUND: FORMULA

*for a successful
term of office*

By RAYMOND E. REES



A CLUB PRESIDENT starts his term with high hopes and ambitions. There are so many things he plans to do, so many new ideas to carry out, improvements to make, goals to reach.

At the close of his semester he looks back. He has been complimented on his fine job as president. But in his own mind he knows that in one way or another he and the club have failed to live up to his hopes for the period.

Why? What went wrong?

I've had this experience, as club president and as district governor. Sure, my terms of office were regarded as successful in both cases. But I knew, better than anyone else, where we had fallen short. I began a little self-examination. If I were starting over again, what would I do differently?

From this retrospection, I derived a formula. It's a simple one. I recommend it to every man who stands on the threshold of office: club president, area governor, district governor, or any administrative position. This formula, if followed closely, will assure the success of your term. If you remember it, live by it, the rest will take care of itself.

We assume, of course, that the officer has the basic qualifications for his job. He has had experience. He's familiar with the rules of his organization. He has plans and ideas, men to help him, and he understands the importance of delegating tasks and responsibilities.

So, given these basics, if he will take my formula and use it, his term will be an outstanding success.

The formula: *Do yourself what you know you should do, when you should do it.*

Is this too simple, too obvious?

Let's consider the experience of District Governor "John." He's been thinking for months about a district conference. He has plans. In his own mind, he has picked the men he wants for key positions. He will write to these men, asking for their ideas and assigning their duties.

But he gets involved in his own business, and the letters are delayed. Two weeks before the conference, the letters go out en masse. No time now for exchanging ideas. Assignments only. "Time is of the essence," he warns. "Let's get going on this right away!"

He has written to six men. Two of them are out of town, don't get the letters in time, and so do nothing. Two others read their letters, don't quite understand the instructions, decide to wait until the conference and talk it over with him then. The last two follow orders efficiently.

But the conference is a scene of last-minute scramblings, substitutions, fumbling performances. Why?

Governor John will probably say, "You just can't depend on anybody. People let you down, why, they don't even answer your letters."

Well, maybe so. At least we admit some men will let you down, some of the time. But John surely knew this before, and should have taken precautions. Let's apply our formula. What should he have done, and when?

He should have realized that he is working with busy men, who may be inclined to procrastinate, who might even be downright indolent!

Let's re-plan this conference, not from the standpoint of what each participant should do, but from the standpoint of the governor. *What should he do and when?*

He should write early to the men—five or six weeks ahead of time, and ask them for a reply. He should allow at least a week for their response, then have a follow-up letter for those who failed to answer. He should have reminder cards ready. He should be prepared to telephone when necessary, to keep plans roll-



ing. His lieutenant governors will be working for him, and he will check and re-check as a matter of course on their progress. He'll have alternates ready to take over for any man who fails to complete his job.

In short: by providing for human frailties and delays, by allowing sufficient time and by consistent follow-ups—he takes out excellent insurance against any conference failures.

It is obvious that the difference lies not in what the participants did or failed to do, but in the governor's own performance.

Substitute for "governor" the words "club president," "educational chairman," or what have you, and write your own story.

Now please do not mistake this for a suggestion that the administrator should do all the leg work, the calling, the writing, himself. By no means. His first skill should be the ability to delegate.

But ask any rank-and-file club member, after a mediocre administration, what went wrong. He's pretty apt to tell you: "I was never asked to do anything," or, "Nobody ever told me what I was supposed to do!"

The successful administrator makes sure that no one can direct that charge against him. He asks them. He asks them early. Then he follows up. These are his chores, which he alone must do. When he performs them faithfully, he finds that ordinary human frailties do not disturb his administration.

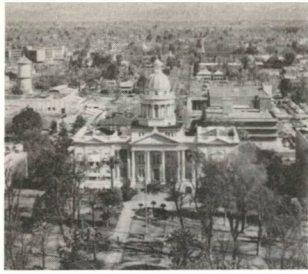
The committeeman, the member, the follower, has obligations: people to reach, reports to make, jobs to do. But prior to this, the president, the governor, the chairman, has an initial responsibility, which is his alone:

1. *To ask for something to be done*
2. *To make it clear what is to be done*
3. *To allow ample time for the doing*
4. *To check the progress of the doer*
5. *To provide for assistance or replacement if the appointee breaks down*

To new club officers, and to all the men who may soon be stepping into club presidencies, area and district governorships, I earnestly suggest—try my formula. After using it, you won't need to look for someone to blame for your failures. There won't be any failures! ♦

Raymond E. Rees was District 12 governor in 1954-55. He is a member and past president of Bakersfield (Calif.) Toastmasters 270, and has three times won first place in District speech competition. Owner of Bakersfield Printing Co., he has served as president of his Rotary club, as Convention Bureau chairman, and as Chamber of Commerce director.





FRESNO—

Toastmaster Town of the Month

IN THE HEART of California's rich, fertile valley of the San Joaquin, midway between San Francisco and Los Angeles, stands Fresno, known as "the world's capital of agribusiness." The Fresno area leads the nation in the production of all kinds of grapes, raisins and wines, of many kinds of fresh and dried fruits, of nuts, barley and cotton; it is a heavy producer of beef, lamb and dairy products. Agribusiness adds a million dollars to the area every day through its 221 commercial crops.

The world's largest raisin packing plant and the world's largest winery are in Fresno; the city's over 300 manufacturing, processing and packing plants, with oil from the nearby Kettleman Oil Fields, its backyard lumber and mining industries have kept Fresno one of the bright spots in the nation's economy.

A short drive from Fresno brings the traveler to Yosemite, Kings Canyon or Sequoia, three of America's oldest and most famous National Parks; nearby are Mt. Whitney and Death Valley, highest and lowest spots in California, and the General Sherman Tree, oldest living thing in the world.

With their new 25 million dollar Fresno State College, 55 schools, parks, modern zoo, junior museum, philharmonic orchestra, community theater, playgrounds and new, large civic center, Fresno's 123,000 citizens enjoy all metropolitan advantages. The city is famous for the yearly West Coast Relays, where many world's records in track and field events have been established.

Fresno is proud of its Toastmasters clubs and their civic-minded members, who are giving of their time through the Toastmasters Speakers Bureau. Recently the clubs celebrated a Toastmasters Week, with excellent reviews from the press, radio and TV stations, bringing new prestige to Toastmasters in the community. Sierra Club 135 has been rated one of the country's top ten clubs four times; the other clubs are not far behind: Christopher 157, Raisin 469, San Joaquin 565, Sequoia 3693, Jaycee 1850 and Clovis 2573.

Like Toastmasters International, Fresno celebrates its birthday during the month of October. This year the celebration will last the entire month, for it is a special birthday—the city's 75th. Fresno salutes Toastmasters throughout the world during October, the month of Fresno's diamond jubilee.

Convention Report

Annual Business Meeting

The 29th Annual Convention of Toastmasters International opened on Thursday, Aug. 18, at 10:30 a.m. at the Dinkler Plaza Hotel, Atlanta, Ga., International President Emil H. Nelson presiding. After colorful opening ceremonies, including presentation of the colors by Explorer Cabinet, Atlanta Area Council, Boy Scouts of America, a welcome by Robert E. Perkins, governor of Host District 14, and greetings by the Hon. W. B. Hartsfield, Mayor of Atlanta, delegates applied themselves to the business affairs of TMI. Reports on the progress of Toastmasters International were given by President Emil H. Nelson, Founder Ralph C. Smedley and Executive Director Maurice Forley.

Article and Bylaws Changes

Three important changes in the constitution of Toastmasters International were considered and approved by the members:

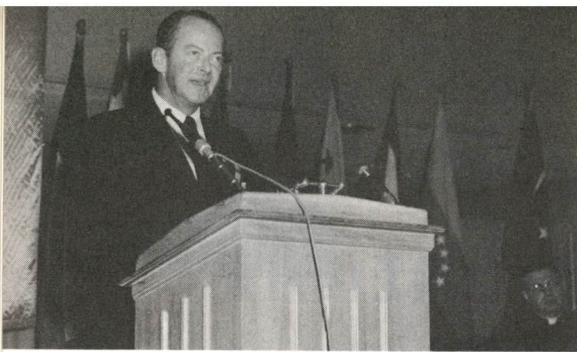
1. The individual Toastmaster's

annual per capita dues to TMI will be increased from \$6 to \$7. This includes the \$1.50 subscription to THE TOASTMASTER magazine.

The amount allocated by TMI to district funds for general district and area operations will be increased from \$1 to \$1.25 per member; the districts will be relieved of travel expenses to zone conferences and International conventions; TMI will provide travel expense and other allowances for district officers and speech contestants.

2. When a new member is added to a club, the club secretary will collect and immediately forward to TMI the \$3.00 service charge and the membership fee for such member, at the rate of 50c per month, up to a maximum of five months, depending on nearness to the next semi-annual report period. From each 50c payment, TMI will immediately allocate 10c to the district funds.

3. A total of one-third of the existing clubs must be represented either in person or by proxy in or-



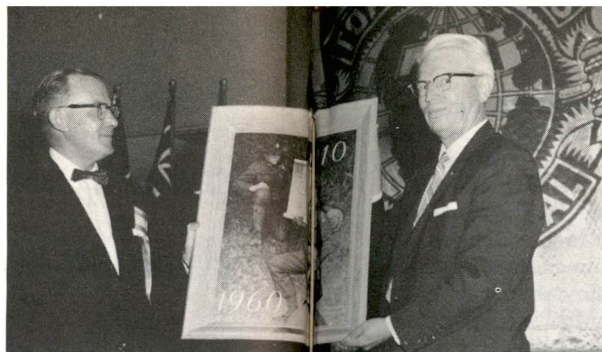
Executive Director Maurice Forley reports on state of TMI at annual business meeting



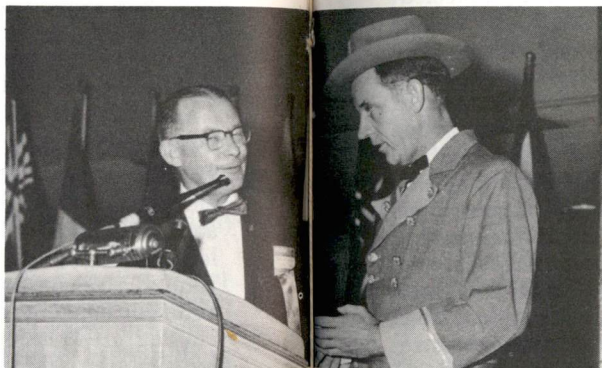
George J. Mucey and Emil H. Nelson inspect model of projected World Headquarters building, which was center of attraction in the exhibits area



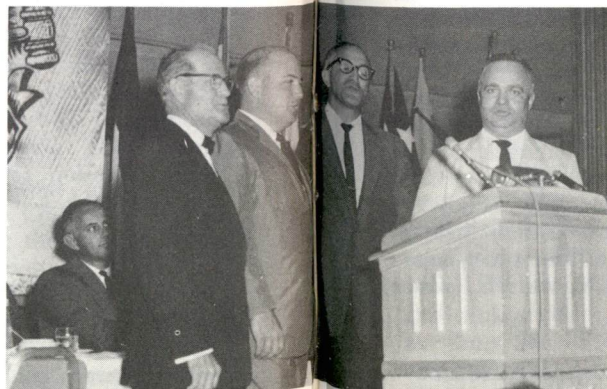
The Gettysburg Address in music by Toastmaster Jack Butler, sung by 75 voice choir of Grace Methodist Church and Shrine Chanters inspires audience at International Night



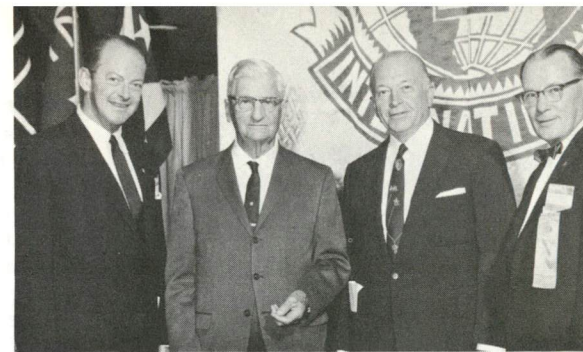
Pres. Nelson accepts award from O. B. Gorman (rt), Atlanta Area Scout Executive, for contributions of individual Toastmasters to Boy Scouts of America



Int. Pres. Nelson meets "Jolly Reb" (Itus Alvin Crockett, Club 298-14, Atlanta) who made special announcements throughout the convention



"The Sentimental Gentleman of Atlanta" entertain with barbershop harmonies as delegates gather for annual Fellowship Luncheon



Exec. Dir. Forley, Founder Smedley, Coca-Cola Senior Vice Pres. Forio and Pres. Nelson pose after successful International Night program



Legal Counsel Joseph P. Rinnert, Exec. Dir. Forley, Founder Smedley and Int. Pres. Nelson form a panel at the business session which opened convention



Toastmasters "Treasure Aisle" display of materials, trophies and jewelry was a popular spot with convention delegates



Presentation of the colors at opening ceremonies by Explorer Scouts of Atlanta Area Council, Boy Scouts of America



Dr. Ralph C. Smedley accepts plaque on behalf of J. Clark Chamberlain. Chamberlain, who was unable to be present, was honored as one of the founders of the Toastmasters International organization

der to form a quorum at the annual business meeting of TMI.

More detailed information on these matters will be given in the future.

Officers and Directors Elected

George J. Mucey, insurance executive and former professional baseball player, was elected to head Toastmasters International for 1960-61. Mucey, who lives in Washington, Pa., and is a member of Club 237-13, was previously 1st vice president of TMI. Succeeding him as 1st vice president is **Com-**

mander Herman E. Hoche, who was, until his very recent retirement, executive assistant to the Chief, Naval Medical Service Corps, U.S. Navy Dept., Washington, D.C. CDR. Hoche now lives in Minneapolis, Minn. Chosen as 2nd vice president was **Frank I. Spangler** of Milwaukee, Wisc. Spangler is manager, electrodata processing operations, A. O. Smith Co., and a member of Club 466-35.

Eight new directors were elected: **Richard V. Keim**, meat packing executive of Nampa, Idaho, Club 324-15, (Region I, Zone B); **Paris S. Jackson**, public accountant of Temple City, Calif., Club 554-F, (Region II, Zone B); **Dr. Leo Anderson** of York, Nebr., chief surgeon, York Medical Center, Club 1865-24, (Region III, Zone A); **Professor Arthur E. Dracy**, member of the faculty of South Dakota State College, Brookings, S.D., Club 586-41, (Region IV, Zone A); **Professor Ralph G. Iverson**, Dean of Student Affairs, Stout State College, Menomonie, Wisc., Club 1272-35, (Region V, Zone A); **Charles C. Mohr**, senior chemist and manager, customer service, Sun Oil Co., Toledo, Ohio, Club 1380-28, (Region VI, Zone A); **Thomas R. McDonald** of Yonkers, N.Y., manager, Retail Credit Co., New York City, Club 1436-46, (Region VII, Zone A); **Fred J. Payne**, Illinois Central R.R. executive of Memphis, Tenn., Club 949-43, (Region VIII, Zone A).

International Speech Contest

Saturday, Aug. 20, the winners of the four Regional Speech Con-

tests met in competition for the coveted title of International Speech Contest Winner. Contest chairman was Int. Dir. Robert A. Gibney, and presiding toastmaster was 1st Vice President Herman E. Hoche. Winner of the contest was Glenn E. Carroll of Kitchener, Ontario, Canada, who spoke on "Words Can Shake a World." Carroll is employment supervisor for Dominion Electrohome Industries, Ltd., and is a member of Kitchener-Waterloo Club 2432-60.

Runner-up with his speech on "What Makes a Successful Man" was Harry S. Myers of Rapid City, South Dakota, a member of Mt. Rushmore Club 1326-41. Myers is business administrator for the First Presbyterian Church of Rapid City.

Other contestants were Frank W. Smith, Jr., of Maumee Valley Club 1434-28, Toledo, Ohio, and Robert L. Rivera of La Crescenta, Calif., member of Eagle Rock Club 109-52.

Carroll's winning speech may be heard by all Toastmasters on the 1960 Convention Highlights record, available from the Home Office.

Club Achievement Awards

Thirty-four entries reached the finals in the annual Club Achievement Awards. The ten highest, judged on the basis of membership, attendance, educational projects, social events, inter-club projects and extra services were announced by Int. Dir. Richard Newman, chairman, at the opening of the convention. They are: Naval Gun Factory 1979-36, Washington,



District 2 Gov. John Lee (rt) shows Int. Pres. George J. Mucey (center) and Dir. Robin Dick what they can expect to catch at 1961 convention in Seattle, Wash.



Georgia peaches display Georgia peaches at Hospitality Center. L-R, Hostesses Bobbe Morris, Betty Boyes, Annabeth Cleveland, Marjorie Tulkoff

D. C.; Anthony Wayne 1380-28, Toledo, Ohio; Tuesday Bell 1599-30, Chicago, Ill.; York 1865-24, York, Nebr.; Lancaster 1723-38, Lancaster, Pa.; Fort Collins 375-26, Fort Collins, Colo.; Liberty Bell 1010-38, Philadelphia, Pa.; East St. Louis 845-8, East St. Louis, Ill.; Lincoln 403-24, Lincoln, Nebr.; OTC Yawn Patrol 1852-24, Omaha, Nebr.

The top-ranking Achievement Manuals were on display throughout the convention.

A HUMAN INTEREST TALK

By MATTHEW M. EPSTEIN

THE INGREDIENTS for a human interest speech are "collector's items" to be gathered from the experiences of people.

The recipe calls for stories and simple, clear examples which are likely to touch the listeners by inspiring them, or by making them happy or puzzled or perhaps alarmed. Illustrations and stories are as numerous as the herbs and spices on a French chef's shelf, but they cannot be purchased at the supermarket. You must acquire them yourself.

Legend tells us that Abraham Lincoln, in collecting the thoughts which went into the Gettysburg address, made notes on scraps of paper and filed them in his stove-pipe hat. While we no longer wear stove-pipe hats and so lack this capacious and convenient storage place, Lincoln's method of observing and brooding—of noting and filing—is as usable today as then.

The following example illustrates how workable this method is.

A man was asked to deliver a speech on "Brotherhood." He immediately opened a file, using a large envelope marked "Brotherhood." In it he planned to put all the notes and clippings he could find on the subject.

From that time on, two ideas occupied his mind constantly. The

first was his subject, the second his search for a beginning, for a series of human interest anecdotes to illustrate his thesis, and for a moving conclusion.

All he needed for his search was an alert mind and a note pad and pencil. With his interest in the subject aroused, many items held special importance to him as he read, listened and watched. Whatever he considered useful he jotted down, later tearing the page out and filing it for future use. If he came across a quotation or a few lines of poetry which might hold beginning or ending possibilities, he excerpted them also and tucked them away.

After several days of searching and collecting notes and clippings, he was ready to evaluate the material in his file and begin the first rough draft of his talk. He finally selected three newspaper clippings which would provide good illustrations for the body of his speech, and one quotation that might do for his conclusion.

The first clipping told how Harry Ossosky, a 60-year-old Orthodox Jew, had become blind, but was determined to learn to read Hebrew in Braille so he could continue his study of The Torah. The Jewish Braille Institute provided him with a teacher, a young man also blind, and together they started their study. Not for some time did Ossof-

sky learn that his teacher was an Episcopalian minister.

This, thought the speaker, was the best illustration out of several he had found to illustrate a point he hoped to make—that creed was no bar to brotherhood.

Two other clippings were selected, one a story of a young Negro boy who through a radio appeal collected more than \$400,000 worth of drugs for Albert Schweitzer; the second a story of a rabbi who at great personal sacrifice of time and money, helped a displaced person to find refuge in America. The interesting point, from the speakers view, was that the displaced person was a Greek Catholic.

The body of his talk had now practically written itself. His ideajottings were re-arranged to preface and lead into his three illustrations and draw from them the conclusion he wanted to emphasize.

This may seem the opposite from the customary way of preparing a speech, which is to organize the material, then find anecdotes to illustrate it. But I want to point out that this was primarily a *human interest* talk, in which the human element held the spotlight.

With the body of his talk assured, the next question was, how to begin? With a compliment? A quotation? A startling statement or question? He studied his clippings further, with particular attention to the people involved: the minister, the Negro youth, the rabbi. Two questions occurred to him, two questions which would illustrate the whole subject of brotherhood: "If a drowning person cries for help, would his rescuer shout back, 'What

color is your skin?'" and, "Is Dr. Salk's polio vaccine effective only in the bodies of those of a certain religious denomination?"

Now there remained only an appropriate ending to be found. He searched again through his clippings and came upon an anonymous quotation which seemed to say it: "*I sought my soul, but my soul I could not see. I sought my God, but my God eluded me. I sought my brother—and I found all three.*"

It might be asked, why spend several weeks collecting clips when only four were used?

The answer, I feel sure, is obvious to any Toastmaster, who realizes that a speech is like an iceberg. Only a small portion shows on the surface; the base is buried in the mind of the speaker. Yet without this solid base, a talk cannot succeed.

The man who made the speech on brotherhood collected much more material than he actually used. Yet the broad base of knowledge was obvious in his talk. And because of those weeks of subject-awareness, he was able to produce the final product in a shorter time than usual, since all his material was in one place, ready for him when he needed it.

Stove-pipe hat or manila envelope—the place to store the material you find is of less importance than the fact that you collect and store it somewhere available. The alert mind and the ready pencil are imperative. ♦

Matthew M. Epstein of Washington, D.C., is a member of Justice Toastmasters 2937-36.

CLUB TO CLUB

Club Is Host

Elmendorf Club 2379 (Anchorage, Alaska) was host to the 11th Air Division's Site Electronics Officers while they were attending a conference at Elmendorf AFB in preparation to being assigned to the newly formed 5070th Air Defense Wing. On hand to greet the officers was Col. Jack A. Gibbs, Commander of the Base and the Elmendorf Club's most prominent member. Presiding over the Electronics Conference was Captain Maxwell J. Richards, Chief of the Communications and Electronics Maintenance Division, 5040th Air Base Wing, and administrative vice president of Club 2379.

The conference was designed to provide the newly assigned officers with data on how they would function within the structure of the newly formed Air Defense and Air Base Wings. As the officers showed a keen interest in Toastmasters, they were invited to the meeting as guests of Capt. Richards.

During the meeting Colonel Gibbs brought out the value of Toastmasters training and stated that in his opinion all officers should be members of a Toastmasters club.

Elmendorf Club 2379-U
Elmendorf AFB, Anchorage,
Alaska

Table Topics a Drawing Card

At the recent annual family picnic meeting of Lincoln 403, Topicmaster Don Crosier supplied each participant with a large sheet of drawing paper, a crayon, and a blindfold. He then explained that it was an established theory that self-portraits drawn while blindfolded tend to emphasize suppressed desires and subconscious tendencies.

Each participant donned the blindfold, sketched a self-portrait, then removed the blindfold and gave a short talk explaining the peculiarities of the drawing.

Lincoln Club 403-24
Lincoln, Nebr.

* * *

Summer Speechcraft

On June 19, 1960, Hospitality Toastmasters 683 presented completion certificates to 14 graduates of their summer speechcraft course. A special, ninth session was held with all major program assignments except toastmaster carried out by the speechcrafters.

The speechcraft course has resulted in an unusually active summer with greater member interest and an increase in membership of approximately 90 per cent.

Hospitality Club 683-5
San Diego, Calif.

Western Welcome

A real western welcome was waiting for 1st Vice President (now President) George Mucey and TMI Director and Mrs. Carl Sanders as they arrived at the Cheyenne, Wyo., airport to attend the recent Region III, Zone A Conference. Photo shows, left to right: Mrs. Sanders, driver, Mucey, Sanders, Clarence De-Bryn, reception committee, and outrider escorts. The carriage also met incoming trains and provided rides through downtown Cheyenne for visiting Toastmasters and their ladies.

Region III, Zone A
Cheyenne, Wyo.

* * *

Memorial Trophy

A trophy named in honor of Leon "Pop" Westmoreland, beloved 84-year old member of Northeast Club 392 of San Diego, Calif., who died early this spring, has been established. The beautiful award will be presented annually to the club in District 5 which is represented by the winner of the serious speech contest held at future district spring contests.

District Governor Howard Gray accepted the trophy at the recent District 5 Spring Conference.

Northeast Club 392-5
San Diego, Calif.

* * *

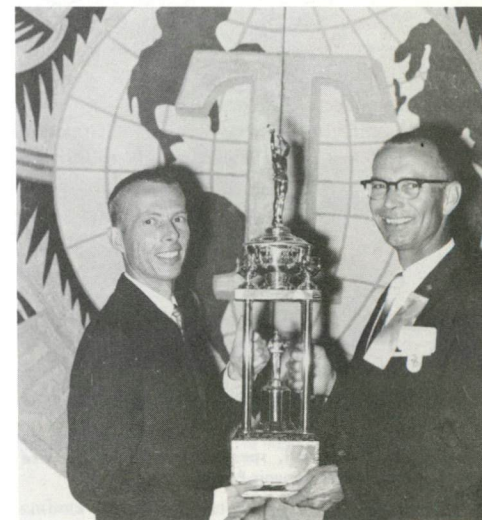
Hold Joint Meeting

The three Toastmasters clubs established in the Veterans Administration, Washington, D.C., (TM Clubs 2902, 2920 and Gavel Club 18) recently held their first annual joint meeting.

The clubs are so enthusiastic about their Toastmasters training that a fourth



Cheyenne welcomes TMI dignitaries



Joe Harris (L) presents Leon Westmoreland Memorial Trophy to Dist. 5 Gov. Howard Gray

club within the VA is a possibility, and it is rarely that an issue of "The Vanguard," the official employee publication, appears without an article or news item on the clubs.

Communicators Club 2902-36
Washington, D.C.

* * *



Down on the farm with Toledo's 1001



Past Pres. Randy Wills (L) presents flag to C. D. Cornell, special assistant to the vice president, Convair-Pomona

Present Flag

A new 50-star American flag was recently presented to Convair-Pomona Aircraft Co. by Club 2837, one of the two clubs within the company. The flag was presented as a token of the club's appreciation for the support which the company has given to them in their Toastmasters program. The flag was first flown over the company buildings on July 4.

**Convair-Pomona Club 2837-F
Pomona, Calif.**

Club Goes Back to the Farm

One of the summer meetings which Club 1001 of Toledo, Ohio, looks forward to with special anticipation is the yearly visit to the farm of Bill Rogers in Palmyra, Michigan. Bill, a former 1001 member, extends the invitation each summer, and a regular formal meeting is held.

The picture shows TM Merle Gore leading table topics. It is to be hoped that the corn was allowed to remain standing in the field.

**Toledo Club 1001-28
Toledo, Ohio**

* * *

Guest Critic

Quadrangle Toastmasters of Fort Sam Houston, Texas, recently had as guest Amy Freeman Lee, noted author, artist and lecturer. Miss Lee accepted the invitation to serve as general evaluator of the program, and stated, "Your meeting was one of the most interesting I have ever attended because you are genuinely interested in self-improvement."

She also stated that there are three characteristics she looks for in any presentation: "Is the speaker an accomplished technician? Does he have individuality in style? Then the philosophic aspects of the speech—a speaker should not dictate a point of view but should state what he stands for."

Club President Charles Strode has announced that the visitor has accepted an invitation to speak to the club again. She was a featured speaker last November during Fourth Army arts and crafts week at Fort Sam Houston.

**Quadrangle Club 1922-56
Fort Sam Houston, Texas**

* * *

Unique Picnic

The Vigo Club of Terre Haute did a repeat performance this year on their annual family picnic by having an old-fashioned weiner roast and a hay ride. Victor Miles and his committee rolled into high gear and gave all 61 attendees one of their most memorable picnics.

The club furnished weiners and soft drinks and a catering company provided the rest of the dinner—a popular feature with the ladies. The hayride was held at dusk, and driver TM Dale Hulst took the group on a tour of the spacious grounds of Tony Hulman's country estate.

A repeat performance next year is planned.

**Vigo Club 332-11
Terre Haute, Ind.**

* * *

1000 Consecutive Meetings

This month, on the 22nd of October, will convene the 1000th consecutive weekly meeting of King Boreas Club 208, St. Paul, Minn. A gala evening is planned with honored guests Founder Ralph C. Smedley, Minnesota Governor Orville Freeman, St. Paul Mayor George Vavoulis, TMI and district officers and Toastmasters from the entire state.

Members of the club have met on such evenings as Christmas Eve, New Year's Eve, Thanksgiving and the 4th of July to keep their record of consecutive weekly meetings intact. They are preparing a program which will be long remembered. King Boreas has a long history of putting on outstanding parties, and was the originator of the famous "Dinner of the Kings" for the St. Paul Winter Carnival.

Photo shows five of the club's charter



Vigo's enjoy summer hayride



King Boreas Club dignitaries plan super-party to celebrate 1000th consecutive meeting of club

members discussing party plans with President Warren Wildasin (seated, center). Standing, left to right, are: Past Int. Treasurer Tracy Jeffers, Past Pres. Waldo Luebben and Past Dist. 6 Gov. Herman Goebel. Seated, left to right: Past Pres. George Maier, Wildasin, and Past Pres. Lloyd Anderson, one of the club's three founders.

**King Boreas Club 208-6
St. Paul, Minn.**

* * *

HOME OFFICE

TOASTscripts



More and more clubs are finding that a speakers bureau helps to maintain the interest of the members and, at the same time, serves to acquaint the community with the value of Toastmasters training.

Club 1723-38 (Lancaster, Pa.) offers proof of this. The club prepared an attractive brochure listing the various members who had volunteered to accept outside speaking assignments. A two or three line resume described the speeches being offered. The brochure was sent to 55 community organizations.

Seven months later, the club reported the members of its speakers bureau had appeared before 40 different audiences, including eight appearances for the United Fund and 17 appearances before service clubs. The speakers bureau provided 45 assignments for club members, including four occasions when members served as the program toastmaster for other organizations.

* * *

It takes a lot more than foul weather to disrupt a Toastmasters meeting. In announcing its annual Pik-Nik, Bert Mann Club 802-8 (St. Louis, Mo.) added this note in the club bulletin:

"In case of rain, proceedings will be moved to the H-bomb shelter located under the drawbridge crossing the moat on the north side of the estate."

* * *

E. A. H. Fuchs of G. & C. Merriam Co., publisher of Webster's Dictionary, gives the following answer concerning the use of the word "toastmastering."

"*Toastmastering*, a gerund formed by adding *ing* to *toastmaster*, which to your members is synonymous with 'speech and leadership,' is an unusual formation to denote 'training in speech and leadership.' True, verbal nouns are occasionally formed by adding *-ing* directly to nouns, as in *blackberrying* or *motorboating*. However, the suffix in such formations denotes art, skill, or practice, but not training.

"If some members of your organization should use *toastmaster* as a verb in the very special sense 'to train in speech and leadership,' then *toastmastering* would be the corresponding gerund denoting the 'act of training in speech and leadership.'

"In *toastmastery*, entered in Webster's New International Dictionary, 2nd Ed., the 'y' is a shortened form of *-ery* which denotes act, art, or the like . . . *toastmaster-ship* could be used as a synonym of *toastmastery*, for *-ship* may denote art or skill."

* * *

Every time a man tells you he doesn't see how he could use Toastmasters training in his business, tell him about Kay Cee Toastmasters Club 638-50 (West Los Angeles). Among its membership, the Kay Cee Club has a wholesale plumbing equipment and supplies dealer, a tree trimmer, a real estate salesman, an aircraft loftsmen, a florist, a defense plant security guard, a bus driver, a milkman, two aeronautical engineers, a service station owner, a tool grinder, a cabinet maker, an officer and comptroller of a manufacturing firm, an attorney and a butcher.

* * *

Club 28-47 (Orlando, Fla.) took inventory the other day, and found they had 11 active members who are past presidents of the club. This constitutes about a third of the entire membership. To support their claim, they sent along a picture of 10 of them—Past President Jack Inman couldn't make it that evening—and you'll find them in the corner picture: top row, left to right: Tom Gurney, Bill Martin, "Buck" Lewis, Howard Kurtz, Martin Brewster. Bottom row, left to right, shows John Simmons, Howard Rybolt, Sid Singleton, Ed Allen and "Ches" Cheesman.



Ten of Orlando's 11 past presidents—all still going strong

The Orlando Toastmasters are anxious to know if any other club can equal or top this record.

* * *

P.S.: *They must eat big down in Texas, too. The Hereford Toastmasters Club 844-44 bulletin advised members that each one should bring a freezer of ice cream to the club's family night program . . . Congratulations to Lieut. Gov. Don Buckner of District 16 (Okla.) who has received the Key Man Award from the Bartlesville, Okla., Junior Chamber of Commerce, and to Edward R. Sullivan, Sea-Ren Toastmasters Club 1994-2 (Renton, Wash.) who has been appointed community relations assistant, Transport Division, Industrial Relations Department, Boeing Airplane Co.*

* * *

When you Read Aloud



By ROBERT T. OLIVER

TOASTMASTERS, in their meetings, in their business, in the community organizations, and (we may hope) in their homes as well, have many occasions for reading aloud. This is a great art—as old as the primordial ancestors of Homer, and as new as the latest meeting of the stock-holders of any corporation. It is also a homely art, which used to be one of the strong bonds within the family and remains perhaps the greatest of all educational devices parents may use with their small children.

The pity is that it is an art degraded and badly abused. Secretaries who stand up to read the “Minutes” often mumble through them so indistinctly that not even members seated in the front row can hear. Husbands and wives miss the thrill they could have by reading aloud to one another from

favorite books, thus joining in a genuine union of vital interests. Children miss one of their most needed heritages if their parents fail to snuggle down with them every evening (while they are between the ages of two and eight) to entrance them with the joys of reading—all the more joyous when done aloud. —

Public speakers often could gain added advantage by reading brief quotations—except when the reading is mangled by incompetence. Many a speech could be given added point by use of an appropriate poem—provided it is read with accuracy, clarity, and appropriateness of feeling. In business conferences, lengthy reports must sometimes be read—with credit to the reader if he does a competent job of grouping ideas and emphasizing the highlights.

Reading aloud is sufficiently complex so that special college courses are organized to teach the art. Intelligent home practice, however, can accomplish a great deal, provided the practice is guided by sound principles and the reader permits himself to profit from the sympathetic reactions of his family. Both the principles and the criticism are necessary, for it is not true that practice makes perfect. *Practice makes permanent*—and bad habits can be implanted as well as good ones. Encourage your wife to be critical; and swallow your pride for the sake of your progress.

Good oral reading, like good clothes, should be so natural and appropriate as not to attract attention to itself. The best vocal patterns are those of ordinary speech. The best posture and gestures are those that fit normally into any good oral communication. The best over-all guide is genuine understanding of the content and significance, the meaning and the mood, of what is being read. And always in reading—as in speaking—the ultimate test is how well the materials chosen and the method of presentation are adapted to the audience.

With these general guiding principles in mind, the following suggestions may serve as a self-teaching outline:

1. First, study the material until you become thoroughly familiar with it. This includes not only its factual content, but its significance, its emotional shadings, its particular applicability to your listeners. This applies as well to “Peter Rab-

bit” as it does to a formal report prepared for the board of directors meeting.

2. Next, engage in as much oral practice as the importance of the occasion or the complexity of the material may require. Obviously, you will not “practice” reading a novel to your wife or a fairy tale to your son; but in a real sense, every such experience should be dealt with as practice for the next such experience. For public occasions, even for the reading of the “Minutes,” it is inexcusable not to have practiced sufficiently to attain a general mastery over the material and to have “tried out” various modes of presenting it.

3. In the course of your practice, you should analyze the material so that you can “set off” each topic and each step in the development of the ideas. You will want to practice use of initial and terminal pauses, and the effects of differing inflectional patterns, as well as variations of the rate, force, and pitch of your voice. When reading short stories, you will find that they naturally divide into successive scenes, poems into their several images and ideational patterns, and essays or articles into their cumulative thought-stages. Practice should be continued until each division of your material is presented in such a fashion that its own contribution to the total effect is clearly evidenced.

4. After this your practice sessions should be aimed toward a re-unification of the total selection into its essential harmony, with the divisions still maintained, but essentially integrated. The central

theme or purpose will be expressed, however indirectly, in each separate part and should always be appropriately emphasized.

5. A major question for you to determine is the mood which the author intended and which you wish to convey. Often this will be affected by the nature of the circumstances in which the reading will be done. Your question will always be, by what means can I best bring these listeners into a final acceptance of the whole meaning intended by the writer of the selection?

6. Depending on the size of the group and the physical arrangements, you may need to give special attention to the loudness or volume of your voice. If you should be asked to read the Twenty-Third Psalm in your church, confronting a large congregation, the whole effect would be ludicrous if the reading booms out explosively. By being particularly careful of your articulation, by reading slowly, and by emphasizing more than usual the small units of meaning, it is surprising how well even a low-pitched voice will carry.

Perhaps you have noticed that your friends who are "hard of hearing" can often hear very well things they are not supposed to. The reason is that when people wish to avoid being heard by deafened friends, they habitually drop their voices but sharpen their articulation. This, rather than bellowing volume, is precisely the mode of speech the hard-of-hearing pray for. It also works wonders in large auditoriums.

7. Always in your reading you should keep in mind that it is not your message but the author's that is to be conveyed. Of course, you will select materials that say what you wish to have said. But as a reader your part is that of an instrument, just as a piano is used for the playing of Beethoven's Seventh Sonata. Each pianist may have a distinct style, but it is still Beethoven who is being presented.

These suggestions, of course, are minimal and even meager. Good oral reading is a high art, as is demonstrated so beautifully these days by artists like Charles Laugh-ton and Hal Holbrook. In recent years this artistry has come back into popular favor. But still, in thousands of organizations, the minutes, the treasurer's report and others are droned or mumbled while the membership squirms and wonders whether what they are missing is important. And in a great many homes, reading aloud is a pleasure seldom enjoyed.

Good oral reading, like good public speaking, requires skill based on hard work. The hours of preparation, though, will be repaid by the pleasure of your listeners, by the satisfaction you have in achieving success in an artistic medium, and by lasting improvement in your voice and diction. ♦

Dr. Robert T. Oliver, Head, Department of Speech, The Pennsylvania State University, is also editor of "Today's Speech," a quarterly. He is an expert on Korean affairs and Consultant to the R.O.K. Government and to the Korean Delegation to the U.N. His latest book, "Verdict in Korea," has recently been published.

Tremendous obstacles
had to be overcome
before he could make . . .

His Second Icebreaker

By JOSEPH G. BLACKBURN

DINNER WAS OVER. The meeting was well underway as the toastmaster of the evening introduced William E. Rose of the Kamehameha Club. Bill, or "Loki" as he is affectionately called (the word for *rose* is *loki* in Hawaiian) arose and moved to the lectern to present his icebreaker speech.

This was a very special night for Bill Rose. It was a joint charter commemoration dinner meeting of four Honolulu Toastmasters clubs: Kamehameha 720, Fort Shafter 248, Hickam Officers 2458 and Hui Olelo Kane 2516. And Bill Rose had chosen this occasion to give his second icebreaker speech.

As a hush fell over the audience and all eyes turned toward him, I remembered the night in 1957 when Loki joined the Kamehameha Toastmasters. In his first icebreaker speech three years ago he told of his years as a newspaper-



William E. Rose holding the award won for his second icebreaker speech

man, of his work on the *Honolulu Star-Bulletin*. Club members were delighted with his ready wit and his keen insight. He proved a valuable addition to the roster; he was a tireless worker in club affairs, he read and studied carefully all club and Home Office materials, constantly striving to improve his speaking ability. By September of 1958 he had become Kamehameha's administrative vice president.

About that time I took a leave of absence to attend military school in Fort Benning, Ga. I was anxious to stay in touch with club affairs, so kept up a correspondence with the members at home. In November I learned that Loki was headed for St. Francis Hospital, for cancer surgery.

I am a former cancer patient, so I immediately wrote to Bill, telling him to keep up his spirits and not to worry, modern medicine was achieving near-miracles these days.

My letter crossed a message from my wife. She told me that Bill had undergone surgery for cancer of the throat; his larynx had been removed, he now breathed through an opening made in his throat, and was, of course, voiceless.

I remember the tremendous shock with which I read the letter. How bitterly I regretted my semi-faceticious epistle to Bill! What can you say to a Toastmaster who cannot talk?

I needn't have worried. Bill's reply reflected his indomitable spirit. "I consider myself extremely distinctive," he wrote. "There are a lot of Toastmasters in the organization who can't speak well, but how many are there who can't speak at all?"

Loki was not content to remain a non-talking Toastmaster. He began taking lessons in the esophagus method of speech, which consists of swallowing air and forming words on the expelled breath. "Speaking through a series of refined burps," is the way Bill expresses it. It is a long, arduous process; more than two years are usually required before the speaker can talk understandably, two years of incessant study and practice. Bill put his Toastmasters determination into his study; in the incredibly short time of eight months he was putting two words together and making them understood. Within a year he had thrown away his pad and pencil, and was on his own.

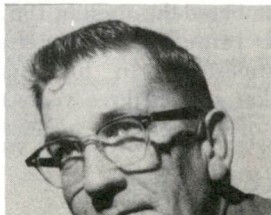
Joseph G. Blackburn, governor of District 49, is past president of Kamehameha Toastmasters 720-49. During his seven years in Toastmasters he has held all club and area offices, including three terms as educational vice president. He is employed by the U.S. Navy Public Works Center at Pearl Harbor as a management analyst.

I remembered also the night Club 720 celebrated its 10th anniversary. Bill was one of our special guests of the evening. By that time he was well started on his study of esophagus speech, but his limit was two words—a barely understandable "yes" or "no." He wrote on his note pad, "I am continuing my lessons and I will talk again."

You may believe that the audience was attentive—almost spell-bound—as members and guests listened to him. For here was no bid for sympathy or congratulation. Instead, we were offered proofs that handicaps are handicaps only if one allows them to be. As Bill concluded, the audience rose to its feet in spontaneous tribute to his indomitable spirit and courage.

The story continues. Bill has written to the secretary of the International Association of Laryngectomees, recommending that laryngectomees join Toastmasters clubs as a place where they may practice their newly-found ability to speak in an atmosphere of sympathetic understanding. He is also scheduled to do a TV promotion film for the American Cancer Society.

"I can be understood, but I still have a long way to go," Bill says. His fellow members of District 49 demonstrated their confidence that he will reach his goal when they awarded Bill Rose the "Best Speaker" cup for his second ice-breaker.



JUST IN JEST

When it comes to picking up dirt, the vacuum cleaner can't compare with the telephone.



A bride was showing a friend the kitchen of her new, seven-room house.

"We furnished the kitchen with soap coupons," the bride said.

"With soap coupons!" the friend exclaimed. "What about the other six rooms?"

"Oh those," the bride replied, "they're filled with soap."



You can tell a person's real age by the pain he feels when he gets a new idea.



A fallen woman is a mother who neglected to pick up some toys.



"I didn't hear your siren," the errant motorist told the officer.

"That's all right," comforted the officer, "you'll get your hearing in the morning."



The president of a big company called in a long-time employee and said, "I've heard you've been to church praying for a raise. Don't you know I won't stand for anybody going over my head?"



Flattering introductions are like smoking. They won't hurt you if you don't inhale.

A philosophy professor one day lectured his class on patience and self-control. "It's all a state of mind," he said. "You must not become upset over little things. As an example, note the fly that just settled on the tip of my nose. Notice that I do not get excited. I just wait for the fly to leave of its own accord."

Suddenly the professor jumped to his feet. "Blank, blank, blank," he yelled. "That was a bee!"



You can't carve your way to success with cutting remarks.



Have you heard about the lady after dinner speaker? Every time she speaks to a man, she's after dinner.



A bartender has invented a convention cocktail. He calls it "The Delegate."

Take two, he explains, and the next thing you know you're speaking from the floor.



Many a man goes into politics with a fine future and comes out with a terrible past.



Man doesn't realize the dog is his best friend until he has bet on a horse.



As the mama whale said to the baby whale, "It's only when you're spouting that you get harpooned."

Letters to the Editor

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

I wish to thank the Editor of *The Toastmaster* for the fine job that was accomplished in the arrangement of my article (Report from the Antipodes) in the August issue. I have had many favorable comments from local Toastmasters.

If possible, I would like to get about seven extra copies of this August issue, as I have some friends "down under" that I am sure would be interested in reading it.

John M. Rock
Cheyenne, Wyo.

Dear Mr. Wooster:

Ever since reading your article, "Yes I Have Listened" in the July issue of *The Toastmaster*, I have wanted to write and congratulate you for the clarity of thought and insight that your comments demonstrate. And I say this quite sincerely.

Of course, your objections to people "cribbing" from "The Reader's Digest" are based on the premise that speakers enjoy the preparation—a premise which I doubt very much. You have my enthusiastic support where you discuss the absence of new ideas and the inability to think for ourselves.

Our club here presents a peculiar problem. Over 7/8 of the members are more fluent in French than English, so those not fluently bilingual are in a bad way.

Again, congratulations.

L. Lubarsky
Club 2302-61
Drummondville, Que.

District 21 was very fortunate to have Dr. Smedley attending the Conference on April 30, and we would very much like to record something of our happiness in the *Toastmaster* magazine.

I have been swamped with work on various pursuits and have only now been able to assemble publicity for you . . . We enjoyed good coverage from radio and TV, so that the whole public relations build-up was satisfactory, I believe.

You notice we are very proud that the first TM club outside the United States—the club which made *Toastmasters International*—was established in Victoria.

A. R. D. Robertson
Governor, Area 1, District 21
Victoria, B. C.

To help publicize a \$500,000 Fund Drive for a new hospital in Kankakee County, a Speakers Bureau was formed. Heading the Speakers Bureau was Robert Timmerman, a member of Setokail Toastmasters of Kankakee, Illinois. Bob arranged for 15 speakers, members of the two Kankakee clubs—Club 1024 and Setokail Toastmasters 2850. . . .

Each speaker gave one or more talks before clubs, organizations or industrial firms using slides and prepared scripts. The drive was such a success that \$783,000 was subscribed. This money was raised primarily through the generosity of the people, but the two Kankakee Toastmasters Clubs are proud of the part they played to help provide a new hospital.

Roy Gordon,
Lt. Gov. Dist. 54
Kankakee, Illinois

For your information, a milestone was reached at our last club meeting, June 6. Our club is the Transportation Toastmasters, Number 2625 of Birmingham.

Mr. Fred Hahn, founder member and our club's first president, completed the Basic Training Manual. Mr. Hahn is thus the first member of Birmingham's newest Toastmasters club to complete this first phase of training.

William T. Luksan
Pres., Club 2625-48
Birmingham, Ala.

I quote from Fred DeArmond's article in the July 1960 issue of *The Toastmaster* ("What and How to Read"):

"To start, you will wish to know who the author is, and with what authority he speaks."

He's right.

But look as I might, I found nothing about Fred DeArmond.

The name sounds familiar . . . yet . . . who is he?

Authority? Staff writer for *The Toastmaster*?

Ghost writer? Ghost?

Rob Jones
Phoenix, Ariz.

(Refer Mr. Jones and all other questioners to page 6, this issue—Ed.)

The Speechcraft program recently completed by our group obtained 13 new members. The Speechcraft chairman and his group of officers have put in considerable time to make this Speechcraft program successful.

On graduation night, which was a joint evening with the ladies, eight members joined the club from the Speechcraft course and five others joined prior to completion of the course. This is the third Speechcraft

course our group has held in the past five years.

Any group that lacks members should start one of these courses, then I am sure there will never be a Toastmasters group fold because of lack of members.

Jesse C. Canale, Past Pres.
Club 683-5
San Diego, Calif.

The promotion of having Calgary featured as the "Toastmaster Town of the Month" is over and our feeling here is that it proved very successful.

I have enclosed snapshots and a press clipping for your files. We had complete newspaper and radio coverage and unfortunately, were turned down at the last minute on a panel type television show. We had verbal approval at one point but later were informed the show would not go on.

On behalf of the Calgary Toastmasters clubs I'd like to thank yourself and the others at *Toastmasters International* Headquarters who made this promotion possible.

Don Rathwell
Lt. Gov., Dist. 42
Calgary, Alta.

March Air Force Base *Stratospeakers'* Chapter 2424-F, in a solemn candle-light ceremony, graduated 12 Airmen of all ranks from Speechcraft. A new record is claimed when during the graduation, the 12 men took the (new idea) oath of *Toastmasters International*. Col. Savoie, Wing Commander, with Stephen Douglas, District Governor and Pat Patterson, Area Governor, presented the certificates and messages of congratulation.

Joseph E. Kohl, USAF.
Pres. Club 2424-F
March AFB, Riverside, Calif.

New Clubs

(As of August 15, 1960)

- 152-2 SEATTLE, Washington, *METRO*, 1st & 3rd Tues., 6:30 p.m., Country Squire Restaurant.
- 1804-37 POPE AFB, North Carolina, *Pope*, Thurs., 11:30 a.m., Pope Officers Club.
- 1878-12 POINT MUGU, California, *Sagamore*, 2nd & 4th Thurs., 11:30 a.m., CPO Club (Open).
- 2564-58 SPARTANBURG, South Carolina, *Peach Blossom*, Fri., 7 p.m., W & W Cafeteria.
- 2651-51 LOS ANGELES, California, *Cosmopolitan*, 1st & 3rd Fri., 7:30 p.m., Clark Hotel Dining Room, Washington Blvd. at Central Avenue.
- 2875-U BAHRAIN, Persian Gulf, *Bahrain*, Sat., 7 p.m., St. Christopher's Hall, Manama.
- 3174-29 NEW ORLEANS, Louisiana, *Public Service*, 2nd & 4th Wed., 4 p.m., 2nd Floor Meeting Room, New Orleans Public Service, Inc., 317 Baronne Street.
- 3175-34 PLATTSBURGH AFB, Plattsburgh, Nw York, *Champlain Valley*, 2nd & 4th Thurs., 6 p.m., Plattsburgh AFB Officers Open Mess.
- 3176-56 BROOKS AFB, San Antonio, Texas, *Space Speakers*, Thurs., 11 a.m., NCO Club.
- 3177-29 ALEXANDRIA, Louisiana, *Rapides*, 2nd & 4th Wed., 7:30 p.m., Herbie K's.
- 3179-U IZMIR, Turkey, *Izmir*, 2nd & 4th Mon., 6:30 p.m., Allied Officers Club.
- 3180-U RAF STATION LAKENHEATH, Suffolk, England, *Lakenheath*, 1st & 3rd Mon., 7:30 p.m., Brandon Park Guest House, Brandon.
- 3181-52 LOS ANGELES, California, *WIIS Los Angeles*, 2nd & 4th Mon., 12 noon, Chapman Park Hotel.
- 3182-14 ATLANTA, Georgia, *Transportation*, Mon., 6 p.m., Town House Cafeteria.
- 3183-44 AMARILLO, Texas, *Tumbleweed*, Mon., 6:15 p.m., Commander's Conference Room, Base Headquarters, Amarillo AFB.

We learn by trial and error. And if we have the capacity to learn by trial and error, then on the whole it is well with us. It is only those who refuse to learn that get into greater difficulties.

—Jawaharlal Nehru

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