

# THE TOASTMASTER

JUNE

1969



SANTA CRUZ, CALIFORNIA

Toastmasters Town of the Month



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1878-1965

**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,133.

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 35 NO. 6



JUNE, 1969

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## In This Issue...

**PLANNING AHEAD**—The test of good preparation and proper planning of club, area, district, and International events is the inconspicuous ease with which we handle the few things that go awry. Contributing author William J. Hurley suggests how best to avoid problems—plan ahead. See Page 4.

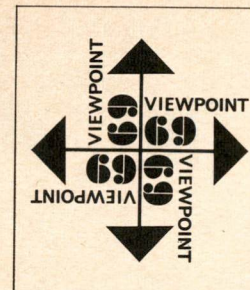
**TRY THIS TECHNIQUE**—Winston K. Pendleton, who will be a speaker at your International convention in Cleveland, tells his technique for speaking from notes. How does he keep his head from bobbing up and down from his notes to his audience? His technique will be interesting and enlightening reading for you. See Page 14.

**CONVENTION DETAILS**—“TI in acTion” is an appropriate theme for this year’s International convention, to be conducted in Cleveland, Ohio, August 6 through 9. *The Toastmaster* presents a day-by-day schedule of events and highlights, ladies and childrens’ activities, and information about registration and what to wear. Advance registration and hotel reservation forms are provided. See Page 18.

**HALL OF FAME**—A Hall of Fame has been established at World Headquarters to perpetuate the recognition received by members, clubs, areas, and districts at the International conventions’ annual Hall of Fame program. More winners will be recognized this year. See Page 24.

**ON THE MOVE**—All eyes are on you. What can you do to capture your audience’s attention? Contributing author Donald W. Paape opines that every move counts, and he suggests what moves to make. See Page 35.

**SECRET OF SUCCESS**—There is a job waiting for somebody with imagination—and the ability to express his ideas—to come along and create it. Contributing author LCDR David A. Corey tells why effective communication means success. See Page 38.



## TI MOVES AHEAD—For You

Toastmasters International has moved ahead vigorously in the past several months to prepare new and improved member and club programs that will be introduced at the International convention in August.

The convention in Cleveland will emphasize how far Toastmasters International has progressed in responding to the needs of our forward-looking membership. New communication and leadership programs for every Toastmaster will be introduced. For members and clubs there will be a dramatically new Toastmasters Communication and Leadership manual, a Toastmasters Audiovisual Handbook, and an audio-lingual listening program. For your club and district management teams there will be a new, comprehensive, Club Officers Manual and an equally comprehensive District Officers Manual.

The convention will mark the close of another year of accomplishment for Toastmasters International and its members, and mark the beginning of a new year of achievement. We will pause to honor the members, clubs, areas, and districts that have contributed to the success of our organization in 1968-69.

Plan to attend the convention as a club and get acquainted with the new programs, with Toastmasters from around the world, and with members who have distinguished themselves as men on the move.

Earl M. Potter  
International President

**CLUBS ON THE MOVE SERVE AND GROW**



# PLANNING THE BIG EVENT



By WILLIAM J. HURLEY

In recent years, I have attended some 40 Toastmasters club, area, district, and regional conferences and speech contests, as well as many outside organizations' meetings, seminars, panels, and conventions. Almost all could be described as very successful.

However, almost all of them could have been even more successful if the arrangements committee had been better prepared to cope with the unexpected.

Here are a few of the snafus that come to mind: room too small, too hot, too dark; change of location not sufficiently publicized, attendance far greater than expected, inoperative microphones, food service too slow, dish removal too noisy; program too long, and breaks too long or too

short. These events were arranged by men with experience in conducting meetings, undoubtedly with checklists to insure that the essentials were taken care of properly. What, then, went wrong?

Sometimes the primary purpose of an event seems to get lost in a welter of subordinate details. If the object is to conduct a speech contest, that goal is obscured by introductions, "a few words from" numerous dignitaries, recognitions, awards, thanks, acknowledgments, door prizes, announcements, and, of course, assorted jokes. Individually praiseworthy, these items collectively overwhelm the main event. I suggest that no evening event be permitted to last more than three hours.

Next, the chairmen of the events try to do too much

themselves. Not besieged by volunteer assistants, they undertake more tasks than one man can attend to at one time. Even if the chairman is able to do everything himself there are reasons he shouldn't. The more people involved in the planning, the less likelihood that an essential feature will be overlooked. Men with a part to play in the event will be present, insuring better attendance, and those who work on an event not only gain experience of personal value, but also qualify for future leadership roles in the organization.

## An Example

As an example of preparation let's review the planning for an area speech contest. The contest chairman should be chosen at least three months in advance—earlier if possible. He immediately should get one Toastmaster from each club to serve on the planning committee. These are the coordinators. Next come the subcommittees, with the chairmen chosen from different clubs, if the geographical situation permits, otherwise from the host club. These men are given specific responsibility for the many individual tasks that must be accomplished.

The subcommittee chairmen will be part of the planning committee, so the benefit of

several opinions may be gained in decisions as to the date, place, time, prices, budget, and principal assignments, such as Toastmaster and chief judge. Each subcommittee must report back to the planning committee on its progress during the period between meetings. A minimum of three subcommittees is advised:

A program committee to arrange for the Toastmaster, the invocation, the chief judge and his assistants, and any other participants on the program.

## Make Arrangements

A facilities committee to arrange for the location of the event, the menu, quantities and quality of food, timetable for service and removal of food, and physical needs: lectern, gavel, flag, banners, easels or blackboards (if needed), heating and cooling, lighting, ventilation, decorations, flowers, timing devices, ballots, trophies, and certificates of participation. If the size of the event warrants, obtaining the physical equipment may be assigned to a separate subcommittee.

A promotion committee to attend to publicity, printing of tickets and programs, sale and collection of tickets, name badges, photographs, greeting of guests, and hospitality. Since the committee collects



the money it also may pay the bills, or a separate finance chairman may be designated for those responsibilities.

Each of these committees needs helpers, obtained from all the clubs in the area, if possible. They will need lists of assignments to be fulfilled and checklists to see that all tasks have, in fact, been given requisite attention. Toastmasters International now has just such a set of checklists! In a recent publication, *Members, Meetings and Meals*, TI has put together a comprehensive outline of planning and arrangements for small club or business events to large-scale conventions. This is a splendid aid to anyone charged with the responsibility for all or part of a special event. It is well-written and easy to read, has excellent diagrams and illustrations, and provides detailed, practical checklists. I recommend it heartily.

### What If?

As a last essential to preparation, consider the "What if" approach. You all know Murphy's Law—"If anything *can* go wrong, it will!" As the various checklists are reviewed, each responsible planner should ask himself, "What if everything I have so very carefully checked in advance goes wrong during the actual

event?" Let's take some examples:

What if the Toastmaster gets sick the afternoon of the event? Who will be prepared to fill-in effectively?

What if judges, ticket takers, or any of the men with specific assignments fail to show up. Do you have alternates for everyone?

### Eager-Beavers

What if eager-beavers ignore the place cards and seat themselves at tables reserved for advance-paid groups? Do you ask the squatters to move? Who does this and what does he say?

What if twice as many people show up as made reservations? Do you crowd everyone together like sardines or can you use an adjacent room? How many people can the restaurant accommodate without unduly delaying service, cramping the early comers, and cutting the portions? Do you antagonize the people who made reservations by taking care of those who didn't, or *vice versa*? You probably won't have to make such a decision, but a little advance discussion by the planning committee will facilitate it if the contingency arises.

What if the microphone that worked so well this afternoon fails tonight? Does the man-

agement have someone who can adjust the sound system? Do you have a member who can handle the job? Do you really need a mike?

The best way to be prepared for the inevitable problems is to have or know where you can get back-up equipment and back-up men. Less specialized tasks may be handled by a man from a pool of reliable "utility infielders." These men, preferably men who will be unaccompanied, will not have to be taken away from wives or dates if called upon to find some thumbtacks, a replacement for a burned-out bulb in the lectern light, or to do any of the unexpected little jobs that come up at the last minute.

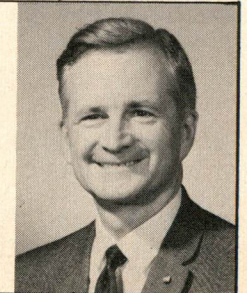
There are many things that can go wrong. Most of them won't. The test of good preparation and proper planning is the inconspicuous ease with which you handle the few things that *do* go wrong. Most of the "What if's" can be han-

dled much more readily if considered in advance.

A Toastmaster cannot get the full value of his membership unless he avails himself of the opportunities for executive development inherent in serving as a club officer and by participating in inter-club activities such as conferences and speech contests. Just as clubs on the move grow as they serve, so do individuals. There are opportunities for you to grow personally by serving on your area's or district's next conference planning committees. It is a practical laboratory to work out a plan, to follow it through by using a checklist, and to prepare for the unexpected. Take advantage of this forthcoming opportunity!

You'll gain valuable executive and administrative experience, and you will have the satisfaction of knowing that you proved yourself capable of solving problems in the most effective and efficient way—before they occurred.

*William J. Hurley, a member and past president of Sequoia Club 1689-4 in Mt. View, Calif., is senior lieutenant governor of District 4. He is western regional inspector for the National Aeronautics and Space Administration and holds B.S. and M.B.A. degrees from the City University of New York.*





# Honor Roll

Congratulations to the following Toastmasters who have completed the advanced Toastmasters speech programs:

## ABLE TOASTMASTERS (ATM)

### Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

<b>C. G. Davies, ATM</b> Speechphelos Club 155-F	<b>J. L. Dame Jr., ATM</b> Officers Club 440-33
<b>J. A. Ericson, ATM</b> El Puente Club 1408-F	<b>J. M. McQue, ATM</b> Holmesburg Council of K of C Club 2978-38
<b>A. F. Pelfrey, ATM</b> Yusef-Khan Grotto Club 325-10	<b>J. D'Arcangelis, ATM</b> Delaware County Club 3204-38
<b>H. R. Kelley, ATM</b> YMCA Club 715-11	<b>J. W. Rowley, ATM</b> Edmonton Club 1452-42
<b>D. Andrews, ATM</b> Boise (Ida.) Club 61-15	<b>T. W. Pyle, ATM</b> Tri-Concho Club 3164-44
<b>R. C. Ingram, ATM</b> Tulsa (Okla.) Club 148-16	<b>P. A. Kurek, ATM</b> Patrick Air Force Base Club 2105-47
<b>W. L. Nickel, ATM</b> Richardson (Tex.) Club 2690-25	<b>C. R. Ward, ATM</b> Mason-Dixon Club 2186-48
<b>J. M. McKenna, ATM</b> Yawn Club 3387-26	<b>T. G. Reynolds Jr., ATM</b> Boeing Employees Club 3278-48
<b>M. Fogoros Jr., ATM</b> Anthony Wayne Club 1380-28	<b>G. A. Neumayr, ATM</b> Bell Club 3920-65

## LEADERSHIP THROUGH SPEECH

### Certificates of Progress

<b>D. McKeown</b> 3480-3	<b>W. A. Schmeling</b> 140-15
<b>W. H. Feldmann</b> 1827-14	<b>W. W. VanGundy</b> 597-19
<b>F. W. Martineau</b> 2795-40	

## THE ADVANCED SPEAKER

### Certificates of Progress

<b>M. L. Markell</b> 3777-F	<b>J. M. Connally Jr.</b> 2690-25
<b>B. R. Kelley</b> 1843-U	<b>L. G. Ploutz</b> 3389-27
<b>J. P. Klippert</b> 294-2	<b>V. Salski</b> 1001-28
<b>E. C. Perry</b> 2543-2	<b>R. E. Pankratz</b> 2679-30
<b>A. Haber</b> 1772-3	<b>C. V. Keane</b> 849-31
<b>W. Donnelly</b> 65-4	<b>P. C. Webb</b> 320-32
<b>R. G. Evans</b> 1881-4	<b>J. E. Barrom</b> 1236-32

<b>G. C. Kern</b> 203-5	<b>J. C. Anderson</b> 1623-32
<b>C. Campbell</b> 457-5	<b>M. S. Wyman</b> 1271-34
<b>R. C. Asker</b> 2155-5	<b>V. R. Piatt</b> 3614-36
<b>R. Langseth</b> 2363-6	<b>J. Malatino</b> 2957-38
<b>D. W. Delaney</b> 2376-6	<b>K. B. Peters</b> 1230-39
<b>R. L. Poggenphol</b> 2808-8	<b>W. F. Lewis</b> 2246-40
<b>V. Plume</b> 105-9	<b>J. R. Allison</b> 3500-40
<b>P. E. Schaffner</b> 486-9	<b>A. H. Dale</b> 1359-43
<b>R. DeGravelles</b> 1185-10	<b>R. P. Mann</b> 1359-43
<b>L. A. Thurston</b> 1185-10	<b>R. W. Stevens</b> 1359-43
<b>M. D. Habegger</b> 521-11	<b>H. T. Henson Jr.</b> 1359-43
<b>N. T. LeClerc</b> 3656-11	<b>S. R. Akers</b> 1359-43
<b>J. P. Lister</b> 339-14	<b>C. H. Laney Jr.</b> 1932-48
<b>R. W. Stramler</b> 1773-16	<b>A. G. Junier</b> 3303-48
<b>J. S. King Jr.</b> 3624-18	<b>H. M. Hartley</b> 3751-48
<b>S. B. Jackson</b> 1529-19	<b>D. M. Belcher</b> 944-55
<b>R. A. Hoffman</b> 1857-19	<b>W. H. Carney</b> 2432-60
<b>A. C. Foerster</b> 3786-20	<b>L. E. Lee</b> 2594-48
<b>A. B. Evers</b> 2328-21	<b>R. A. Kimball</b> 2594-48
<b>R. McWilliams</b> 537-23	<b>S. M. Ackerman</b> 988-52
<b>L. L. Allen</b> 403-24	<b>J. F. McCullough</b> 988-52
<b>J. M. Gray</b> 718-25	<b>W. H. Graham</b> 3106-63

**E. R. Owen** 3167-66

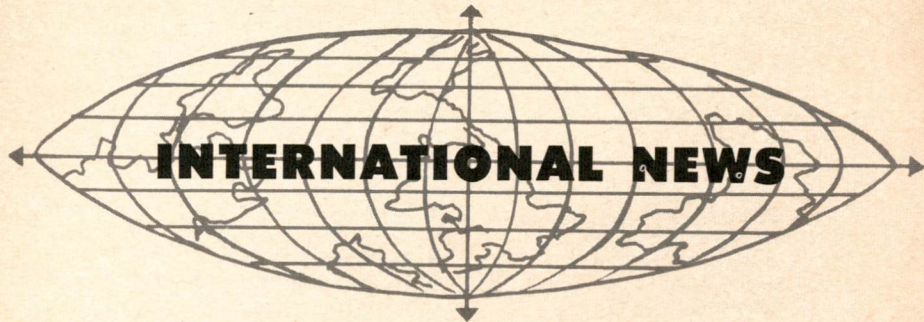
## FULLERTON CLUB IS FIRST WITH SEMIANNUAL REPORT

Fullerton (Calif.) Club 37-F was the first club in Toastmasters International to submit its semiannual report for the current reporting period. The next nine clubs to have their reports to World Headquarters were:

Riverside (Calif.) Jaycee Club 130-F  
ROAR Club 2536-F, Riverside, Calif.  
Huntington Park (Calif.) Club 14-51  
Cedar Valley Club 1062-19, Charles City, Ia.  
Watertown (Wisc.) Club 3694-35  
Wheaton (Minn.) Club 3179-20  
Capital Club 876-36, Washington, D.C.  
Squires Club 2220-F, Downey, Calif.  
Albertville (Ala.) Club 3526-48

Fullerton Club 37-F now has been first to file its semiannual report for two consecutive reporting periods, and Huntington Park Club 14-51 has been recognized among the first 10 for four consecutive reporting periods.





### Metropolitan Coverage

A Speechcraft course conducted by **Westwood Village Club 130-50** in Los Angeles, Calif., for officers and patrolmen of the **Los Angeles Police Dept.** West Los Angeles Division was reported in an article in the "Los Angeles Times" newspaper. The officers and patrolmen who completed the course comprise the nucleus of a police speakers bureau.

**AIRBORNE MEETING**—District 51 and area officers, accompanied by mascot Steve Moore, get ready for an airborne meeting in a blimp. From left are Ed Landers, District 51 Governor Norman A. Wasserman, Ron Craton, Fred More, and Frank Nation.



### In Magazine

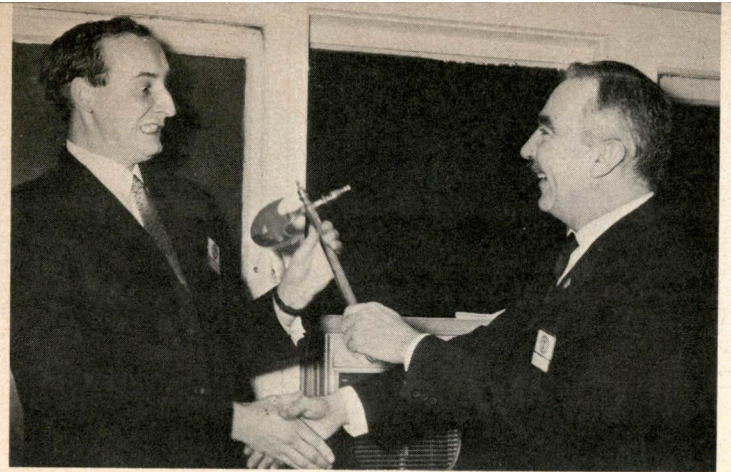
Gavel Club activities at the Arizona State Prison were the subject of a feature article in "Recreation Management," a national magazine of recreation in business and industry. The story told of the guidance given to the inmates by members of **Papago Club 2694-3** and **Twilite Club 3480-3**, both in Phoenix, Ariz. The article originally appeared in "Current News," a publication of the Salt River Project.

### Regular Appearances

Feature stories, news articles, and membership promotion items about **FMC Club 2873-4** in San Jose, Calif., appear regularly in the FMC Corp. Ordnance Group's employee magazine, "Carrier," and are effective in keeping FMC employees informed of Toastmasters activities.

### In Company Newspaper

**Strowger Club 3848-30** in Northlake, Ill., was featured in the Automatic Electric Co. employee newspaper, "Automatic Electric News," in an article that emphasized how Toastmasters participation prepares members for job advancement and community involvement.



**FUN IN TURKEY**—Derrick Whordly of **Gaveleers Club 3621-U** in Ankara, Turkey, gets the axe award as best evaluator of the week. Jack Richardson, club president, presents the award. The photo was published in Ankara's "Daily News" English-language newspaper, along with a story about the club.

### Visitor's Reaction

Len Mills, managing editor of the "Galveston Daily News," penned a clever article about his visit to **Leadership Club 3146-56** in Galveston, Tex. Editor Mills described the qualms a visitor experiences at a Toastmasters club meeting: feelings of inadequacy as a speaker-conversationalist, out of place in the company of Toastmasters, phobias for timers, ah counters, and evaluators; and fearful of being called upon for a few words. "All my fears were unfounded . . . They were very understanding, most gracious. But I'll never be the same," the article concluded.

### Speechcraft Success

**Foothills Club 3073-42** in Calgary, Alta., has completed three Speechcraft courses since September 1968 and has two more courses planned. Speechcraft has been presented for employees of the Canadian Imperial Bank of Commerce and the Hudson's Bay Co., and for students at Mount Royal Junior College.

### 'Way Up North

**Chidak Club 2625-67** and **Williamaw Club 1132-67**, both in Adak, Alaska, teamed up with Adak Toastmistresses for a joint meeting, with each club presenting its history and providing a speaker for the event. Adak is a Naval Air Station on an island in the Aleutian Chain.

### Video Tape

**Portland (Me.) Club 288-45** borrowed videotape equipment from the S. D. Warren Co. for a meeting devoted to studying speakers' performances on closed circuit television. The meeting was reported with photographs in the Portland "Evening Express" newspaper.

### Scout Speakers

A Youth Leadership Program conducted for **Boy Scouts** by **Augusta (Ga.) Club 326-14** led to the creation of a Scout Explorers Post for boys who have completed YLP. The Scouts will speak before outside audiences to interest them in sponsoring new Scout groups and providing funds for Scout activities.





**CONTEST AWARD—** When Oatley (New South Wales) R.S.L. Club 787-TCA conducted its first Allen Chapman Shield Award speech contest, Leo Marsh (center) was the winner. At left is club President Sam Jackson. TM Chapman, donor of the award, is at right.

### Deserves Recognition

Assisting with the Orange County (Calif.) Academic Decathlon (OCAD), a pilot program in education, was Bob Smith, administrative vice-president of **GSG Barkers Club 1662-F** in Fullerton, Calif. Recognition of TM Smith's participation was omitted inadvertently from a March '69 article in "The Toastmaster" about TMs cooperation in the OCAD.

### Toastmasters Display

Ames (Iowa) Club 569-19, Road-  
eo Club 1339-19, and Town and Col-  
lege Club 875-19 conducted a dis-  
play booth at the 11th annual Ames  
Hobby Show. About 5,000 people  
attended the show and Toastmas-  
ters distributed copies of "Intro-  
ducing the Toastmasters Club" and  
"Communication and Leadership"  
promotional materials.

## CLUB ANNIVERSARIES — JULY

### 35 YEARS

**Montebello Club 20-F**  
Montebello, Calif.

### 30 YEARS

**Capital City Club 142-39**  
Sacramento, Calif.

### 20 YEARS

**Andrew Jackson Club 704-29**  
Pensacola, Fla.  
**Savannah Club 705-14**  
Savannah, Ga.  
**Pocatello Club 236-15**  
Pocatello, Ida.  
**Lake City Club 748-2**  
Seattle, Wash.

### 15 YEARS

**Harvey Club 1589-30**  
Harvey, Ill.  
**River Raisin Club 1551-28**  
Adrian, Mich.  
**Colorado Motor Carriers Club 1610-26**  
Denver, Colo.  
**East Whittier Club 1602-F**  
Whittier, Calif.  
**Fort Smith Club 1606-43**  
Fort Smith, Ark.  
**Wooster Club 1561-10**  
Wooster, Ohio  
**Peterhead Club 1487-TCBI**  
Peterhead, Scotland

## NEW CLUBS

As of April 30, 1969

- District 2** GEN-TEL MEN Club No. 1485-2. Meets Thurs., 5:30 p.m., Alpine Rest., 5000 Evergreen Wy., EVERETT, Wash. Contact: AL 9-5755.
- District 5** SAN DIEGO BOARD OF REALTORS Club No. 1808-5. Meets Thurs., 7:00 a.m., Town and Country Hotel, 500 W. Hotel Cir., SAN DIEGO, Calif. Contact: 234-8511. Sponsoring Club: PROFESSIONAL MEN'S CLUB 624-5, San Diego, Calif.
- District 7** STATE COMPENSATION DEPARTMENT Club No. 3451-7. Meets 1st-3rd Mon., 11:45 a.m., Kopper Kitchen North, 377 Court N.E., SALEM, Ore. Contact: 364-2171. Sponsoring Club: SALEM (Ore.) CLUB 138-7.
- District 10** PORTAGE Club No. 3275-10. Meets Wed., noon, Camelot Lounge, E. Main St., KENT, Ohio. Contact: 297-7309.
- District 11** KEKIONGA Club No. 899-11. Meets Mon., noon, Magnavox Cafet., 2131 S. Beuter Rd., FORT WAYNE, Ind. Contact: 743-9721, Ext. 634. Sponsoring Club: MAGNAVOX CLUB 2568-11, Fort Wayne, Ind.
- District 16** NORTH AMERICAN ROCKWELL OKIE Club No. 3620-16. Meets Wed., 5:30 p.m., Bordens Cafet., Admiral Pl. & Sheridan Village, TULSA, Okla. Contact: RI 3-6892.  
PHILLIPS 66 Club No. 3266-16. Meets Thurs., 12:05 p.m., Adams Bldg., BARTLESVILLE, Okla. Contact: 336-6600. Sponsoring Clubs: BARTLESVILLE (Okla.) CLUB 186-16 and OSAGE CLUB 1585-16, Bartlesville, Okla.
- District 18** SEABOARD Club No. 1477-18. Meets alt. Tues., noon, Red Horse Inn, FREDERICK, Md. Contact: 662-5181.  
POWERMASTERS Club No. 3298-18. Meets Mon., 1:00 p.m., Koppers Co., Inc., Power Transmission Dept., HARMANS, Md. Contact: 768-2000, Ext. 215. Sponsoring Club: METAL MASTERS CLUB 888-18, Baltimore, Md.
- District 19** INTERFRATERNITY Club No. 2359-19. Meets Sun., 6:30 p.m., Various fraternity houses, Iowa State Univ., AMES, Ia. Contact: 294-2977. Sponsoring Clubs: AMES (Ia.) CLUB 569-19, TOWN AND COLLEGE CLUB 875-19, and ROADEO CLUB 1339-19, all of Ames, Ia.
- District 20** BENSON COUNTY Club No. 1047-20. Meets 1st-3rd Tues., 8:30 p.m., Maddock City Hall, MADDOCK, N.D. Contact: 4761 Minnewaukan.  
BELCOURT Club No. 2453-20. Meets Wed., 6:00 p.m., Belcourt Comm. Center, BELCOURT, N.D. Contact: 449-5283. Sponsoring Club: PEACE GARDEN CLUB 8152-20, Bottineau, N.D.
- District 21** SIMPSONS-SEARS Club No. 2730-21. Meets Wed., 6:00 p.m., Simpsons-Sears Conf. Rm., 3rd Floor, BURNABY, B.C. Sponsoring Club: VAN-  
COUVER (B.C.) CLUB 59-21.
- District 25** EARLY BIRDS Club No. 3546-25. Meets Wed., 7:00 a.m., Bertrand's Rest., 25th & Waco Dr., WACO, Tex. Contact: 752-9302. Sponsoring Club: HEART O' TEXAS CLUB 716-25, Waco, Tex.
- District 27** MERCED Club No. 3289-27. Meets 2nd-4th Mon., 7:30 p.m., State S&L Assn., 935 M St., MERCED, Calif. Contact: 722-2721.
- District 45** WAVERLY Club No. 1177-45. Meets Mon., 8:00 p.m., Legion Hall, WAV-  
ERLY, Nova Scotia. Contact: 835-5893.
- District 46** GENERAL FOODS Club No. 2849-46. Meets alt. Tues., noon, General Foods Corp., 250 North St., WHITE PLAINS, N.Y. Contact: 694-2481.
- District 63** BREAKFAST Club No. 72-63. Meets Wed., 7:00 a.m., Koffee Shop, 2205 Elliston Pl., NASHVILLE, Tenn. Contact: 291-7547.
- District 64** SHOAL LAKE Club No. 1721-64. Meets Mon., 6:30 p.m., Buffalo Plains Hotel, SHOAL LAKE, Man. Contact: 759-2474. Sponsoring Clubs: BRAN-  
DON (Man.) CLUB 293-64 and SKY-HI CLUB 3005-64, Brandon, Man.

Continued on page 17



# A NOTE ABOUT

# NOTES

By WINSTON K. PENDLETON



Not long ago a man came to me after a civic club luncheon at which I spoke. He shook my hand and said, "Great, great! I don't see how you did it. You spoke for four solid hours and never once had to look at a note. That's a joke, son! I know you didn't really speak for four hours—only three."

My admirer said he had listened to a great number of speeches and always was annoyed by speakers shuffling 3x5 cards and constantly looking down at the lectern to read them. He said he was glad to listen to a speaker who didn't have to use notes.

I thanked him for his compliment. But, I didn't have the heart to tell him the truth. I had used six pages of notes for that 20-minute speech he had just heard.

However, I think he had a good point. It is important for a speaker to get his message across with as little *apparent* reference to notes as possible.

There are many workable methods for using speech notes without being detected. Some

speakers like one, some another.

When I first began to fancy myself as a speaker, I used 3x5 cards. I wrote everything on 3x5 cards—jokes and all.

In my nervousness, I did everything with those cards that you can imagine. I dropped them. I mixed them up. I lost them. Now and then I even found one turned backwards so that I was staring at a blank card.

However, I eventually learned to make a passable speech by using the little cards. But, in every case—even when things went as planned—I noticed my head bobbing up and down, referring to my notes.

For a medium length, 20-minute speech, I averaged 40 to 50 head bobbings. I decided to overcome that defect.

When I gave the problem a little thought, I realized that even the smallest lectern is large enough to hold an 8½x11 sheet of paper, not just a 3x5 card. Most lecterns will hold two sheets of paper, side by side, with room to spare. I also



figured out that one 8½x11 sheet of paper will hold as many notes as six 3x5 cards. And, if you put two sheets of paper on the lectern, side by side, you can have as much copy before you as you have on 12 small cards—with no turning or shuffling necessary.

So, I did away with 3x5 cards and tried 8½x11 sheets of paper. Right away I had a problem. I kept losing my place. When I had used the small cards, each thought or paragraph had been on one card. When I was through with an idea, I dropped that card and was looking at the next one. I had no trouble finding my place.

### Free To Gesture

But, on the big sheet, with so much copy staring me in the face, I had trouble keeping up with myself. But, I didn't give up. I kept working on the idea. I knew that if I could make it work I would no longer be a slave to the nervous habit of fumbling and shuffling cards. My hands would be free. I would be able to use them as I should—for emphatic motions and dramatic gestures.

My first goal was to arrange the copy on the page so it would be easy to find, identify, and separate. Then, I would not lose my place and my hands would be free.

By trial and error (plenty of them) I came up with the scheme of marking the different paragraphs, thoughts, or sections in different colors. When my eyes were still able to read without glasses, I merely typed my notes and underlined the various sections with colored ink.

Now that I need glasses to read typing, I no longer use the typewriter to prepare my notes, I make large notes with felt-tip marking pens. I alternate the colors so I can spot the proper note with a quick glance.

### Developed System

While experimenting for a better way to prepare speech notes, I developed a system for reading them without bobbing my head up and down. I found that when I stand close to the lectern and hang on to it in bicycle style, I have to look almost straight down to read my notes. My head bobs up and down like a rooster pecking corn. But, if I stand back from the lectern the angle of my eye to the paper is greatly reduced—the farther back, the smaller the angle.

After a lot of practice, I found I could glance down at my notes and still seem to be looking at the audience. I found that a movement of my head, apparently sideways, toward the right or left, or to-

ward the dignitaries at the head table, would allow me to bring my notes into focus and keep on my subject.

When you use this system of reading notes, always read the sheet on your left. Never *turn* the pages—*shift* them. If your speech notes take more than two pages, you can shift your notes when you are half way down the right-hand page. In this way, you never reach the end of the page—or come to the end of your rope.

No one will see you shift a page if you follow the old rule of the magician—make your audience look at the hand you want them to see, not the hand doing the work.

When it is time for you to shift your page, distract your listeners' attention by pointing to the back of the room, waving your arm, or looking at the ceiling. While they are distracted, slip your page of notes to the left with your other hand.

When you have perfected this style of using notes, you can read them without losing your place. You can shift them without being noticed. You can glance down and read them without bobbing your head up and down. And then, you too will have people wondering how you can make a 20-minute speech sound like a two-hour speech—without notes!

*Winston K. Pendleton is a former Washington, D.C., newspaperman and public relations consultant and is a retired vice-president and sales manager of the Universal Dynamics Corp. The author of several books about communication, he is a previous contributor to The Toastmaster.*



## NEW CLUBS — CONTINUED FROM PAGE 13

- District 66** NAVAL ORDNANCE Club No. 1905-66. Meets 2nd-4th Wed., noon, Commissioned Ofcers. Club, Naval Weapons Station, YORKTOWN, Va. Contact: Yorktown, VA/NWS, Ext. 282/393. Sponsoring Club: TRANSPORTATION CLUB 1525-66, Ft. Eustis, Va.
- TOASTMASTERS OF DANVILLE Club No. 1971-66. Meets Thurs., 6:30 p.m., King of the Sea Rest., Park Ave. & Memorial Dr., DANVILLE, Va. Contact: 793-3353. Sponsoring Club: MARTINSVILLE (Va.) CLUB 3115-66.
- DUBLIN Club No. 2870-66. Meets 4th Thurs., 7:00 p.m., Colonial House Rest., DUBLIN, Va. Contact: 674-5459.
- District U** METROPOLITAN Club No. 3216-U. Meets 2nd-4th Tues., 4:30 p.m., Seoul CPO Training Center, 8th Army Hq., SEOUL, Korea. Contact: Yongsan 6785/3383.



# YOUR 38th CONVENTION PROGRAM

## “TI IN ACTION”

TUE	WED	THU	FRI	SAT
AUGUST 1969			1	2
5	6 ✓	7 ✓	8 ✓	9 ✓
12	13	14	15	16
23	24	25	26	27
28	29	30		

An outstanding program of activities has been planned for Toastmasters and their families at this year's International convention in Cleveland. Wives are invited to attend all sessions and meal events, and to participate in other activities planned especially for them.

*Beattie & Sons, Jewelers, of Cleveland, and an introduction to the sights and highlights of Cleveland by the Cleveland Convention and Tourist Bureau.*

Wives are cordially invited to the official opening of the convention and the general business meeting, which will be followed by reports by International President Earl M. Potter and Executive Director Robert T. "Buck" Engle.

### Noon

District Governors' Luncheon. Wives cordially invited. TI will introduce the newly-elected district governors and honor the district governors of the 1968-69 Distinguished Districts.

### Afternoon

"The Officer—Club, Area, District—On The Move." Seminar for all, conducted by a panel of World Headquarters staff members.

"Toastmasters On The Move." A general session for all Toastmasters, conducted by a panel of International officers and board of directors committee chairmen.

Late afternoon, early evening—Caucuses.

### Evening

Open. An opportunity to dine out.

### TUESDAY

TUE	WED	THU	FRI	SAT
AUGUST 1969				
			1	2
5	6	7	8	9
12	13	14	15	16
23	24	25	26	27
28	29	30		

### Evening

"Proxy Prowl" — Entertainment and hospitality for early arrivals.

### WEDNESDAY

TUE	WED	THU	FRI	SAT
AUGUST 1969				
			1	2
5	6	7	8	9
12	13	14	15	16
23	24	25	26	27
28	29	30		

### Morning

Continental breakfast for the ladies. Includes a unique gem show presented by Ralph



## THURSDAY



### Morning

Report of nominating committee and election of 1969-70 officers, followed by annual business meeting.

### Noon

Past officers and directors luncheon.

*Luncheon and fashion show for the ladies, presented by the Higbee Department Store of Cleveland. First fall showing of Higbee's fashions for all occasions.*

### Afternoon

Toastmasters Idea Fair, with ideas for club, area, and district programs.

"Listening to Learn" — a new Toastmasters audio-lingual listening program.

### Evening

Augustfest. International party with dinner, dancing, and entertainment for Toastmasters, their ladies, and guests. Costumes optional.

## FRIDAY



### Morning

"Meeting New Demands in Communication." A general session including the presentation of

- Ideas for club, area, district observances of Toastmasters International's October anniversary.
- the convention's keynote address by Dr. Robert T. Oliver, research professor of international speech at Pennsylvania State University
- and a "Recognition in Focus," a presentation about the Toastmasters membership recognition programs.

### Afternoon

Educational sessions featuring membership building programs.

"Community Awareness of Your Club and The Member." General session for all Toastmasters and interested guests.

## Evening

Hospitality hour precedes the president's dinner for Toastmasters and their ladies. Featured will be the installation of 1969-70 officers and a message from the president. Dancing to the music of Al Serafina and his orchestra will follow.

## SATURDAY



### Morning

Hall of Fame brunch. Bring the ladies.

Featuring International taped speech contest and the International speech contest to determine International champion from the eight regional winners. Awards will be presented for Distinguished District, membership building, new clubs, Youth Leadership Program, Speechcraft, and manual completion challenges; Able Toastmasters, Top 10 Clubs, and club and district bulletins. Convention closing ceremony.

*A continuing program of youth activities has been arranged at the hotel Tuesday through Saturday morning. Museum tours, boat trips along the Lake Erie shoreline, the Cleveland Zoo, and many other attractions on an informal, unscheduled basis also are available.*

**The new Toastmasters Communication and Leadership program will be made available to Toastmasters in attendance at the convention. A special coupon will be included with each registration packet. Also, special coupons will be given to registrants to exchange for other new program materials at the Idea Fair.**



## REGISTRATION DESK HOURS

The registration and credentials desks in the mezzanine lobby, west, of the Sheraton-Cleveland Hotel will be open during the following hours:

The Registration Desk will be open—

Tuesday .....	11:00 a.m.-5:00 p.m.
Wednesday .....	9:00 a.m.-4:30 p.m.
Thursday .....	9:00 a.m.-4:30 p.m.
Friday .....	9:00 a.m.-4:30 p.m.

The Credentials Desk will be open—

Wednesday .....	9:00 a.m.-4:30 p.m.
-----------------	---------------------

## CONVENTION REMINDERS

Complete and mail your convention advance registration form on page 26 of this issue and also mail your hotel reservation form on page 27.

District 10 Toastmasters and their wives will be available with information about local restaurants, sights to see, and services you may require. They also will assist the youngsters in planning recreational activities.

Personal tape recordings will not be permitted at the International Speech Contest nor at any of the other scheduled convention events.

## WHAT SHOULD I WEAR?

Wondering what kind of clothes to take to Cleveland? Here's a guide to follow:

Street wear is casual. Remember, the weather usually is quite warm in August. Summer sports shirts and casual slacks are fine for the men and capri pants are suitable for the ladies.

A coat and tie are required in the Sheraton-Cleveland Hotel's club rooms and lounges and in many of the better restaurants in the Cleveland area. A coat and tie also are appropriate for the annual business meeting Wednesday morning, while costumes of nations are appropriate, but optional, at Thursday evening's Augustfest.

Formal attire is optional at the President's dinner dance Friday evening. A business suit is appropriate. Ladies may wear a cocktail dress.

# CONVENTION PRE-REGISTRATION TO END JUNE 25th

Toastmasters who are planning to attend the International convention in Cleveland, Ohio, August 6-9 are urged to complete and return the advance registration form on page 26 of this issue of *The Toastmaster* as soon as possible. Preregistration will close June 25.

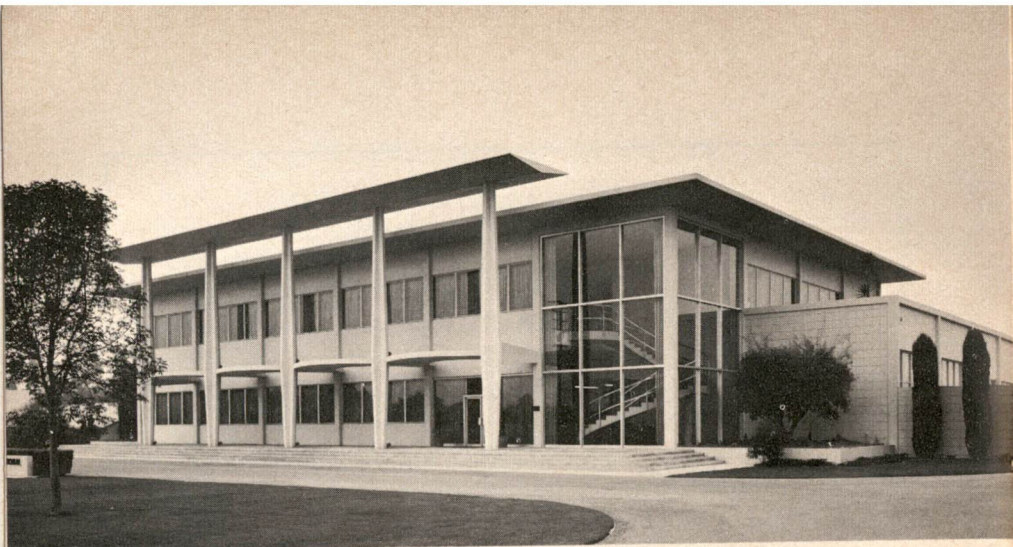
Registration will be required for all general sessions of the convention. Also be sure to make your hotel reservations early. See page 27.

If you and your party are planning to attend a meal event, be sure to order your tickets in advance. These are limited capacity affairs and generally are sold out in advance of the convention opening. There will be no admittance to meal events without a ticket.

Preregistrants this year will receive a free accident travel policy that provides \$10,000 accidental death and dismemberment benefits, plus \$1,000 for medical expenses. Preregistrants will be covered while traveling to and from the convention and during the convention. Coverage starts three days (72 hours) before the Annual Business Meeting or whenever members leave home to travel to the convention, whichever period is shorter. It extends to three days (72 hours) after the close of the convention or until the member reaches home, whichever period is shorter.

**Hotel room reservations for the convention close July 15.**





# HALL OF FAME ESTABLISHED AT WORLD HEADQUARTERS

A Toastmasters International Hall of Fame has been established at World Headquarters to perpetuate the recognition received by Toastmasters, clubs, areas, and districts at your International conventions' annual Hall of Fame program.

Records of Hall of Fame award winners are displayed

for your review when you visit World Headquarters.

Members, clubs, areas, and districts which have made outstanding accomplishments during 1968-69 will be honored at a TI Hall of Fame brunch at the International convention in Cleveland, Ohio.

Commendations will be awarded August 9 in the Sher-

aton-Cleveland Hotel, this year's convention site. The Hall of Fame Program will conclude the 38th International convention, which opens August 6.

The International Hall of Fame recognition program was established in 1967, and this will be the third year it has been one of the highlights of the convention.

## Individual Honors

*Individual Hall of Fame honors* will be presented to Toastmasters who participate as finalists in the 1969 International speech contest and the International taped speech contest. Members who have completed The Advanced Speaker or Leadership Through Speech program, and members who have achieved Able Toastmaster status since July 1, 1968, also will be named to the TI Hall of Fame.

Other individuals who will be named to the Hall of Fame are members chosen by their district as District Outstanding Toastmaster of the Year or as District Outstanding Area Governor of the Year.

Accomplishments which earn *club recognition* in the International Hall of Fame include being among the Top 10 clubs in Toastmasters International's Distinguished Club Program, having a Top 10 club

bulletin, making a net gain of five or more members, and being among the top 100 clubs in member-manual completion. Clubs which have achieved or maintained 40 members will be named to the Hall of Fame's President's 40 club.

*Area recognition* in the Hall of Fame will be given for presenting five or more Youth Leadership Programs or five or more Speechcraft courses since July 1, 1968.

## District Awards

Outstanding achievements that result in *district recognition* in the TI Hall of Fame are: being selected as a Distinguished District, based on administrative and educational accomplishment; making a 10 percent or more increase in new clubs, having a Top 10 district bulletin, and recording the highest percentage of member retention.

Hall of Fame certificates will be presented by International President Earl M. Potter during the convention's Hall of Fame recognition program.

Photographs and accomplishments of the District Outstanding Toastmasters of the Year and District Outstanding Area Governors of the Year will be featured in the convention exhibits.



**ADVANCE CONVENTION REGISTRATION**  
**1969 TOASTMASTERS**  
**INTERNATIONAL CONVENTION**  
**AUGUST 6-9 SHERATON-CLEVELAND HOTEL,**  
**CLEVELAND, OHIO**

*(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1969-70.)*

Registration will be required at all general sessions on Wed., Thurs., Fri. The registration fee does not include admittance to meal events. Convention meal events are limited capacity affairs and generally are sold out in advance of the opening of the convention. Avoid disappointment. Pre-register and order meal event tickets now! **ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY.** All advance registrations received by June 30 will include at no cost a \$10,000 accident travel policy covering each person registered. The policy covers the convention period, plus three days immediately before and after the convention. *Advance registrants will also receive a claim ticket for a packet of new Toastmaster material. No material will be distributed in the exhibit area as in the past.*

To: Toastmasters International  
 Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration Desk.

- \_\_\_\_\_ Member Registration @ \$6.00 .....\$ \_\_\_\_\_  
 (Includes free travel insurance)
- \_\_\_\_\_ Ladies Registration @ \$2.00 .....\$ \_\_\_\_\_  
 (Includes free travel insurance)
- \_\_\_\_\_ Tickets District Governors' Luncheon @ \$5.00 .....\$ \_\_\_\_\_  
 (Wed., 12 noon, Aug. 6)
- \_\_\_\_\_ Tickets Ladies' Luncheon, Fashion Show @ \$3.75 .....\$ \_\_\_\_\_  
 (Thurs., 12:00 noon, Aug. 7)
- \_\_\_\_\_ Tickets Augustfest @ \$8.50 .....\$ \_\_\_\_\_  
 (Thurs., 6:30 p.m., Aug. 7)
- \_\_\_\_\_ Tickets President's Dinner Dance @ \$9.00 .....\$ \_\_\_\_\_  
 (Fri., 7:30 p.m., Aug. 8)
- \_\_\_\_\_ Tickets Hall of Fame Brunch @ \$4.00 .....\$ \_\_\_\_\_  
 (Sat., 10:30 a.m., Aug. 9)

Total \$ \_\_\_\_\_

I enclose by check for \$ \_\_\_\_\_ payable to Toastmasters International.  
PLEASE PRINT

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_  
 NAME \_\_\_\_\_ NICKNAME \_\_\_\_\_  
 WIFE'S FIRST NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE (PROVINCE) \_\_\_\_\_ ZIP \_\_\_\_\_  
 NO. CHILDREN ATTENDING \_\_\_\_\_ AGES \_\_\_\_\_

COMPLETE

CLIP

MAIL

**APPLICATION FOR**  
**HOTEL ACCOMMODATIONS**

38th Annual Convention  
 Toastmasters International  
 Cleveland, Ohio

Reservations Manager  
 Sheraton-Cleveland Hotel  
 Public Square  
 Cleveland, Ohio 44101

Please reserve \_\_\_\_\_ single room(s)

at \_\_\_\_\_ \$16.00, \_\_\_\_\_ \$18.00, \_\_\_\_\_ \$20.00 daily.

Please reserve \_\_\_\_\_ double room(s) at \_\_\_\_\_ \$19.00 daily.

Please reserve \_\_\_\_\_ twin room(s).

at \_\_\_\_\_ \$21.00, \_\_\_\_\_ \$23.00, \_\_\_\_\_ \$25.00 daily.

All rates European Plan (no meals included).

For information on suites, please write to the hotel reservations manager.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on \_\_\_\_\_ (date).

I am sharing the room with \_\_\_\_\_

NAME (Please print) \_\_\_\_\_

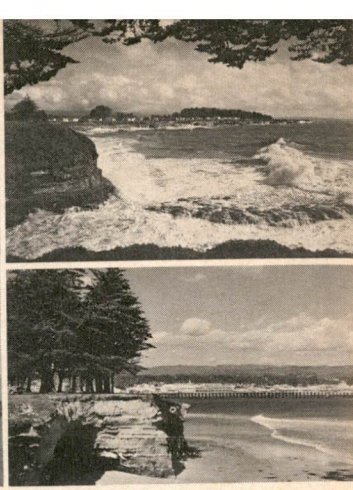
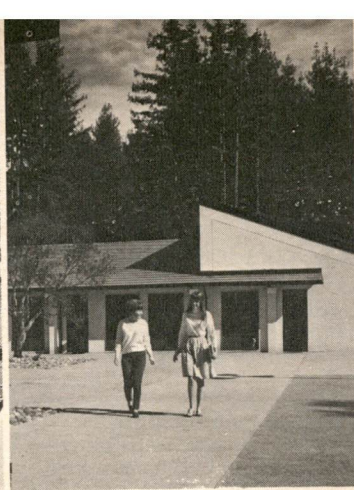
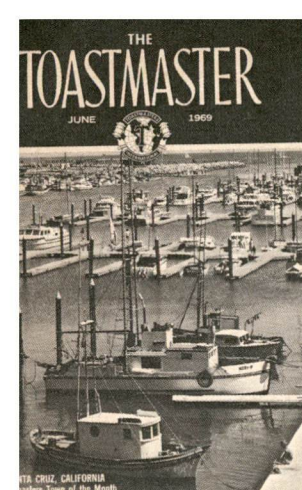
STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE (Province) \_\_\_\_\_

ZIP \_\_\_\_\_

To be assured accommodations at the Sheraton-Cleveland, this form must be mailed by July 15th.





## TOASTMASTERS TOWN OF THE MONTH — SANTA CRUZ, CALIF.

SANTA CRUZ, CALIFORNIA, this year is celebrating the 200th anniversary of its founding in 1769 by Spanish explorer Don Gaspar de Portola, the leader of Spain's first expedition by land into upper California. By 1791, Franciscan Fathers Salazar and Lopez founded the Holy Cross Mission there and within six years the first colonists arrived with seeds, roots and cattle.

In 1821 the government of New Spain was replaced by rule from Mexico. Santa Cruz residents shrugged at this, as they did when Yankee adventurers began arriving in 1834.

Santa Cruz is the largest city, with a population of about 30,000, and the county seat of Santa Cruz County. The city is situated on the Pacific coast 74 miles south of San Francisco and 375 miles northwest of Los Angeles. A noted resort and recreation center, tourism and vacationing are "big business" here. Thousands of people come each year to enjoy its seashore and mountain attractions, Redwood state parks, public begonia gardens, and points of historical interest.

The area's chief commercial activities are tourism, agriculture, floriculture, cattle and poultry raising, food processing, mineral production, and electronics. Santa Cruz has a Civic Music Assn. and a community art gallery and is the site of the new University of California, Santa Cruz campus.

There are two Toastmasters clubs in Santa Cruz, where a Toastmasters Week was proclaimed for early this month. The two clubs are Santa Cruz Club 150-4 and Downtown Club 1803-4. Toastmasters Gavel Clubs are active at Branciforte and Holy Cross junior high schools.

## The Speaker's Page



### POINT OF EMPHASIS

Is it your goal to win the Best Speaker award the next time you are scheduled as a speaker at your Toastmasters club meeting? Do you have a formula for how to present an award winning speech, or could you use some pointers? Here's a novel way to learn the techniques of delivering a prize winning talk.

Ask your club's educational committee to arrange for each of your previous three or four meetings' Best Speaker award winners to present a talk describing how he prepared the speech that earned him the Best Speaker award.

The points each former best speaker can cover include why he chose the subject and title of his talk, where and why he used gestures, voice modulation, and humor. Each speaker also can point out for you how he developed the word pictures, visual aids, and vocabulary for his award winning speech.

You will gain new insight into presenting prize winning talks if each speaker tells what pattern of organization he used, what innovations or speaking techniques he experimented with, whether or not he used them in his talk; and what techniques he used to maintain the interest of his audience. Other information each speaker can relate to you is the amount of time he spent researching his subject, how much time he devoted to organizing his speech and putting it into words, and how much time he spent practicing it.

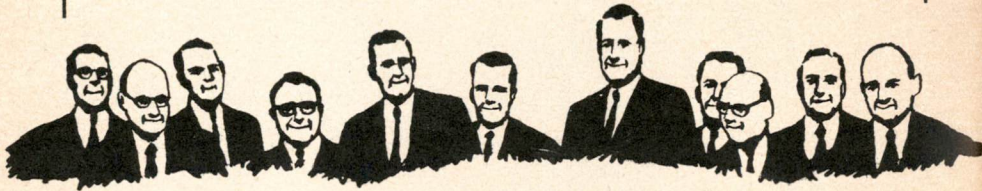
By learning the techniques of former best speakers, you gain new ideas for preparing and presenting your own speeches. Set your sights on giving an award winning speech the next time you are scheduled as a speaker at your club meeting!

### ON THE LIGHTER SIDE

Humor arouses and holds the attention of your audience and earns your listeners' good will, but do you always have a witty comment for every occasion? If you don't, the "Speaker's Handbook of Humor" is just what you need, and it's available from World Headquarters. This 464-page, hard cover book contains 1,500 witty stories and hints on how to use them. It's perfect for making your humor apropos to the subject of your speeches, when serving as the genial Toastmaster of the Meeting, and in your everyday conversations. Get a copy of the "Speaker's Handbook of Humor" (Code B-46). Consult your **Supply Catalog** for details.



# TOASTMASTERS IN THE NEWS



## Toastmasters Week in Spain

An active community awareness program conducted by **Madrid (Spain) Club 2378-U** resulted in a Toastmasters Week proclamation at Torrejon Air Base, local radio coverage, and newspaper and magazine articles throughout the Madrid area. Col. Herndon F. Williams, 401st Tactical Fighter Wing commander at Torrejon, authored an article promoting Toastmasters training. The article appeared in the base newspaper.

## Guest Speaker

The "Kodakery" employee newspaper of **Eastman Kodak Co.** in Rochester, N.Y., publicized a visit by Eastman Kodak Vice-President Dr. Austin J. Gould at the eighth annual banquet of Kodak-associated clubs in Rochester. Dr. Gould was a guest speaker at the event.

## Community Awareness

An illustrated feature story in the "Battle Creek News" newspaper highlighted **Battle Creek (Mich.) Club 1027-62** and members' comments about the value of Toastmasters training. The purposes and procedures of a club meeting were described and it explained how members gain confidence through Table Topics, evaluation, and prepared speaking.

## Eager To Join

An application for membership has been received by **Evansville (Ind.) Number One Club 337-11** from Army Sp/5 Gary M. Linton, who is stationed in Vietnam. That's what you might call "long distance membership building."

**YLP AWARDS**—Lima (Ohio) Management Club 3693-40 Youth Leadership Program coordinator Hans Grunwald presents best speaker, best impromptu talk, and most improved speaker awards to YLP students Tim Ramsey, Steve Ewry, and Mark Worford. The award program was featured in local newspaper articles.



## Credits Toastmasters

"The starting of a (Toastmasters) club was a major influence in welding the personnel from the Association and District into one strong organization. Participation in Toastmasters strengthened the communications and thinking capabilities of employees," said Salt River Project (Ariz.) Assistant General Manager **Tom Morong** in "The Current News," a magazine for Project employees. This testimonial was listed as one of the most important events in the Project's history. Mr. Morong was instrumental in forming the first club there in 1957.

## Straight Talk

**George L. Germain** of Brandywine Club 1939-38 in Downingtown, Pa., put his Toastmasters training to beneficial use by co-producing an audio training aid, "Straight Talk from Foremen," for the **American Management Assn.** TM Germain is supervisor of development and training at Lukens Steel Co. in Coatesville, Pa., and an instructor at Pennsylvania State University.

## On The Move

TM **Jolyon Firth** of Auckland (New Zealand) Club 3593-U, a former president of the New Zealand Toastmasters council, has been elected City Councillor of Auckland . . . **Richard P. Corcoran**, District 20 governor, has been honored as North Dakota's outstanding handicapped citizen of the year. Blind since 1942, DG Corcoran taught himself braille and since has earned a bachelor's degree and a master's degree . . . Minnesota State Senator **Dean A. Nyquist**, a member of Engineers Club 185-6 in Minneapolis, has been named by the Minnesota Jaycees as one of the state's 10 outstanding young men of 1968 . . . **Earl W. Drennen**, District 8 lieutenant governor, has been elected to the O'Fallon, Mo., board of aldermen . . . District 14 Governor **A. A. Fleming** has been named to the first edition of "World Who's Who in Science," a biographical dictionary of notable scientists . . . **Hal Lewis** of Toastmasters of Essex County Club 2567-46 in East Orange, N.J., has been honored by the New York Association for the Blind for his 22 years of volunteer service.

**IN SIOUX FALLS**—District 41 Governor **James E. Wolfe** (left) and **Joe Vanderloo** of Yawn Patrol Club 1187-41 (right) chat with Sioux Falls, S.D., Mayor and Mrs. M. E. Schirmer at the city's annual Mayor's Prayer Breakfast. Mayor Schirmer is a former member of Sioux Falls Club 210-41.







**SHARING ANNIVERSARIES** — Toastmasters International presented a banner to its "hometown" (Santa Ana, Calif.) chamber of commerce for the city's 100th anniversary celebration this October — the same month TI will observe its 45th anniversary. Displaying the banner are TI Executive Director Robert T. Engle (right) and Chamber Manager Ben Paschall.

### Honored Guests

The mayor of Metropolitan Dade County, Fla., Charles Hall, was the guest speaker, and District 47 Governor Fred Thompson was installation officer at the officer installation program conducted by **Eastern Air Lines Club 1295-47**, in Miami.

### Community Contact Team

**Lincoln Trails Club 1354-8** in Mattoon, Ill., presented a Community Contact Team program for the Sullivan, Ill., Kiwanis Club and the demonstration was explained briefly in an article in the "Mattoon Journal-Gazette" newspaper.

### On Television

**Don Korsun**, administrative assistant to the Equal Employment Opportunities director of the U.S. Post Office in New York and a member of Regional Postal Club 3487-46 in New York City, participated on the Alan Burke television show and watched himself via videotape when the program aired the following day.

### In Ponca City, Okla.

**Ponca City (Okla.) Club 1846-16** has been named the city's most active organization of 1968. The club has at least one newspaper article and radio spot announcement each week, and has conducted a Speak Up program for local Jaycees for three years. It also has an active speakers bureau. Members conducted 54 community service projects in six months, and 16 members spoke on behalf of the United Fund campaign.

### Local Publicity

When "The Irondequoit Press" in Monroe County, New York, published a feature story about Toastmasters clubs, it pointed out that **County Legislator Richard Scherberger** got his political start as a Toastmaster. The article quoted TM Scherberger, "Toastmasters is great for the average citizen, and may help him to play a more active role in government and business, as it did for me."

## Membership Program Success...

# President's Program Progress Report

In response to the president's membership building challenge, the following clubs showed outstanding member gains during April, the third month of the International membership building program and the drive to earn special recognition as a President's 40 Club.

Armed Forces State College Club 2865-66, Norfolk, Va. (21)	Stoughton (Mass.) Club 1556-31 (8)
Apollo Club 1610-26, Denver, Colo. (16)	Cherry Point (N.C.) Club 296-37 (8)
Firstline Club 2530-2, Seattle, Wash. (15)	Karingal Club 1665-TCA, Sydney, New South Wales (8)
A-B Speechmasters Club 3891-35, Milwaukee, Wisc. (14)	Tamworth (New South Wales) Club 2762-TCA (8)
Moncton (New Brunswick) Club 2113-45 (14)	Hamilton (New Zealand) Club 1893-U (8)
Isla Grande Club 3329-U, San Juan, Puerto Rico (14)	Hemet Valley Club 3806-F, Hemet, Calif. (7)
Fred Meyer Club 3874-7, Portland, Ore. (13)	Lincoln (Nebr.) Club 403-24 (7)
Jaycee Club 1529-19, Cedar Rapids, Iowa (13)	Queen City Club 1420-37, Charlotte, N.C. (7)
Green Bay (Wisc.) Club 1350-35 (12)	Bow Valley Club 1494-42, Calgary, Alberta (7)
Lake City Club 748-2, Seattle, Wash. (11)	Sparkling Club 3602-47, Clearwater, Fla. (7)
Indian Nations Club 3544-16, Tulsa, Okla. (11)	Early Bird Club 3659-47, Fort Lauderdale, Fla. (7)
Western Electric Club 565-25, Shreveport, La. (10)	North Shore Club 749-61, Montreal, Que. (7)
"Les Pic-Bois" Club 3525-61, LaTuque, Que. (10)	Bissonet-Maned Downs Club 2940-68, Metairie, La. (7)
Ramrod Club 3369-24, Offutt AFB, Nebr. (9)	Goose Club 1699-U, Goose Bay, Goose Air Base, Labrador (7)
Schlitz Club 1989-35, Milwaukee, Wisc. (9)	Agana-Magellan Club 1843-U, Guam, Mariana Islands (7)
Reno (Nev.) Club 178-59 (9)	Korean Club 3360-U, Taegu City, Korea (7)
Capitol Club 194-U, Quezon City, Philippines (9)	Waegwan (Korea) Club 3886-U (7)
	Wynnewood Club 1786-25, Dallas, Tex. (8)

(Continued on next page)



The following areas within the designated districts registered four or more Youth Leadership Programs between July 1, 1968, and April 30, 1969:

District 47, Area One (23)	District F, Area A-One (4)
District 48, Area Two (20)	District 10, Area D-Fourteen (4)
District 59, Area One (12)	District 21, Area A-Eight (4)
District 47, Area Four (10)	District 40, Area Two (4)
District 28, Area Nine (8)	District 44, Area Two (4)
District 30, Area Three (6)	District 47, Area Three (4)
District 45, Area Nine (5)	District 47, Area Eleven (4)
	District 55, Area Three (4)

The following areas within the designated districts registered three or more Speechcraft courses between July 1, 1968, and April 30, 1969:

District 36, Area Fifteen (4)	District 38, Area One (3)
District 47, Area Four (4)	District 42, Area Three (3)
District 4, Area Six (3)	District 53, Area Two (3)
District 5, Area Three (3)	District 42, Area One (3)
District 5, Area Four (3)	District 45, Area Four (3)
District 5, Area Seven (3)	District 60, Area Three (3)
District 34, Area Five (3)	District 65, Area Four (3)

The following districts recorded club gains (the number in parentheses) between July 1, 1968, and April 30, 1969: **TCA** and **District 46** (seven each); **District 11, District 14, District 19, District 35, and District 45** (six each); **District 5, District 42, and District 56** (five each); **District 16, District 25, District 40, and District 66** (four each).

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# EVERY MOVE COUNTS

By DONALD W. PAAPE

As the competitive skier threads his way downhill through the gates of the giant slalom, every movement of his body adds or subtracts from his overall time.

As the figure skater skims across the ice every muscle is in readiness for her next move.

So it is with the Toastmaster speaker as he approaches and addresses his listeners—every move counts.

To do your best as a speaker you must exude confidence as you rise from your chair and move toward the lectern. Like the skier and the skater your first movements as a speaker often decide how successful you will be in your endeavors. First impressions count!

As a speaker you must capture your listeners in the first 45 seconds or you have lost them, and once lost it is difficult for you to regain them as a serious, full-time audience.

Your name is called and you rise, button your coat, and walk to the chairman. All eyes are upon you. What can you do to begin your capture of the group gathered to hear you? First, stand tall and boldly walk to the lectern; and most important of all *smile!* Be pleasant—be poised, have a sparkle in your eye and present the picture to your audience that both you and they will enjoy the coming moments. After thanking the chairman or Toastmaster look to your listeners, scan the audience and again *smile.*

Why the stress on the smiling countenance? Recent studies by a member of the staff of the Temple University Medical School revealed several interesting facts about those key moments when individuals first meet. The studies show that when we first meet a man our first impression of him is



conveyed by his mouth rather than his eyes. Whether we realize it or not our eyes go to a person's lips when we first meet him, and this first impression often proves to be a lasting one.

It is easy to see why we must smile when we first meet our listening audience. It is a crucial part of the critical opening 45 seconds.

This same study states that "people do most of their 'talking' with body movements, not their voices. A person pours out information with his eyes, eyebrows, facial expression, hands and body movements." You can see why as we stand before an audience *every* move counts.

### Head To Toe

From head to toe we must make the most of our gestures. Strange how when we Toastmasters talk of gestures we almost always think of our hands and arms, yet the audience devotes most of its interest to our head and face. Thus, to be effective, we must "talk" with facial gestures, as the actor in a play. In reality, speaking is in large part a form of dramatics. Use your Toastmaster "stage" to practice facial gestures. Smile, grimace, frown, scowl, wink, glare, knit your eyebrows, shake your head, pout, and pucker. Also gesture

with your eyes. Maintain continual eye contact with your audience. Do not, however, scan the group rapidly; speak to individuals. Look directly into the eyes of one person, speak directly to him or her for a moment, then move on to another listener. This brief but intimate exchange personally draws that individual to you as a speaker. It exhilarates the listener to think you are choosing him and him alone to communicate with.

### Also Important

The next most important body movements after the head and face are performed by the hands and arms. It is difficult to generalize on hand and arm gestures but usually speakers use low, small and meaningless but repetitive gestures. It is important to remember the larger the audience the larger the gesture. For example, at the major national political conventions the victorious candidates raise both arms as high as possible, stretching skyward to acknowledge the throng's roaring cheers. The same man in a small room talking to a press conference of 40 to 60 merely waves one hand in acknowledgement. Reach — reach up and out—reach so your shoulder and torso also reflect movement. As you speak you must

also vary your gestures. Use both your right and left hands and make the gestures tie in and reflect added meaning to your spoken words. If you use notes when you speak, illustrate them with a code for appropriate gestures. Two or three at first and more as you master them and they become natural. When you are not using your arms and hands to gesture try to keep them naturally at your side.

Most of us consider the arms and hands as a single gesturing unit except when we need to list our points 1-2-3. Only then do we realize that fingers too are important gesturing tools. Do not overlook the fingers' ability to be the focal point of attention when communicating. Churchill's famous V-for-victory sign illustrates the power of this single segment of visual communication.

Another often neglected body gesture is the torso. Too many speakers stand ramrod

straight or lectern hunched throughout their delivery. The next speech you give try using your torso to help express your ideas. If it is appropriate, twist, bend, and stoop—it adds emphasis.

We do not imply that any speech should be an adventure in calisthenics or you as a speaker should be in motion constantly, but rather when you gesture, make it an expressive movement, one which adds impetus to your words.

From the waist up every part of your body can contribute to your success in expressing your ideas and emotions. Be a truly effective communicator, using talking body movements not only on formal speaking engagements but also in your daily conversations. The next time you speak, remember the skier twisting downhill and the figure skater pirouetting above the ice.

For like them, you as a speaker must make every move count.

*Donald W. Paape is an exploration group supervisor with the Pan American Petroleum Corp. and a past Toastmasters International director. He is a member of Bow Valley Club 1494-42 in Calgary, Alta., a former District 26 governor, and a previous contributor to The Toastmaster.*





# SUCCESS THROUGH SPEECH



By DAVID A. COREY

There is a job just waiting for somebody with imagination to come along and create it. For example, Johnny was a lad who was anxious to earn some extra money. He went to all three drug stores in his hometown asking for a job—any job which would provide him an income.

He simply asked for a job, period. There were no openings. A week later, Johnny noticed that one of the drug stores had taken on a new boy. Screwing up his courage, Johnny went to the store and asked the owner why.

"Well, I'll tell you, son," the owner said. "I didn't *think* I had a job open when you asked me for one. But Freddie came along with an idea. He owns a bicycle, and he suggested that I start a delivery service, meaning himself, of course. Now

that's a new notion for this town. I think it's going to make a hit."

The irony of this story is that Johnny had a bicycle just as Freddie did; but Freddie had something else, an idea.

Freddie's idea paid off with a job. No doubt Johnny had some ideas, too — maybe even about a delivery service. But Freddie had the idea, and he was able to *express* it to the prospective employer.

The secret of Freddie's success was his ability to sell. Every one of us has something to sell: goods, ideas, services. The most important factor in selling almost anything is facility in speech, because salesmanship is largely *speaking* and speaking is largely *salesmanship*, of ideas and information.

A Protestant boy wanted to marry a Catholic girl whose

parents felt it would be advisable for the lad to adopt the family religion. He began to read the proper literature and attend classes taught by the parish priest.

All went well until one day the mother came home to find her daughter sobbing her heart out.

"It's... it's Paul," the girl wailed. "There isn't going to be any wedding."

"Whatever is the matter, darling? Doesn't he love you anymore?"

"It isn't that," daughter explained. "We... we oversold him! He's going to become a priest."

This young fellow was sold on one idea — marrying his sweetheart — and then the priest sold him on another. Maybe salesmanship is like hog calling—it isn't the noise you make but the appeal you put in your voice.

## Reason and Speech

Cicero, the Roman, said: "It is reason and speech that unite men to one another; there is nothing else in which we differ so entirely from the brute creation." Two-thousand years later a prominent lawyer added emphasis to that by saying: "The ability to talk well is to a man what cutting and polishing are to the rough diamond. The grinding does nothing to

add to the stone. It merely reveals its worth." The point these two quotes make is that in order for us to live more effectively, we must be able to express ourselves more effectively.

"A vessel is known by the sound, whether it be cracked or not; so men are proved by their speech, whether they be wise or foolish," Demosthenes said.

## Develop Personality

Your personality is developed through speech training. By listening to what you say, and how you say it, people with whom you associate come to learn what makes you tick. Through speech training we are better able to communicate our thoughts and ideas more effectively and to better display ourselves to our fellow man.

If our eyes and ears are the windows through which we get to know others, our speech is the window through which we display ourselves to others. Until we speak, we are but pieces of art or statuary, being seen but not in the least being understood.

No communication takes place until something is said by someone and until that something is heard — and understood — by someone else. There must be a sale of some-



thing—goods, ideas, services.

George Mathew Adams said: "The salesman's best sale is the one in which he first sold himself. Thereafter it is only a matter of time, or merit, that a sale of the product offered is completed. We always buy our friends. Not in any material sense — we pay in pleasantness, sincerity, warmth of heart, or an inspiring personality. These are things which are not matched in mere money measure. They are the quality of people — something of finer design and workmanship than the most exquisite spun wool, or even threads of gold."

And that's the secret of success—success through speech. We owe it to ourselves, and to those with whom we associate, to learn all we can about how to speak well. As we learn, we owe it to all of those to whom we address ourselves to put to good use that which we have learned.

Success through speech is

really success through salesmanship. Salesmanship of our goods, our ideas, our services —of course—but most of all salesmanship of our personality. Without this facility of salesmanship the most brilliant and creative of us will not develop to the degree we should nor will we be able to contribute what we should to the betterment of our environment.

Do you want to be successful? No one will ever know until you show your desire through actions, deeds, and most of all *words*. So speak up and let the world know you're on the move!

When a salesman makes the big sale some people say, "Man, he's the luckiest guy in the world." or "How lucky can you get?" Others say, "That guy is the hardest worker I've ever seen."

Well, let me leave you with this thought, in salesmanship or anything else: *the harder you work, the luckier you'll be.*



David A. Corey is a lieutenant commander in the U.S. Coast Guard and a past Toastmasters International director. He is a past president of Gosport Club 2896-66 in Portsmouth, Va., a former District 53 governor, and a previous contributor to The Toastmaster.

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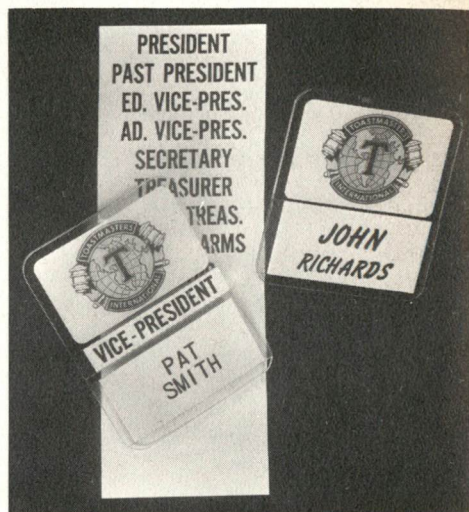
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# NEW!

## CLUB OFFICERS BADGE



The new Toastmasters International club officers badge is made of heavy plastic, displays the TI emblem, and has slots to insert club office and name labels. Pre-printed office titles and blank labels for lettering your name are part of the set. Badge has spring clip for attaching to your coat's breast pocket. Also illustrated here is member badge (Code 395), priced at \$.50, plus 15% packing and shipping.

Code 393

Price \$.75, plus 15%  
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