

THE TOASTMASTER

FEBRUARY

1967



FOR BETTER LISTENING

THINKING • SPEAKING

STEAMBOAT SPRINGS, COLORADO
Toastmasters Town of the Month

A black and white photograph showing two people sitting on a ski lift chair. They are positioned in the middle ground, looking out over a vast, snow-covered mountain range. The ski lift structure, including cables and a support tower, is visible in the foreground and middle ground. The background shows rolling hills and mountains under a clear sky.

In This Issue:
Serve and Grow — With Pride

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TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than one million men through its program of self-expression and self-improvement. Clubs are located in countries and territories throughout the free world.

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

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

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The TOASTMASTER

For Better Listening—Thinking—Speaking

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HEART DISEASE

Number One Enemy To Our Health

by PHILIP P. ARDERY



Philip P. Arderly of Louisville, Kentucky, is chairman of the Board of Directors of the American Heart Association. He is a partner in the law firm of Brown, Arderly, Todd and Dudley, specializing in tax and public utility law. Retired in 1965 as a Major General in the Air Force Reserve, during World War II he received seven U.S. decorations and the French Croix de Guerre. He is also Past President and Board Chairman of the Kentucky Heart Association.



The American Heart Association is one of the many worthwhile organizations whose activities are helped by Toastmasters Speakers Bureaus. The Toastmaster is periodically publishing articles from these organizations to acquaint Toastmasters with some of the ways they can put their speaking skills to use for worthwhile causes.

TOASTMASTERS, we need your help! More people die from heart and circulatory ailments in this country than from all other diseases combined. And yet, too many people are unaware of the dangers of heart disease.

We need to tell our story and to do this we need more volunteers with the ability to speak—to communicate. This is where you, as Toastmasters, have helped and can continue to help the American Heart Association. Let me offer you some facts for your consideration.

When anyone asks me why I devote so much time to activi-

ties of the Heart Association, I tell them it's simply a matter of dollars and good sense.

As a practicing tax attorney, I have close association with many corporations, many different types of businesses. And I have seen at first hand, personally and in the balance sheets, the cost of heart disease to American business and industry.

Now, heart disease—more accurately, heart diseases, for there are many forms of cardiovascular ills—constitute the Number One enemy to our health. Stop and think about that for a moment. Let me emphasize it: More than one million Americans die each year from cardiovascular disease, more than from all other causes of death combined.

But, in addition, cardiovascular ailments afflict more than 22 million living Americans, not including children under 18 or people over 80—and not counting those who have had strokes.

I've seen too many key executives leave a serious gap in some

company or corporation when struck down by a heart attack. And I know that 22 percent of heart and blood vessel diseases occur in the 45-to-64 age bracket — the period when men and women are in the peak years of industrial productiveness, of business creativity.

Business, industry and the professions also sustain costly losses among younger people due to heart and blood vessel diseases. Statistics show that between the ages of 25 and 64, 45 percent of all deaths are due to the devastating cardiovascular diseases. Employers as well as employees can be the victims. No one is immune.

One cannot put a price on human life. But businessmen well recognize the cost of losses in skilled manpower and production know-how. Some victims of the heart and blood vessel diseases can only be replaced with difficulty; some are irreplaceable. In production, it is estimated that the heart and blood vessel diseases cost industry 72,000,000 man-days a year. In income to labor, industry, and government, this is estimated to be a loss of \$4 billion a year.

Purely aside from normal, humanitarian considerations, American business today is in a position to take protective action against this toll, this appalling annual loss in productivity, creativity, manpower and money.

True, there is no insurance policy to recover investments in the skills lost through heart disease. But Americans can take protective action by purchasing the best type of "insurance" available in this case — in other words, by making an investment in the Heart Fund to help finance medical research, public education on heart disease, and community service programs to its victims.

Here is what Heart Association programs are accomplishing today:

1. They return more heart attack victims to productive work than ever before.

2. They reduce or even prevent chronic invalidism in people who have had strokes.

3. They have helped, in many, many cases, to control high blood pressure.

4. They bring the latest information on treatment of cardiovascular ills to our nation's physicians.

5. They promote educational programs on the community level designed to reduce the risks of heart attack.

In short, Heart Funds already have returned handsome dividends and, on a long-range basis, can bring even greater gains.

In the past, research programs financed by 120 million Heart Fund dollars have saved thousands of hearts, thousands of

lives. But we still need more medical information, more research in such ills as hardening of the arteries and high blood pressure — two ailments which alone account for 90 percent of all heart disease.

I submit that every American has a vested interest in the research, education, and community service programs of the Heart Association because these programs are proven, powerful weapons against the cardiovascular diseases.

It seems to me that good business judgment dictates gifts to the Heart Fund in order to expand its crusade, its dedicated fight against cardiovascular ills.

And what will business and industry receive for this investment? They will get rich dividends in better health, better productivity, better security for their workers and executives. And these dividends, intangible as they may seem, will be reflected in healthier balance sheets.

If I may get personal for a moment, I'd like to point out five facts which you, as individuals, should know about the country's Number One killer disease.

1. Some forms of heart disease can be prevented — and a few can even be cured;

2. All heart diseases can be cared for best if diagnosed early;

3. Almost all heart conditions can be helped by proper treatment;

4. Most heart patients today can keep on working — and often at the same job;

5. And finally, your "symptoms," if you think you have any, may not mean heart disease. The safe thing is not to diagnose yourself, not to guess. See your doctor and be sure.

If you would like to help the American Heart Association, contact your local Heart Association. As Toastmasters trained in the art of communication, you can help by making the public aware of the country's Number One killer — heart disease.



Toastmasters International, as a corporate body, does not sponsor causes designed to influence legislative action or public opinion, nor does it endorse fund-raising projects of other organizations. However, it recognizes the rights of its members to engage, either individually or collectively, in such activities where these are not detrimental or prejudicial to the declared objectives and interests of Toastmasters International.



REPORT FROM THE PRESIDENT

My Fellow Toastmasters:

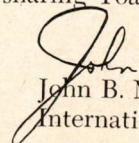
This month all Toastmasters celebrate the 89th anniversary of the birth of Ralph C. Smedley. To those of us who knew and worked with Dr. Smedley there will always be a vacant chair at the Board meetings and a missing friend at the Conventions.

Those who knew him only through Toastmasters sometimes forget that Ralph C. Smedley was a highly respected community leader and a very successful YMCA General Secretary for many years before the Toastmasters idea spread from his own YMCA building. It was Ralph Smedley's respected position among YMCA leaders that made much of our early growth possible. He knew and understood the importance of both growth in membership and growth in clubs. At his last International Convention at St. Louis Dr. Smedley asked all clubs to add five members immediately and asked all districts to add five new clubs immediately. Did your Club and your District accept this challenge?

How did you happen to become a Toastmaster? Probably through the efforts of a Toastmaster who understood the benefits of membership and wanted his friends to have those benefits. Have you brought the benefits of Toastmasters membership to your friends? Aren't you willing to share what Dr. Smedley shared with you?

How did your Club come to be organized? Our great organization has spread and grown because clubs have helped to organize additional clubs. The most rewarding experience for club officers is to organize and sponsor a new Toastmasters club. Brotherhood is never greater than when you show the way to a new brother.

Will you accept the challenge and celebrate the birthday of Ralph C. Smedley by working this year on the goals he requested at his last Convention? Will your Club add five members? Will your Club sponsor a new club? Will all of you join in the effort to bring Dr. Smedley's great program to thousands of men who need its benefits? February's "Serve and Grow" is sharing Toastmasters.


John B. Miller
International President



Serve and Grow- With Pride

by **LOTHAR SALIN**

"THE BIG PUSH is on for 1967," said International President John Miller in his New Year's message last month. This involves the Board of Directors, World Headquarters, districts and clubs, and it means one thing: we are not satisfied that Toastmasters International is the organization it could be, or that it is operating anywhere near its full potential. We are determined to end a long period of indifferent growth — to increase the pride of belonging on the part of our members and the recognition given to us by the outside world. We are determined to discard the last remnant of the mediocrity that sees in Toastmasters nothing but a glorified quickie night

school, a self-service station dispensing speech know-how merely as fuel for promotion, salary increases or election to minor office. We want to move ahead, not timidly but in long steps. The medium for this rebirth, we know, is service. And it is encouraging to see how enthusiastically our district organizations have taken up the challenge.

Founders District has started the "20+" program to regain an average of over 20 members in each club. (The national average has slipped to around 17, principally because for every good club with 20 or more members there is another satisfied with 12, 10 or even fewer.)

District 16 has a "Back to the Manuals

This is the first in a six-part series discussing President John B. Miller's theme for 1966-67, "Serve and Grow."

— 32/4” program to stimulate every member to complete the 32 speeches in our three major manuals over a period of four years, and is sponsoring “Operation One for One” to get established as “The Voice of Community Service” in Oklahoma — an unheard-of audacity just a few years ago!

District 30 has a goal that every member will participate in one of the three manuals, while Youth Leadership, Speechcraft and Club Achievement are made regular area programs.

District 40’s “Put a Tiger in Your Toastmastering” program is built around basically the same goals.

District 49 is stressing district service to clubs, club officer service to members, and community service in general.

If there has been such immediate acceptance of the philosophy expressed by the “Serve and Grow” theme I believe this is in large part due because too many of us are painfully aware of the alternative: “Be Selfish and Stagnate.” Indeed, every time I see one of our members get up at a meeting and recite the old bromide that “Toastmasters is a selfish organization,” I get a sick feeling around the stomach. We must eliminate this phrase if we want to survive.

In the many years I was privileged to know and work with Ralph Smedley I never heard

him say anything except its exact opposite. Yet by the time we buried our Founder some 18 months ago we had become enslaved to minor fragments of his thinking made into shibboleths such as “keep it simple” or “learning by doing” while neglecting his basic philosophy that the purpose of man is service and Toastmasters is meant to enable him to better fulfill that function. What, after all, is “learning by doing” unless we pay attention to the why’s and what’s of both *learning* and *doing* rather than just the mechanical how’s!

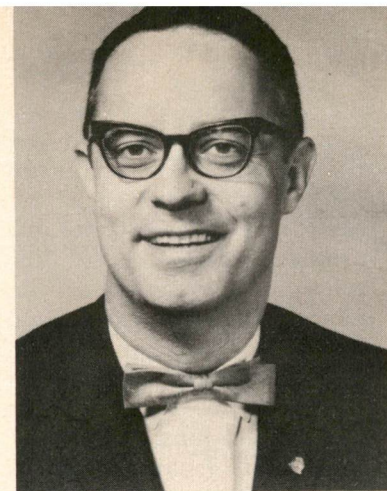
From the days of the first Greek teachers of rhetoric there has been a battle between two factions: those to whom public speaking is merely a craft, to be taught for a fee and used for the private advantage of whatever individual acquires command of it; and those to whom the purpose of communication is paramount, who feel that the mastery of speech creates an obligation to use it for the betterment of the society in which we live. Toastmasters belongs in this second category. To emphasize our awareness of purpose, last August the Board of Directors formally adopted an educational policy bulletin whose first paragraph states:

“Toastmasters International is an important vehicle for free communication. It is based on the belief that by improving his

ability to speak and imparting his knowledge to others, man contributes to his own excellence as well as that of society. Toastmasters International therefore offers broad opportunities for learning in the field of communications. Its training system responds to the universal need for self-improvement while maintaining high ethical standards.”

High ethical standards are not those of “a selfish organization.” If we think of it for a moment, what kind of permanent organization would we ever hope to build around self-centered men whose principal motivation is to get out of Toastmasters what they can, as rapidly as possible, and then get out, period? Many outsiders, especially among public information media, have not had the same favorable image of Toastmasters that we do ourselves. They see a non-profit but nevertheless commercial organization that dispenses skills for a fee while the members pay for self-improvement in order to earn more money — so why should anyone in the community at large take notice of it?

If you think this is exaggerated, you have not talked to a major editor about publicity for Toastmasters over the years. The percentage of exceptions has been depressingly small. But a curious thing has happened lately: the same hard-boiled editors who would grudgingly give



Lothar Salin is the senior vice-president of Toastmasters International and was first elected to the Board of Directors in 1961. He has long been active in our educational work, having prepared the current editions of THE ADVANCED SPEAKER, LEADERSHIP THROUGH SPEECH, and BASIC TRAINING; more recently he prepared the YOUTH LEADERSHIP HANDBOOK. A Toastmaster for sixteen years, he is president of Salin Printing and Advertising, Inc., in San Rafael, Calif. and was the founding governor of District 57 in 1957-58. He holds both a Beyond Basic Training Certificate and Certificate of Achievement No. 1.

a few inches of potboiler space on a back page have suddenly come and *asked* Toastmasters for feature stories. The same TV stations that could not get enthusiastic about a Toastmasters “educational” presentation have come to us *asking* for information and demonstrations. We must be doing something different and right.

The turning point was the announcement of Youth Leader-

ship. With this new program Toastmasters opened their eyes to the rest of the world instead of continuing to pat each other on the back. This crystalization of our community concept came as a result of the ability and imagination of the three men under whom I have been privileged to serve successively as vice-president — Paris S. Jackson, Charles C. Mohr, and John B. Miller.

The Youth Leadership Program and community concept was something like a firecracker at a church picnic that turned into a prairie fire. We suddenly found an undreamed-of wealth of enthusiasm that did not have to be created by exhortations of “today we’re going to be enthusiastic about Toastmasters.” In one locality after another our community programs, our fruitful group discussions, our readiness for service have sparked mutual discovery between the citizens at large and Toastmasters.

This is in keeping with the movement of society as a whole. Sociologists and communications experts tell us that the motivation for mere self-improvement is losing its appeal unless it is accompanied by a feeling of *involvement*. We see this most significantly in our college generation today — and these are the people who will be the bulk of our membership five and ten

years from now. Toastmasters is getting ready for them.

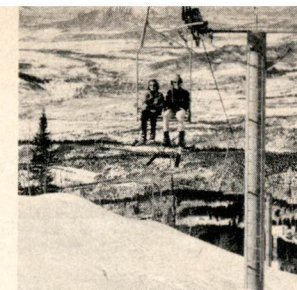
We will of course never slacken our primary function of providing learning opportunities for skills in oral communication, but there will be more than merely a selfish motive to be fostered. Rather than searching nostalgically for formulas of past but shallow greatness, we can build on what has been our *real* strength and grow into the future. What it adds up to, I think, besides the effects of creative dissatisfaction, is an insistence on the importance of belief as a basic prerequisite of organizational success—belief that our purpose is to serve, that our Toastmasters International can be a major vehicle for interpersonal understanding through better communications; that if we believe in ourselves and act accordingly the world will come to respect and share that belief.

The image I carry in my mind’s eye is that of an organization we no longer try to sell by having downtown merchants distribute leaflets encouraging the first comer to join temporarily for personal gain — rather one that will engender a desire in others to become a part of us so they, too, can say with deep pride: “I am a Toastmaster!”

It won’t happen overnight, but we’re well on the way.

STEAMBOAT SPRINGS, COLORADO

Toastmasters Town of the Month



Steamboat Springs, Colorado, a pleasant mountain community of 2,000, lies on the western slope of the Rocky Mountains at the base of 10,600 foot Mt. Werner. It is the county seat of Routt County, a vast ranching area comprising the Yampa and Elk River valleys, and the gateway to Routt National Forest, one of the most scenic spots in America.

In about 1865, the story goes, three French trappers traveling along the Yampa River thought they had reached the head of navigation when they heard a rhythmic “chug chug” like the sound of a steamboat. Hurrying on they found the chugging coming from a mineral spring, which was from then on known as Steamboat Spring. The town that grew up around it became Steamboat Springs.

Although wild game abounds in the vicinity with open hunting each fall, and there are more than 400 miles of fishing streams and 50 lakes in the area, Steamboat Springs’ main attraction is skiing. Known as “Ski Town, U.S.A.,” this little community has produced more International and Olympic skiers than any other place in the United States. Organized ski classes are open to children starting at the age of two and ski instruction is part of the regular school curriculum starting with kindergarten. Soon these boys and girls are skiing down Howelsen Hill, named for “that wild Swede” who first brought the sport to the town.

Area residents had long used skis and snowshoes as necessities for winter travel, but when Norwegian ski champion Carl Howelsen arrived in town in 1913, he showed them how enjoyable skiing could be. The town’s robust and outdoor-minded people took naturally to the sport. Ski slopes, jumps and lifts were built, lodges and other accommodations followed, and today it is a world-renowned ski center.

The highlight of the year is the annual Winter Carnival held each year in February. This colorful event draws competitors and spectators from all over the country.

There is one Toastmasters club in Steamboat Springs, Sleeping Giant Club 1296-26. *The Toastmaster* salutes Steamboat Springs, Colorado, Toastmasters Town of the Month.

Clubs Around The World

Pearl S. Buck Speaks to Club

Famed novelist Pearl S. Buck spoke at a meeting of Byoin Club 2306-U, Tachikawa, Japan.

After her talk, Miss Buck presented Toastmasters pins to three new club members. The 74-year-old authoress lived for almost 40 years in China.

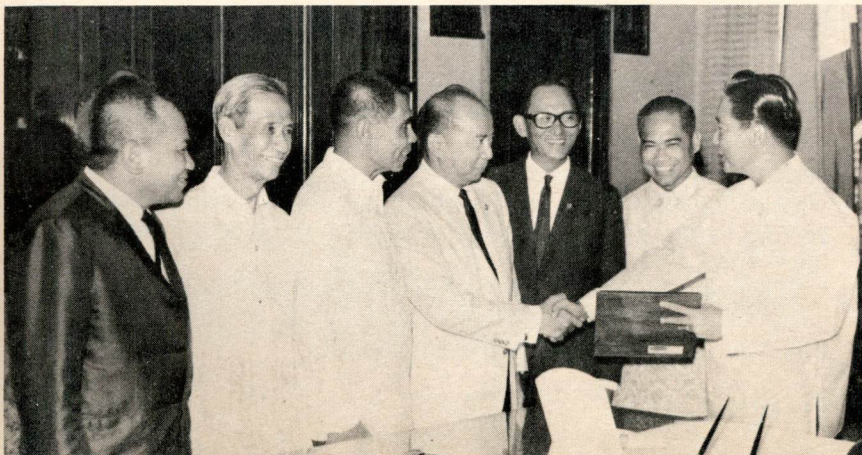
Byoin Club 2306-U
Tachikawa, Japan

* * *

100th Meeting

Concord West Club 2107-TCA celebrated its 100th meeting with a dinner meeting attended by more than 60 persons including Toastmasters Coun-

Philippine President Ferdinand E. Marcos, right, congratulates Alberto Cacnio, fourth from left, 1966 Toastmasters International Overseas Taped Speech Contest winner, in a special ceremony held in Manila. Others, left to right, are I. Angeles; Dr. Mauro Baradi, Philippine Ambassador to Africa; C. Ibanez, president, Tamaraw Club 1164-U; A. Limjoco, Jr.; and Senator Arturo M. Tolentino, president of the Philippine Senate.



cil of Australia President Russ Walkington and the mayor of the city.

Concord West Club 2107-TCA
Concord West, N.S.W.

Australia

* * *

English Speech Contest

Kansai Club 2244-U sponsored an English Speech Contest for students in Osaka, Japan.

Each contestant spoke for six minutes and the winner was a student at the Marist Brothers High School.

The contest was judged by Leonora E. Lea, principal of St. Michaels International School; F. E. Hardy, of the American International Underwriters; and Mrs. T. Y. Hasegawa, teacher at the Osaka Y.M.C.A.

Kansai Club 2244-U
Osaka, Japan

Three Toastmasters participated as judges in the Seventeenth Intercollegiate English Debating Contest in Tokyo. The three were Arthur Eby, second row, third from right; Bernard P. J. Basini, second row, second from right; and Masse Grouhx, second row, fourth from right. Eby and Basini are members of Byoin Club 2306-U and Grouhx is a member of Tachi Club 1333-U, both at Tachikawa, Japan.



Ramiah Meda, left, president of Y.M.C.A. Club 2416-U in Hyderabad, India, presents a momento to Professor V. K. Godak, vice chancellor of Bangalore University, who delivered the first of a series of "Ralph C. Smedley Memorial Lectures." Looking on in the background is S. Lateef Ahmed, club educational vice-president.



N. U. Kirpalani, foreground right, president of Kansai Club 2244-U, presents the first place trophy in the English Speech Contest sponsored by the club to Manjit Wasu. In the center is the second place trophy winner, Esperanza Menez. Looking on are the judges and other contestants.

Novelist Pearl S. Buck pins a Toastmasters pin on Richard Bond, a new member of Byoin Club 2306-U in Tachikawa, Japan. Looking on is Edgar G. Merritt, president of the club. Miss Buck spoke at a special club meeting.



THE SEVEN DEADLY SPEAKERS

by PAUL J. CATHEY

IT'S TIME, fellow Toastmasters, to recognize those among us who have truly mastered the art of boring speech.

Too many awards have already been given for speech excellence. The moment has come to turn the coin over and honor those with whom audiences have suffered and yawned for years — the seven deadly speakers.

Selecting the men to receive these awards has not been easy. Every year the crop of lack-luster speakers seems to mushroom. However, after careful analysis the competition has been narrowed down to this stellar group of vocal zeros. How many do you recognize?

Surely somewhere in your travels you have come across Benedict Blah. He's the master of the trite, the oracle of the obvious. Every time-worn cliché, every hackneyed expression, every tired truism comes back to fitful life in his speech.

"Mr. Toastmaster and fellow Toastmasters," says Mr. Blah, "Early to bed and early to rise makes a man healthy, wealthy

and wise.' We've all heard this advice, but how many of us follow it?

"When it comes to health—the subject of my talk — too many of us burn the candle at both ends. We forget the most important thing to save for our old age is ourselves.

"Too often we put off until tomorrow what we should do today. But we can't afford to overlook either one. We've also got to think about the future which, in my opinion, still lies ahead."

And so on, *ad infinitum*. If there's a single new idea or freshly-minted phrase in Benedict's talk the audience is likely to fall asleep before stumbling over it.

Benedict may be monotonous, but at least he's hardly controversial. Not so Warren Warrior, who comes equipped with a built-in chip on his shoulder.

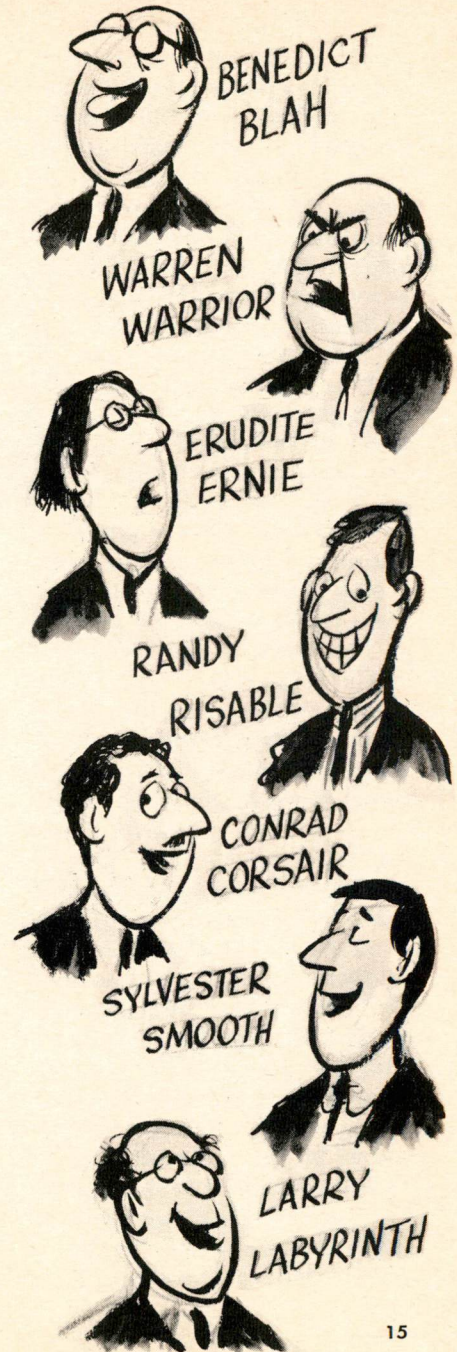
Warren always has a pet peeve or a grudge he's been harboring for years. At every speech opportunity he trots it out and pounds away at an audience which he

undoubtedly shell-shocked many talks ago.

"Modern educational methods are a farce," screams Warren. "I've been observing trends in the teaching profession for more than 25 years. I challenge any man in this room to show me where we've made any advances that were really advances. I've told you before what's wrong with grammar schools. And — while I know, Ed, that you're a high school teacher — there's just so much 'hocum' in secondary education that we've got to expose it.

"And I dare —" Mr. W. is a charter member of the group born to incense an audience and put it on edge. But, of course, after years of this kind of baiting and inane finger-pointing few bother to listen.

Ernest Erudite doesn't argue with his audience — he lectures them. Ernest is a self-styled expert in just about everything. After other speakers finish he often likes to supply information they omitted or correct facts they



misinterpreted.

But his great moment of glory comes when he stands forth as an oracle in his own talks.

"Few people," begins Mr. Erudite, "really understand what socialism is all about.

These sources (he points to a huge stack of books he brought to the lectern) trace just a few of its significant trends. But to really understand this economic force we've got to go back to the Middle Ages. After establishing our guideposts we can see where these authors have unfortunately gone off the track.

"Now back in the 1500's — "

The learned Ernest is actually a frustrated teacher. He forgets that school's out and Toastmasters, while interested in educational talks, prefer them served with a little seasoning and humor.

This brings us to Randy Risible — the humor hunter. Randy comes to the meetings not only to speak. He also plans to send his audience into gales of laughter at his assorted *bon mots*, anecdotes and rib-ticklers. Unfortunately, he fails on both counts.

There isn't an ounce of speech organization in Randy's style. He's only interested in stringing together a mixed assortment of jokes — usually well-aged, and all too frequently, bawdy.

"Don't take life seriously," Randy tells his audience. "It has its ups and downs just like an elevator. And that reminds me of the drunk who squeezed into an elevator at the last second, and after standing with his back to the door looking at all the other passengers, he said, 'I guess you're wonderin' why I called this meeting.'"

"No reaction, eh. O.K. How about the lawyer who was seen walking down the street with a step ladder. 'Where are you going?,' said a friend. 'I'm taking my case to a higher court,' the lawyer answered."

Randy can go on all night — and often does. The only switch that may turn him off, sometimes, is the sound of laughter.

Conrad Corsair is a case of deceptive packaging. He's not what he seems to be. Without beating around the bush, let's admit he's a vocal pirate.

Whenever Conrad reads a good magazine article, hears a clever expression, or listens to a good speech, he files the material away in his mental treasure chest. Unlike others who borrow, he never credits his source or bothers to adapt the material. He just grabs it lock, stock and barrel, and makes it his own.

Discussing government, he may go on this way with the

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parenthesis indicating the true authors of the statements.

"Fellow Toastmasters," he states, "do we realize how truly unique is our wonderful United States government? Government by the consent of the governed is the most difficult system of all... (Adlai Stevenson). Yes, democracy is a difficult kind of government. It requires the highest qualities of self-discipline, restraint, a willingness to make commitments and sacrifices for the general interest, and it requires knowledge. (John F. Kennedy).

"Yet democracy is not a political caucus, obtaining a fixed term of office by promises and then doing what it likes with the people. (Winston Churchill). And our democracy is eternally changing. No society can make a perpetual constitution, or even a perpetual law. The earth belongs to the living generation. (Thomas Jefferson)."

Sylvester Smooth is the speaker everyone hates. He is too patently perfect to be true and he isn't. Voice? Sylvester has a honey-smooth baritone, replete with pitch, modulation and emphasis.

Appearance? He's a handsome six-footer with the ease of manner of a TV commentator. Gestures? Sylvester flows as gracefully as a ballet dancer following a computer programming. Eye contact? His glance is the glance of an eagle — straight and true.

Yet there is something wrong about Sylvester. His speech is meticulously memorized and patterns on just like a recording. It's bland, melodious and dull.

The audience keeps waiting for Mr. Smooth to stumble, come to life, or show some signs that he's human. Whatever Sylvester discusses, his audience ignores. They are too busy watching a performance and waiting for the missed cue.

If Sylvester Smooth is over-organized, Larry Labyrinth is hopelessly unorganized. His delivery may not be too bad but he wanders all around his subject — like a moth around the flame — coming close but seldom making contact.

"Fellow Toastmasters," says Larry, "communication has to be a two-way street. We're not getting through if the other fellow isn't plugged in. Many telephone conversations are a waste of time. And this is a shame.

"Alexander Graham Bell's invention was a great boon to humanity. Bell developed it at — Urr, urr, getting back to communication. We all tend to hear only what we want to hear. And we have trouble with semantics. My mental picture of a word is different from yours.

"We don't even react the same way to a TV show. Almost all the programs I've seen — "

Larry has a point somewhere in his speech. But he himself

can't communicate in a straight line. He's lost and so is his audience.

Advice? What advice can we give these men? Obviously all of them are much too full of themselves to think about the audience and its needs.

We might tell Benedict Blah to throw away his first seven ideas, reject the first five phrases that come to his mind. Warren Warrior should be reminded there's more to life than strife. He might even try a speech using some of Randy Risible's humor — the best quality jokes.

Randy, on the other hand, should junk the humor at least for a while and try being serious. Don't make every talk a lecture, we should tell Ernest Erudite. Your speeches, too, will benefit from a selected use of humor and warmth.

Sylvester Smooth needs to think more about the true meaning of his message and give it from the heart. He should cut loose his puppet strings and try for more naturalism. Conrad Corsair is urged to be himself and

use his own material. It's home-grown, but it's wholesome.

And Larry Labyrinth must work to develop an adequate, short speech outline, put it on paper and stick to it, avoiding distractions.

It's difficult giving help to these speakers because — while it's horrible to contemplate — there can even be cross-breeds of the seven types. Some men may combine two, or even three, of the defects in the same speech. Randy's humor with Larry's wandering discourse, for example. Or the triteness of Benedict Blah with Ernest Erudite's tendency to preach. When a double-deadly speaker takes the lectern, the audience is really in trouble.

When you prepare a speech think of the audience—not yourself. After all, they've got to listen. Speech is a vital part of life. It should be novel, controversial but not caustic, refreshingly humorous, free from sermonizing, original, sincere, and logical.

Make your speeches life-like. Don't become a deadly speaker.



Paul J. Cathey is a member of Jenkintown (Pa.) Club 2684-38. A contributor of six other articles to THE TOASTMASTER, Cathey is a senior editor of IRON AGE MAGAZINE, the national metalworking weekly. He was the 1965 winner of THE TOASTMASTER MAGAZINE Award for the article of greatest benefit to the individual Toastmaster for his article, "Toastmasters I Have Known."

CLUBS IN THE NEWS

Speech Laboratory

Capitol City Club 2048-56 is conducting a "Speech Laboratory." Patterned after Speechcraft but having only five meetings, the program has three purposes: to increase membership; increase the club's enthusiasm and morale; and to obtain the added experience of speaking before different groups.

At the first meeting the emphasis was on the introduction of a speech. The others were: second, anatomy of a speech; third, speech delivery; fourth, evaluation and analytical listening; and fifth, how to preside.

Capitol City Club 2048-56
Austin, Texas

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Club Sponsors Float

Reedley Club 93-27 entered a float in the Reedley Fiesta Parade.

The float was powered and built around an electric golf cart. It was designed by a club member (a building contractor by profession) and built by club members.

The podium and gavel used on the

float were saved and will be used to promote Toastmasters at other parades.

Reedley Club 93-27
Reedley, Calif.

Speechcraft

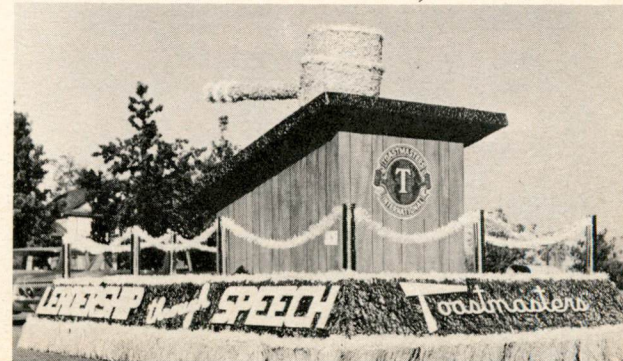
An eight-week Speechcraft course was presented by Papago Club 2694-3 to inmates at the Arizona State Prison.

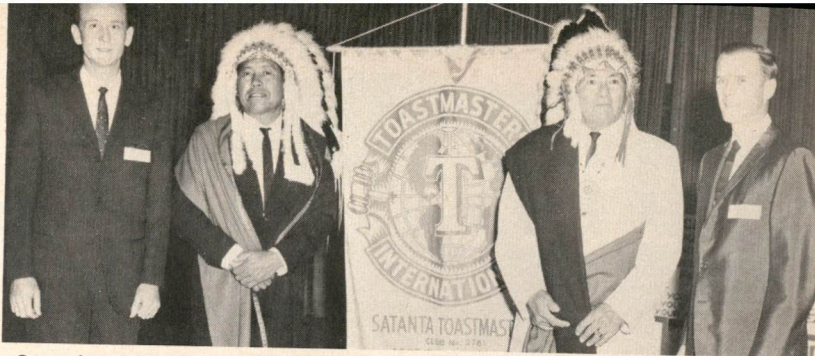
M. M. "Zeke" Marsolek of the Papago Club coordinated the planning of the course with the director of education at the prison. The class started with 33 enrollees and at the final session 28 Certificates of Completion were presented. During the eight weeks 26 Toastmasters journeyed the 130-mile round trip to the prison from Phoenix.

This was the second Speechcraft course to be presented at the prison by a Toastmasters club. Previously, Sunrise Club 74-3 offered a course for the inmates. So much enthusiasm has been created at the prison that a Gavel Club has been formed that meets twice a month.

Papago Club 2694-3
Phoenix, Ariz.

"Leadership Through Speech" was the theme of a float entered by Reedley Club 93-27 in the Reedley Fiesta Parade. The float was designed and built by club members.





Gus Palmer, second from left, president of the Kiowa Black Leggings Warrior Society and James Auchiah, second from right, grandson of the "Orator of the Plains," were guests at a recent meeting of Satanta Club 2761-16, Fort Sill, Okla. On the left is Cletus L. Adair, past president of the club; and on the right is Major Daniel K. Malone, president.



Brigadier General John M. Kenderdine, left, commander of the Defense Personnel Support Center at Philadelphia, Pa., was made an honorary member of Military Clothiers Club 3403-38 at a joint meeting the club held with the Margaret Cunningham Toastmistress Club 1252. Making the presentation of the certificate was Robert W. Thompson, president of the club.



United States Congressman Clark MacGregor from Minnesota's Third Congressional District spoke to a meeting of North Hennepin Club 2464-6, Minneapolis, Minn. Members of local service clubs were invited to see a demonstration of a complete Toastmasters meeting.

Among those attending the 10th Anniversary Dinner of Squires Club 2220-F, Downey, Calif., were, left to right, Bill Irwin, district governor; Al DeLine, club president; Joe Butler; and John Commander, division lieutenant governor.



Three members of Gavel Club 46 at the Washington State Penitentiary took part in the District 33 Fall Conference. While the votes were being counted following the district humorous speech contest, Ralph Johnson of the Gavel Club repeated the humorous speech that he won first place with in the Gavel Club's humorous contest. In the photograph Johnson, right, is congratulated by Dixon Murphy of Yakima, Wash., District 33 governor, following his speech. Others are, from the left, Bob Jones, prison official and sponsor of the Gavel Club; Dennis Mundt, Gavel Club president; and Larry Fox, runner-up in the Gavel Club contest.



Four generations of the Nation family have attended Toastmasters meetings. The fourth generation, represented by one-year-old Van Anderson Nation, sits on the lap of his great grandfather, Frank Nation, at a meeting of Santa Ana Club 100-F. Looking on are Ronald Nation and Van Nation. Ronald is president of the Santa Ana (Calif.) Club and Frank and Van are past presidents of Lynwood Club 423-51.



Two Toastmasters got together with two Toastmistresses (who happen to be their wives) at the third annual joint meeting of Hales Toasters Club 3667-35, Hales Corner, Wis., and the Camaraderie Toastmistress Club. On the left are Past District 35 Governor and Mrs. Everett Watson and on the right are District 35 Administrative Lieutenant Governor and Mrs. Milan Horvate. Mrs. Watson is first vice-president of the Camaraderie Toastmistress Club and Mrs. Horvate is president.

Texas Congressman Bob Price presents Senior Master Sergeant Jose M. Galdiano, governor of District 44, a plaque honoring him as Airman of the Year following an Air Force Association dinner and Airmen's Day activities at Amarillo Air Force Base, Tex.



The Speaker's Page

SPEECH SUGGESTIONS FOR MARCH

March is designated as *Red Cross Month*. Toastmasters who would like to better understand this organization, its purpose and services may write to: American National Red Cross, 17th and D Sts., N.W., Washington, D.C., 20006.

Special weeks this month include: *National Poison Prevention Week* (19-25); *National Wildlife Week* (19-25); and *Save Your Vision Week* (5-11). The *Girl Scouts* (12th); *Campfire Girls* (17th); and the *U. S. Navy Seabees* (6th) celebrate the anniversaries of their founding during March.

On March 23, 1775 Patrick Henry, addressing delegates to a revolutionary convention in Richmond, Va., urged that the colonies be put into a state of defense by exhorting action with the words: "Give me liberty, or give me death!" The United States purchased Alaska from Russia on March 30, 1867 for \$7,200,000, or 2c an acre, through the efforts of Secretary of State William H. Seward and Senator Charles Sumner. This transaction became known as "Seward's Folly." The controversial *Uncle Tom's Cabin*, by Harriet Beecher Stowe, was published in book form on March 20, 1852. On March 6, 1896 Charles Brady King drove through Detroit in his "horseless carriage," the first automobile to appear in the city that became the "Motor Capital of America" and on March 7, 1908 a controversy arose in Cincinnati when the mayor of that city claimed that no woman was physically fit to drive an automobile.

Palm Sunday (19th), *Good Friday* (24th) and *Easter* (26th) will be observed by Christians all over the world commemorating the crucifixion and resurrection of Christ.

Winter passes with the advent of spring at 2:37 a.m. E.S.T. on March 21.

POINT OF EMPHASIS

During March program chairmen should plan programs to emphasize "special occasion" speeches. This will give Toastmasters an opportunity to gain varied speaking experience, as well as giving club meetings a stimulating change of pace.

Scheduled speakers could be assigned to present talks suitable for awarding trophies, welcoming dignitaries, nominating a candidate for office, or giving a speech of acceptance. This is an opportunity for members in the advanced speech programs to present projects 6 or 10 in *The Advanced Speaker* and projects 2, 3, 4, or 6 in *Leadership Through Speech*. In Table Topics each participant could be required to introduce a speaker under a different set of circumstances. The Toastmaster of the Evening should, of course, make the audience aware of the occasion that is being simulated. The evaluation should take into consideration whether the speech material was appropriate and the speech convincing for each individual situation.

- *Club Program Planning* (Code 1314) provides additional suggestions for this type of meeting in the chapter "Special Occasion Speeches."

Have you ever had to speak before a group you never saw before and probably will never see again? ...

How Tested Is Your Speaking Virtue?

by RAYMOND G. SANCHEZ



ONE OF MY FAVORITE passages by John Milton is from *Areopagitica*, where he writes:

"I cannot praise a fugitive and cloistered virtue... that never sallies out and sees her adversary..."

May I ask you, as a Toastmaster, "How cloistered is your speaking virtue?"

Are you the type of Toastmaster who faithfully attends each meeting, speaks regularly on the program, participates in Table Topics, and evaluates frequently — all in the controlled, cloistered atmosphere of a typical Toastmasters meeting?

Have you ever had to speak before a group you never saw before and will probably never see again?

Do you know how it feels to stand before an audience without a speaker's lectern for your notes? Or while holding a microphone in one hand and your notes in the other?

Have you ever arrived prepared to speak in unfamiliar surroundings and discovered there was no place for your props, no space for your flip chart, no extension cord for your slide projector?

Have you ever come prepared to speak to a large audience only to find hardly enough audience? Or arrived anticipating to speak to a few and found yourself in the middle of Grand Central Station?

If you have experienced these things, survived them, and left the meeting with the feeling you had presented at least a fair speech, then you need not read beyond this point.

But if your public speaking virtue is still untried in the cold, hard world outside your club, then may I suggest you continue reading.

I had been a member of Toastmasters nearly four years at the time I thought of embarking on my Leadership Through Speech training. In the process of filling out the Personal Evaluation Chart at the beginning of the manual, I was suddenly stopped dead in my tracks by this question:

"Do you know how to control an audience?"

In all honesty I could not answer because frankly I was not quite sure I understood the question.

Sure, I had spoken to outside audiences in my years as a Toastmaster, but all too infrequently. Control had never been a problem in these isolated instances. Control was never the problem when I spoke in my Toastmasters club. Toastmasters, if they are not good listeners, are darn good pretenders.

What's more, establishing rapport with a group with whom you meet week in and week out becomes progressively easier. You really don't ever break rap-

port with such a group. They get to know you and you get to know them. They become familiar with your background, your work, your education, your family, your favorite subjects—which all too often increasingly become the subjects of your speeches. You know what they like to hear, so you take the line of least resistance — in order to be more effective, of course.

All these thoughts passed through my mind as I pondered that very disturbing question: Could I control an audience? I had to admit that I really did not know.

For various reasons I postponed beginning Leadership Through Speech. Other obligations assumed higher priorities—even within Toastmasters.

In the ensuing two years our area launched a Speakers Bureau, and I joined it. Then, during the summer of 1965 I became involved in the volunteer career guidance speakers bureau of the local Neighborhood Youth Corps. Speaking assignments consisted of addressing young men and young women enrolled in leadership training as part of the War on Poverty effort.

I found that I had to speak to each group differently. Some of the groups were small, others large; often we met in dimly lit, crowded rooms; sometimes in brightly lit, spacious classrooms; during the winter some of the

meeting rooms were poorly heated; during the summer most were oven-hot.

There was another problem: language. Within each group were those very proficient in English; those who were average; those who were very poor. Yet I had to address myself to all of these youngsters at the same time. If I had a message to communicate, it had to be delivered at a certain place, at a stated time. Always I had to establish rapport—to control my audience — by shooting from the hip. I would not get a second chance.

I can't say I learned to control every group I addressed, but I certainly learned the meaning of audience control by the time I spoke to my 19th group at the end of 13 months.

When at long last I returned to my seemingly forgotten Leadership Through Speech manual this summer, I filled out another Personal Evaluation Chart. This time I had no trouble with the question on audience control.

There is a moral in this story for all Toastmasters. If you are not in the type of profession or

occupation where you are called to practice the theory you learn in your Toastmasters club, then it behooves you to seek such outlets on your own and to speak outside the controlled atmosphere of your club.

Perhaps you may want to take the lead in establishing a Speakers Bureau for Toastmasters in your club. If you already have one, become an active member of it.

If you prefer to go the service route, check with your Chamber of Commerce. They often are in need of trained speakers who are willing to give their time to promote Chamber and other civic projects.

The United Fund is another fertile area where you can give your time and receive the practical public speaking experience which you should have in order to balance your speech training.

Mr. Toastmaster, let's end at this point by going back to the beginning.

How cloistered is your speaking virtue? Do you dare sally out?

Raymond G. Sanchez is research associate with the Research and Planning Council, a privately financed governmental research organization in San Antonio, Texas. A member of San Antonio Club 669-56, he was named one of three outstanding area governors by Toastmasters International in 1965. Sanchez holds an M.A. degree in Political Science and is a former reporter for the SAN ANTONIO EXPRESS.



Youth Leadership Report

YLP in Seattle

Northend Club 294-2 is the first Toastmasters club in Seattle to sponsor a Youth Leadership class.

Seattle Mayor J. D. Braman attended a meeting of the class and said that the Youth Leadership Program was a fine example of cooperative effort between city resources and community service agencies in aiding today's youth.

**Northend Club 294-2
Seattle, Wash.**

District 51 YLP

The first Youth Leadership Program in Area 6 of District 51 was conducted by Lynwood Club 423-51.

Seventeen youths completed the course and there was an average attendance of 15 at each meeting.

**Lynwood Club 423-51
Lynwood, Calif.**

Leonard Gomes spoke on "Youth Leadership" at graduation ceremonies for 24 youths who participated in YLP in Kailua, Hawaii. The class was sponsored by Kaneohe Bay Club 1805-49 in cooperation with the Kailua Seventh Day Adventist Church.

The first Youth Leadership class in Southern Arizona was conducted at Sunnyside High School in Tucson. The class received an excellent response from school officials and 18 students (photograph) received certificates of completion. Toastmasters who participated in the program included Steve Rector; Gene Anderson, area governor; Jim Struble, District 3 lieutenant governor; Dick Fossin; and Jack Lax.

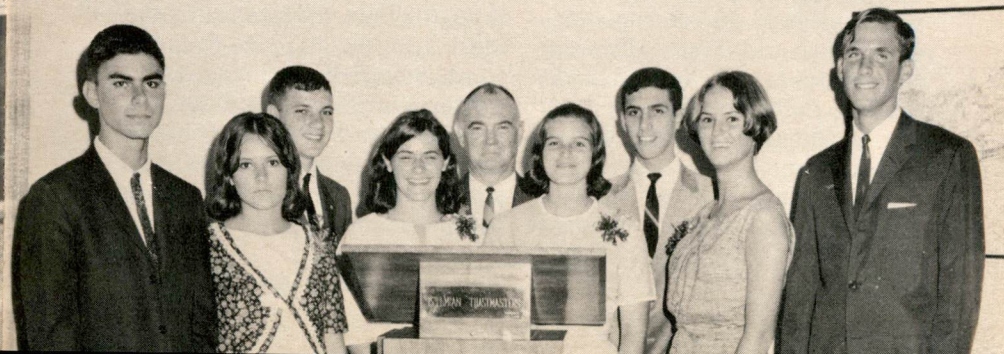


The graduating class from a Youth Leadership class presented by Lynwood Club 423-51 was photographed following the awarding of Certificates of Completion. Left to right, seated, are Past International President and co-chairman of the Youth Leadership Program, Paris S. Jackson; and students Wendy Hakam, Marjorie Millwar, Leilani Sorenson, Susan Makan, Laura Dalin, Diane Warden. Second row, left to right, are Al Dufault, District 51 governor; Bill Bishop, Lynwood Club Youth Leadership program director; students Ron Schwartz, Tom Bird, Bruce McDaniel, Wayne Millard, Stan Lytle, Gary Klem, Mike Stockstill, Dave Robertson, Nate Knowles, Jr.; Frank Nation, Area 6 educational lieutenant governor; Ches Lumbert, past District 51 governor.

Twenty-five students graduated from a Youth Leadership class presented by Richmond (Va.) Club 1275-66. In the photograph one of the students speaks during one of the classes. Pete Gualeni was the coordinator for the class and he was assisted by W. D. Church.



Four boys and four girls selected from the graduating class of a Youth Leadership class held at Balboa Heights in the Canal Zone participated in graduation ceremonies. In the photograph they are, left to right, Louis Bertoli, Peggy Anderson, Duncan Laird, Shelley Ricks, Stewart Reed (coordinator of the course), Jane Wilson, Gregg Cascante, Bonnie Lavender and Jim Violette. The class, sponsored by Isthmian Club 1788-U, started with 27 senior high school students and 24 students received Certificates of Completion. Following the completion of the course, Balboa High School Principal Clyde A. Willman wrote a letter of appreciation to the club.



A provocative speech title will get you the attention you need . . .

Overcome Your Ho-Hum

by ROY MENZIES

NOW BE HONEST!

Can you remember even one speech title from your last club meeting? If you can, chances are that the speaker put a good deal of thought into it. And he's smart, too.

If you can't remember even one, your fellow members are not getting the proper introduction for their speeches, and it's their fault. They're not paving the way for themselves. They can do it so easily and it's so necessary.

Analogy: You rarely, if ever, see an advertisement without a headline. Simple reason: The headline acts as a stopper. It gains attention for the body of the ad, the selling part of the ad.

Your speech is like that. Sure, you work hard on your openings and you should. You really want to overcome that built-in audience ho-hum. So why not have the Toastmaster of the Evening help you out.

By working as hard on your speech title as you do on your

speech opening, a provocative or timely title will get you the valuable attention you need. It's a pre-opening. It's an opening before you're on your feet. It builds interest. It's your stopper. It's your headline.

So what makes a good title? It must be attractive. You must attempt to show how your speech will affect the lives, the health, the personal affairs of your audience, and it must be accurate. It must honestly describe what they will hear. It must be correctly provocative. It can promise much, but you must deliver that promise.

Your title must be exact and to the point. If you choose to be mysterious, there should be a reason for mystery. Conciseness is an attribute. Theoretically, the ideal speech title is just one word. Selectivity is mandatory.

A speech title should set you up. The words the Toastmaster uses to introduce you must be as stimulating and anti-ho-hum as the speech opening itself.

Ho-Hum



Okay. So how do you compose such a title? It will help if you first are aware of the major title classifications. There are about 12 major types. If you really think about it, you can probably come up with more. They can be compared to titles of articles.

Six types are used more often than others. Six more are more fun, harder and less frequent. Incidentally, the examples to be used are all from Glendale (Calif.) Club Number One 8-52.

In order of their most frequent occurrence, the six most common are:

1. *Label* — This type of title sets forth the obvious. It is limited to the subject. Unfortunately, it can sometimes eliminate the interest of some of the audience. An example without this disadvantage is, "The Future Years."

2. *Declarative Sentence*—This one is kind of fun. The subject and the verb lend themselves to easy manipulation. It is the easiest type in which to include

action. "Fifty-Six Of A Kind," or "It's A Gas" are good examples.

3. *How, What, Why* — This type is pretty obvious. It's the journalist's approach. Just as in the newspaper, you can hardly go wrong with, "What Basic Training Has Done For Me."

4. *A Question* — Any question involuntarily gets an answer whether it's a speech title or not. The audience is forced to seek an answer. Psychologically, this is a winner. It should be rather obvious, however, that you should phrase it so you get the answer you wish, or you're in trouble before you're up. "What Is It Worth?" or "Are Holes Important?" have built-in attention.

5. *Quotation*—Be careful with these. They're best when topical or current. Very bad when you're the only one who ever heard the quotation. "Mother, I'd Rather Do It Myself" was a winner. It was used just about the same time the television commercial had its most frequent airing.

6. *Exclamation* — Simply adding an exclamation mark does not an exclamation make. An exclamatory title must exclaim in content, not form. "The Computers Are Coming!" qualifies.

Those are the six more common types of titles, but there are six more that are more fun, more challenging, more creative and not difficult to create.

1. *Striking Statement* — Startle them. Jolt them. Snap their minds to the lectern — to you! This is the way sales are made. It's the way you overcome your ho-hum before you speak. "Everyone Should Quit Work" did it one night.

2. *Provocative or Mysterious Title* — Curiosity supposedly kills cats. It's pretty deadly with humans too. Especially effective with audiences ready to be bored. If the Toastmaster's introduction arouses curiosity in your audience, you're well launched. "Some Starch For The Spine" made a few ears reach out one night.

3. *Paraphrase or Pun* — Fun. Everybody loves a good play on words if it's good. "To See Or Not To See," and "Star Spangled Manner" were.

4. *Direct Address* — Almost better than a question. If right, it can involve every person in the audience. A listener can only

exclude himself by a deliberate act of will. "Throw Out The Spenders" had a head start.

5. *Rhyme and Alliteration* — These are so much fun and easy. Careful, or you may overdo them.

Like the famous little girl, when they are good, they're great. When bad, they're bad, bad, bad. "Don't Doodle, Doodle" and "Man From Medicare" were good.

6. *Balance and Contrast* — This type is the grammarian's friend. It usually involves, or should involve, two nouns and a conjunction. You'll like it if you're the argumentative type. You set one idea against another, like "Explaining Golf To Martians" or "This Is Our Great Society?"

There they are. Twelve entirely different and stimulating types of titles. They have all appeared before a Toastmasters club. So? We've identified a few, but what are the steps in creating a title? You'll undoubtedly work out a system of your own if you haven't already. But here's a start. First, recognize what you already know. There are different types of titles. One may be better for your speech than another.

Second, don't compose your title first. You'll write the best one if you wait until you've said all you want to say in your

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speech. It often changes from your original purpose. If you think up a good title, you may find yourself writing a speech to complement it, rather than vice versa. You might run across a neatly churned phrase or two which just might turn out to be your new title.

More important, after you've outlined your speech, you should more precisely know how you can get across your major point. It should certainly be in the title — either there or implied.

Which quickly brings us to the next point. What is the main point of your speech? What are you trying to do and how does that influence the title?

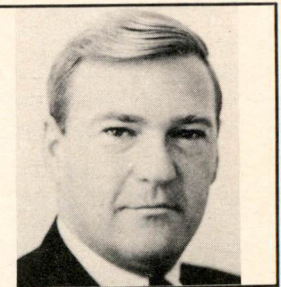
In this article I'm trying to get you to give yourself a break before your next speech; to provide stimuli to influence you to take time to compose the right

title. Win attention even before you stand up to speak.

Let's take this article which originally was a speech. The most obvious title for it is, "How To Compose A Title." A *Label*. Not flashy enough? How about a *Striking Statement* like, "You're Sunk Without A Good Title." No? "Titles Are Ticklers" has nice *Balance and Contrast*. But the purpose of this article is to influence you to overcome your ho-hum before you get up to speak. Hey! Not bad. A *Direct Address* title. I'll use it.

You work on your next title too. Make it so good that the Toastmaster of the Evening will say it with pride, maybe even say it twice like they do in speech contests. Face up to it. All of us in Toastmasters have a touch of competitive spirit in us so create a good title!

Roy Menzies is a past lieutenant governor of District 35. He is a member of Glendale (Calif.) Club Number One 8-52. Fifteen years ago he joined his first club in Minneapolis. His second, two years later, was in Racine, Wisconsin (481-35) where he progressed through all club offices. Menzies is executive vice-president of an advertising agency in Los Angeles.



* * *

"If a man does not reflect, he thinks himself master of everything; when he reflects, then he sees he is master of nothing."

— Voltaire



GAVEL CLUB NEWS

One of our most active Gavel Clubs and one which has received constant encouragement from a Toastmasters club is Gavel Club 89, located in the John Howard Pavilion of St. Elizabeth's Hospital, Washington, D.C. Gavel Club 89 was certified January 21, 1962, under the guidance of John E. Shea and Civil Service Toastmasters Club 1847-36. Counselor for the club since its certification has been Clifton D. Mitchell, a member of the staff of the hospital.

In the five years since its first meeting, 35 members of the John Howard Pavilion Gavel Club have received the Certificate of Merit for Completion of Basic Training and two past presidents of the club have gone on to complete Beyond Basic Training.

A demonstration Gavel Club meeting was held recently for the members of the National Association of Recreational Therapists. Following the meeting District Governor Robert A. Bradley installed newly elected officers of the Gavel Club.

Each Gavel Club receives copies of our monthly *TM Topics*. Read and study the Point of Emphasis which is presented each month. Many of the other items included in *TM Topics* can be used by Gavel Clubs to improve club programs, to open new avenues of development for members, and to help increase membership and attendance. Gavel Clubs should ignore all references in *TM Topics* to Toastmasters Club requirements and to semiannual billing as the billing

dates for Gavel Clubs do not coincide with the billing dates for Toastmasters clubs.

Many Gavel Clubs publish a club bulletin. World Headquarters is always happy to receive copies of these bulletins as they provide us with material for the Gavel Club page. If your club has a program at any time that you feel would be of interest to other Gavel Club members or Toastmasters Club members please provide us with a brief story of the activities and, if possible, 8x10 glossy action prints. Although space is very limited in *The Toastmaster* we hold much of this material to be used for display purposes at the Toastmasters International convention in August of each year.

New Gavel Clubs certified recently include the following: GC 130, Netherhall House, London, England; GC 134, Baltimore County Republicans, Towson, Maryland; GC 143, Arizona State Prison, Florence, Arizona; GC 160, USAF Academy, USAF Academy, Colorado; GC 162, Baltimore Urban League, Baltimore, Maryland; GC 166, University of Arizona, Tucson, Arizona; GC 168, Security, Pueblo, Colorado; GC 175, St. Bernadettes, Rockford, Illinois; GC 180, Tela Gravel, Stettler, Alberta, Canada; GC 185, Teenage Employment Skills, Cambridge, Massachusetts; GC 187, Westminster Sunday School Class, San Jose, California; GC 190, Virginia Beach 4H, Virginia Beach, Va.; GC 7, Boy's Village, Smithville, Ohio.

From One ToastMAKER To Another

by ALENA INGRAM



CONGRATULATIONS TO US! We have the distinction of belonging to a select group whose husbands have availed themselves of the benefits derived from being active Toastmasters. There are millions of other women in my state of Oklahoma and throughout the world who cannot make that statement! We should protect that privilege and honor by an enthusiastic support of all Toastmasters activities.

As you no doubt have already realized, Toastmasters International is designed for the members to help each other become better prepared to meet the challenge of business and community. As Toastmasters, your husband and mine welcome that extemporaneous request to "say a few words."

The Toastmasters slogan "For Better Listening, Thinking, Speaking" might be interpreted by us, the wives, to mean that now our husbands are trained to be interested and sympathetic *listeners* when we blab about things in general and nothing in particular; they are disciplined to *think* seriously and fairly about what we are saying; and best of all, they can do their "sounding off" at the club, leaving only congenial *speaking* to us at home.

The Toastmaker vs. Toastmaster viewpoint is expressed thusly by some of my friends:

Billie Miller, wife of International President John Miller, writes, "The four Millers are all indebted to Toastmasters. To John, it has meant a much-needed attainment in speaking and another outlet for his leadership ability. For our children, travel and an interest at a young age in the importance of good speech. For me, the pleasure of my husband's attainment and for all of us, a host of new friends among the most wonderful people in the world — the Toastmasters families."

Carolyn Mohr, wife of Past International President Charles Mohr, says, "It has often been said that behind every successful man there is a woman, and I firmly believe that behind every successful Toastmaster there is an enthusiastic wife."

Oklahoma's Ruth Norman writes, "Toastmasters training has helped Bruce overcome painful shyness and to feel at home in the world. Through Toastmasters, he has attained status as an individual and has made a

thousand friends — even taxpayers like him! As for me, I have more or less gone along for the ride and had fun traveling from New York to Seattle; from Minneapolis to Denver; San Diego to Atlanta — and then some in between." Ruth is the wife of Bruce Norman, Past International Director and an Internal Revenue agent.

Elaine Stark, the wife of Bill Stark, an area governor in District 4, says, "Logically speaking, Toastmasters are interesting men. Interesting men choose interesting wives. Therefore, Toastmasters wives are interesting. Therefore, socially speaking, Toastmasters meetings and conventions are a wife's mecca."

They say: "Never underestimate the power of a woman." So remember ladies, by showing our enthusiasm for Toastmasters, we may emit the spark needed to ignite the fire of ambition and self-improvement so necessary for our husbands to attain the success that we deserve!

Congratulations to us!



Alena Ingram is the wife of Past District 16 Governor Douglas Ingram. She is a graduate of Blackwood College in Oklahoma City. She is a past president of The Women's Transportation Club of Oklahoma City and at the present time is serving as co-chairwoman of the Mid States Conference of Women's Traffic Clubs.



JUST IN JEST

The manager of a semi-pro baseball team was so beset with health and injury problems, he sent his shortstop into left field to play a game. In seven innings, the converted outfielder dropped three easy flies, committed four throwing errors and let a grounder get through him. Furious, the manager took over left field in the eighth inning. He did a worse job than the shortstop and even got hit on the head by a fly ball. The manager committed six errors and when the dreadful inning was over, he charged the players' bench, threw down his glove at the shortstop's feet and snarled:

"You got left field so fouled up nobody can play it!"

— Indianapolis Times

My only quarrel with an inferiority complex is that the people who need one never have it.

— The Kiwanis Magazine

Old-timers at the United Nations are fond of a story about the delegate who left his notes on the rostrum of the General Assembly. Written on the margin beside one passage was this admonition to himself: "Weak point — shout."

— Richard P. Hunt

A man had been bothered by an itchy elbow for several weeks. He went to see a doctor. After a long and thorough examination the doctor asked, "Have you ever had this before?" The patient answered, "Yes." "Well," said the doctor, "it looks like you've got it again."

— Boys' Life

We're raising a whole generation to believe that when women grow older they turn blonde.

— Journeyman Barber

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

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

TOASTscripts



Toastmasters President John B. Miller recently presented a charter to Kerbela Club 2925-63, a club made up of members of the Kerbela Shrine Temple in Knoxville, Tenn.

The charter party had more than 150 persons in attendance including the vice-president of the University of Tennessee, Dr. Robert Avery, and the president of Optimist International, Robert H. Leonard.

Two of Knoxville's television stations presented interviews with President Miller. As part of the ceremonies President Miller was made an honorary member of the Kerbela Shrine Temple.

Howard P. Perry, a past governor of District 63, is the first president of the Kerbela club.

HONOR ROLL

(November 20 - December 20)

The Advanced Speaker Certificate of Progress was awarded to:

Gerald S. Silsbee, Harbor-Lites Club 1927-F, Newport Beach, Calif.;

Joe M. Acuff, Papago Club 2694-3, Phoenix, Ariz.;

Rudolph Schmidt, Marion Club 3250-19, Marion, Iowa;

Michael E. Brady, White Sands Club 3422-23, White Sands Missile Range, N.M.;

For the third consecutive year World Headquarters received a Christmas tree from Murray Stewart and Greater Indiana (Pa.) Club 1440-13. The first tree from Indiana, Pa., the Christmas Tree Capital of the World, came in 1962 to coincide with the city being named Toastmasters Town of the Month. In the photograph putting the decorations on the tree are, counter clockwise, Mrs. Flora Wiley, administrative services manager; Mrs. Juanita Labate; Mrs. Virginia Ryan; Mrs. Audrey Rugh; and Buck Engle, World Headquarters manager.

Kenneth M. Garry, Speak Easy Club 1532-26, Denver, Colo.;

Richard J. Karmik, Wednesday Bell Club 1598-30, Chicago, Ill.;

Burton Malakoff, Cascade Club 986-32, Tacoma, Wash.;

Robert H. Foote, Past Twelve Club 131-35, Oshkosh, Wis.;

James Basselman, Mainstreet Club 1407-62, St. Joseph, Mich.

The Leadership Through Speech Certificate of Progress was awarded to:

Harold D. Morris, Redwood City Club 27-4, Redwood City, Calif.;

Ralph Ruff, Los Gallos de la Bahia Club 3400-4, Sunnyvale, Calif.;

William P. Hill, Sr., ECAC Town Criers Club 2898-18P, Annapolis, Md.;

Sanford Oliver Sampson, Marshalltown Club 1857-19, Marshalltown, Iowa;

Kenneth Harold Briggs, Richland Club 406-33, Richland, Wash.;

Kenneth C. Thayer, Rome Club 1271-34, Rome, N.Y.;

Everett D. Watson, Hales Toasters and Milwaukee Clubs 3667-35 and 466-35, Hales Corners and Milwaukee, Wisc.;

Julian Ira Cristol, Culver City Club 2583-50, Culver City, Calif.

Those receiving Certificates of Achievement were:

Morris, Ruff, Sampson, Thayer, and Briggs.

CLUB ANNIVERSARIES

30 YEARS

(Founded in March 1937)

Covina Club 76-F
Covina, California

25 YEARS

(Founded in March 1942)

Progressive Club 215-10
Akron, Ohio

20 YEARS

(Founded in March 1947)

Rose Bowl Club 456-F
Pasadena, California

Hillcrest Club 460-F
Fullerton, California

Opportunity Club 451-19
Des Moines, Iowa

Pioneer Club 453-40
Cincinnati, Ohio

San Leandro Club 452-57
San Leandro, California

15 YEARS

(Founded in March 1952)

We Nat Sa Pum Club 1063-9
Wenatchee, Washington

Marietta Club 1047-14

Marietta, Georgia

Cedar Valley Club 1062-19
Charles City, Iowa

K. C. Club 1059-20
Fargo, North Dakota

Jamestown Club 1073-20
Jamestown, North Dakota

Skyline Club 1038-26
Denver, Colorado

Windjammers Club 1077-31
Lynn, Massachusetts

Wednesday Club 659-40
Springfield, Ohio

Saskatoon Club 450-42
Saskatoon, Sask., Canada

Garden State Club 1049-46
Newark, New Jersey

Park City Club 1065-53
Bridgeport, Connecticut

Larbert Club 1053-TCBI
Larbert, Scotland

Wishaw Club 1104-TCBI
Wishaw, Scotland

Rothesay Club 1158-TCBI

Rothesay, Scotland



Table Topics

PRESIDENTIAL TRAVEL... Toastmasters International President John B. Miller will visit Texas and California in March. On March 11 he will attend a District 44 meeting in Amarillo, Tex. before conducting the March Board of Directors meeting in Santa Ana, Calif. Following the Board meeting President Miller will attend a District 57 gathering in San Rafael, Calif.

A CHALLENGE... Club presidents will shortly be receiving a letter from Toastmasters President John B. Miller referring to his "Report From the President" column (which appears on page six of this issue of *The Toastmaster*) challenging Toastmasters clubs.

Recognition for outstanding accomplishments achieved by accepting his challenge will be recognized at Toastmasters International's 36th annual convention in Toronto, Canada August 24-26.

NEW GOVERNOR IN DISTRICT 60... John Bonfield is the new governor of District 60 following the resignation of George House. House is presently serving as a special industrial consultant for the Canadian Government and because of his responsibilities in this position is unable to continue as district governor. Bonfield has been the district's senior lieutenant governor.

CLUB DEMONSTRATES TM MEETINGS... Red Oak (Iowa) Club 1462-19 has been presenting demonstration Toastmasters meetings to organizations in the community. The club recently put on demonstrations for the Elliott Businessmen's Club and for the local post of the American Legion.

COMING IN MARCH... Toastmasters in August will visit Canada for the first Toastmasters International convention ever held outside the United States. In the March issue of *The Toastmaster* Dan Wallace, director of the Canadian Government Travel Bureau, will invite Toastmasters to his country which is celebrating its 100th birthday. Look for this convention preview next month.

FUTURE CONVENTIONS... Toronto, Ont., Canada, Aug. 24-26, 1967; Miami Beach, Fla., Aug. 8-10, 1968; Cleveland, Ohio, Aug. 14-16, 1969; Portland, Ore., Aug. 13-15, 1970; Calgary, Alta., Canada, Aug. 5-7, 1971.

Letters to the Editor

DECEMBER TOASTMASTER

The Toastmaster "Gift for Christmas" is much appreciated and heartily enjoyed. Very educational. This Toastmaster promoted and co-organized the Twin Falls Toastmasters Club in 1939. Have been a continuous member since that time, and an affiliate of Keystone Club 48-52 in Los Angeles.

Some time ago had the pleasure of meeting Dr. and Mrs. Smedley at the Breakfast Club.

Wilton Peck
Twin Falls Club 149-15
Twin Falls, Idaho

* * *

Excellent Christmas issue of *The Toastmaster Magazine*. It inspired me to look up the old *Advanced Speaker* course application.

H. G. Moorhead
Federal Bar Club 1915-36
Washington, D. C.

* * *

Congratulations and thanks for the cover of the December issue of *The Toastmaster*; in my personal experience of 14 years with our organization it is the first occasion that Winnipeg has been so honored.

Particularly liked your write up on our

city, and appreciate your expression of best wishes to our country on the eve of our centennial.

Les Sutton
Past District Governor
District 64
Winnipeg, Man., Can.

* * *

As president of South Pasadena Club 356-F, allow me to thank you for your aid in getting the article on our club published in the December 1966 issue of *The Toastmaster*. It has acted to reinspire our club to new heights of achievement.

Edward C. Posner
South Pasadena Club 356-F
South Pasadena, Calif.

* * *

OLD SALEM

As you could guess, we at Old Salem are delighted with the cover and the story about Winston-Salem in your October issue. I certainly hope that if Toastmasters are ever in this vicinity, they will visit Old Salem. We think that ours is a unique restoration, and are always happy to show it.

(Miss) Frances Griffin
Director of Information
Old Salem, Inc.

CLUB DIRECTORY NOW AVAILABLE

TOASTMASTERS INTERNATIONAL'S 1967 CLUB DIRECTORY IS NOW AVAILABLE. TO GET YOUR COPY, FILL IN COUPON BELOW AND SEND TO: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA 92702.

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NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

New Clubs

(As of January 5, 1967)

- 3401-8 ST. LOUIS, Missouri, *Mid America*, 2nd-4th Tues. 6:00 p.m., Garavelli's Restaurant, St. Louis, Missouri
- 2007-9 TONASKET, Washington, *Tonasket*, Fri. noon, D'Amico Restaurant, Tonasket, Washington 486-2166
- 2803-10 AKRON, Ohio, *Fairlawn*, Tues. 8:00 a.m., Village Restaurant, 2875 W. Market Street, Akron, Ohio 836-2251
- 3033-11 INDIANAPOLIS, Indiana, *Indiana University Medical Center*, Tues. 12 noon, IUMC Union Building, Indianapolis, Indiana 293-0892
- 3158-11 BLOOMINGTON, Indiana, *Monroe*, alt. Wed. 7:00 p.m., Wetterau Conference Room, Wetterau Foods, Inc., Bloomington, Indiana 332-9302
- 806-20 GRAND FORKS, North Dakota, *U.N.D.*, Wed. 12 noon, University Center University of North Dakota, Grand Forks, N.D. 777-2941
- 3496-20 VALLEY CITY, North Dakota, *Valley City*, Mon. 6:00 p.m., Rudolph Hotel, Valley City, North Dakota 845-1891
- 2564-28 HIGHLAND PARK, Michigan, *Chrysler*, Tues. 5:30 p.m., Chrysler Corp., General Office, 341 Mass. Ave., Highland Park, Mich. 883-4500 Ext. 2849
- 2422-30 CHICAGO, Illinois, *Belden*, alt. Tues. 11:30 a.m., Belden Mfg. Co. (Executive Dining Room) 415 So. Kilpatrick, Chicago, Ill. ES 8-1000 Ext. 438
- 1284-31 WILMINGTON, Massachusetts, *Avco*, 1st-3rd Mon. 5:00 p.m., Avco Corp., Wilmington, Massachusetts 658-8911 Ext. 3737
- 3463-31 NEWPORT, Rhode Island, *Naval War College*, Fri. 12 noon, Commissioned Officers Mess, U.S. Naval Base, Newport, R.I. 841-3172
- 3671-31 WORCESTER, Massachusetts, *Mid-Day*, alt. Fri. 12:30 p.m., Metropolitan Life Ins. Co., 47 Harvard St., Worcester, Mass. 752-4034
- 2111-37 CHARLOTTE, North Carolina, *Rebels*, alt. Mon. 11:30 a.m., Kings Restaurant, 824 Kings Drive, Charlotte, N.C. 372-0711 Ext. 425
- 3335-39 RANCHO CORDOVA, California, *Douglas*, Tues. 4:30 p.m., Douglas Aircraft Co., Inc., 11505 Douglas Rd., Rancho Cordova, Calif. 351-0550 Ext. 203
- 2904-40 CIRCLEVILLE, Ohio, *Circleville*, 2nd-4th Thurs. 6:30 p.m., L-K Restaurant, Quality Courts Motel, Circleville, Ohio 474-4729
- 1118-52 BURBANK, California, *Lockheed Knights*, 2nd-4th Wed. 12:30 p.m., Carriage House Restaurant, 3000 Olive St., Burbank, Calif. 847-4644
- 1389-53 HARTFORD, Connecticut, *Travelers*, Tues. 4:45 p.m., Travelers Ins. Co., 1 Tower Square, Hartford, Connecticut 277-4569
- 3089-56 BAY CITY, Texas, *Community*, 1st-3rd Mon. 6:30 p.m., Cain's Restaurant, Bay City, Texas CI 5-4071
- 2925-63 KNOXVILLE, Tennessee, *Kerbela*, 1st-3rd Mon. 6:30 p.m., Gas Light Restaurant, 710 S. Gay St., Knoxville, Tennessee 522-4116
- 3259-65 ROCHESTER, New York, *Postprandial*, alt. Tues. 6:30 p.m., Trenholm Motor Inn, Rochester, New York

DISTRICT GOVERNORS 1966-1967

- F. William W. Irwin
2. Chin T. Hung
3. Garth Saager
4. Lyle O. Schuelke
5. Joseph Sawaya
6. Bernard L. Szymczak
7. Jack Ouchida
8. Adam F. Bock
9. John W. Rigsby
10. Dwight Simpson
11. Arthur T. Ottman
12. Marion Henry
13. Richard Ellsworth
14. Richard A. Saam
15. Royal C. Mursener
16. Russell Fisher
17. Leslie A. Patzer
18P. George P. Arakelian
19. Owen J. Newlin
20. Thomas D. McCarty
21. Roy Jolly
22. Al Acker
23. O. G. Betancourt
24. George Ireland
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26. A. Dale Gregory
27. Gary Hislop
28. William V. Smith
29. Harry Hall
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401 Parkas St., Albany, Ga. 31705
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1300 Ave. -B- NW, Great Falls, Mon. 59401
5145 Edmondson Ave., Baltimore, Md. 21229
3315 48th Place, Des Moines, Iowa 50310
714 Ave. -B- W., Bismarck, N. D. 58501
723 Handsworth Rd., N. Vancouver, B.C. Canada
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P.O. Box 383, Santa Fe, N. M. 87501
2510 N. 58th, Omaha, Neb. 68104
804 Wateka Way, Richardson, Tex. 75080
215 Denver St., Sterling, Colo. 80751
Early Intake, Groveland, Calif. 95321
4132 Talwood Lane, Toledo, Ohio 43606
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9646 S. 50th Ct., Oak Lawn, Ill. 60453
32 Howland Road, Stoughton, Mass. 02072
3009 N. 22nd, Tacoma, Wash. 98406
3815 Mountainview Ave., Yakima, Wash. 98901
7 Santa Anna Dr., Poughkeepsie, N.Y. 12603
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816 Center St., Manchester, Conn. 06044
708 W. Main, Peoria, Ill. 61606
904 Oakcrest, Casper, Wyo. 82601
3658 Lawnview, Corpus Christi, Tex. 78411
629 Blackberry Lane, San Rafael, Calif. 94903
106 Cuthbert St., Summerville, S.C. 29483
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59 Lawndale Ave., Winnipeg 6, Man., Canada
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Box 919, Anchorage, Alaska 99501
705 Louisiana Ave., Bogalusa, La. 70427

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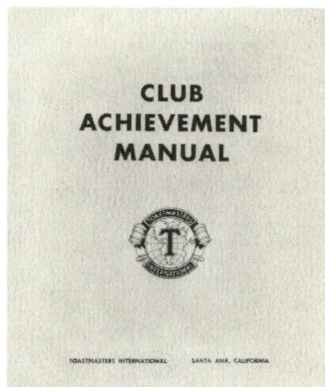
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