

THE TOASTMASTER

JULY

1968



FOR BETTER LISTENING

THINKING • SPEAKING



ST. JOSEPH-BENTON HARBOR, MICHIGAN

Toastmasters Town of the Month

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,608.

A Toastmasters club is an organized group which provides its members a program to improve their abilities in public speaking and conducting meetings and to develop their leadership and executive potential. In congenial fellowship, ambitious men help each other through practice, mutual constructive evaluation, and assumption of responsibilities within the organization.

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

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INDEX

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PRESIDENT'S MEMO — Membership Fee Increase Will Help Toastmasters International Move Ahead	2
TOWN OF THE MONTH — St. Joseph-Benton Harbor, Mich.	5
SPEAKING WITH STYLE — by Richard S. Thomas	6
CONVENTION COUNTDOWN	10
SPECIAL REPORT — TI MOVES AHEAD FOR THE MEMBER, CLUB, AND COMMUNITY	13
SPEAKER'S PAGE	25
FORMING A NEW CLUB — by John M. Coppinger	26
PROGRESS REPORT ON 1967-68 CHALLENGE	31
CLUBS IN THE NEWS	32
HONOR ROLL	35
TOASTMASTERS IN THE NEWS	36
BOOK NOOK	39
NEW CLUBS	40

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President's Memo



MEMBERSHIP FEE INCREASE WILL HELP TOASTMASTERS INTERNATIONAL MOVE AHEAD

The fields of communications and leadership have been changing constantly during the past several years, and the related requirements of business, industry, government, and the community have changed just as rapidly. As new concepts developed, new areas have taken on increasing importance.

Although established Toastmasters programs enable our members to meet many of the new challenges presented by today's world, limited funds have held our organization back in developing sufficient educational materials in many important new areas. Because of budget considerations, most of the work actually done has been limited necessarily to refinement of existing basic programs. Spiraling operating costs due to inflation would soon force an actual cutback from this level. We are not adequately funded and staffed for growth.

For these reasons, your Toastmasters International Board of Directors, at its March board meeting in Santa Ana, was unanimous in its recommendation that a membership fee increase from \$9.00 to \$12.00 be adopted. This represents only an additional 25¢ a month from each member, and the total dues would still amount to just \$1.00 a month.

If approved, these amended fees will become effective on

October 1, 1968, and will allow Toastmasters International to move ahead vigorously. In addition to providing funds for improvement and initiation of important programs and educational materials, the increase will provide more funds for your district, at the rate of an additional dollar for each member recorded.

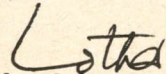
Seventy-six per cent of the additional funds provided by the membership fee increase will be used to provide improved programs and materials, while twenty-four per cent will be used for Toastmasters International administration and community relations activities.

Important improvements are planned for the three communications and leadership programs—Basic Training, Leadership Through Speech, and The Advanced Speaker. Other facets of communications which will be studied and presented to Toastmasters include business and professional speaking, briefing techniques, discussion, listening, humor, audio-visual aids, conference and meeting arrangements, evaluation, parliamentary procedure, and debate. We intend to concentrate major efforts on research and development to establish a firm position as leaders in our chosen fields.

Clubs will benefit through an accelerated and expanded community relations program, planned to develop vitally needed awareness of Toastmasters International on the outside. This is probably our most critical present deficiency in attracting additional high caliber members. We will meet new opportunities as they arise.

Upon adoption of the membership fee increase, we pledge to you improved member educational materials; improved club operation and program materials; improved community relations programs to increase recognition by business, industry, government, educators, and the community; additional assistance from World Headquarters for members, clubs, and districts; and increased funds for district management and executive training programs.

Your International officers, directors, and World Headquarters staff have worked enthusiastically all year on a program of long-range planning for significant growth. All Toastmasters are determined to move ahead. The added funds will enable our organization to move with its members' needs.


Lothar Salin
International President

In This Issue...

SPEAKING WITH STYLE – International Director Richard S. Thomas presents nine ways to make your speech delivery sparkle and help to make your talk one which your audience will remember. See Page 6.

SPECIAL REPORT ON 1967-68 PRESIDENTIAL CHALLENGE – An up-to-date review of the response to President Salin's 1967-68 goals for clubs, areas, and districts is presented in this 12-page report. Further gains are expected to be made in time for recognition at the International convention in August. See Page 13.

CONVENTION COUNTDOWN – All systems are “go” and Toastmasters International is ready to launch the 37th International convention in Miami Beach on August 14. The convention countdown has begun and the highlights of the convention are reviewed in this article. See Page 10.

FORMING A NEW CLUB – Contributing author Toastmaster John M. Coppinger provides encouragement and practical procedures to follow for the club which is eager to tackle a worthwhile project – that of forming a new club. See Page 26.

BOOK NOOK – *The Toastmaster* introduces a page devoted to recently published books which members may find helpful in supplementing their Toastmasters communications and leadership training. This special page will appear periodically in the magazine. See Page 39.

TOASTMASTERS IN THE NEWS – Toastmasters are promoted and commended for their service to their company and community, while Toastmasters events receive wide publicity through television coverage and Toastmasters Week proclamations. See Page 36.

ST. JOSEPH- BENTON HARBOR, MICHIGAN

Toastmasters Town of The Month



The twin cities of St. Joseph and Benton Harbor, Michigan, enjoy many things together – including their participation in Toastmasters International.

The twin cities are located on opposite sides of the St. Joseph River, about 90 miles northeast of Chicago. Their economy is like a three-legged stool, with agriculture, resorts for tourists, and a vigorous industrial complex.

Benton Harbor is the site of the world's largest fresh fruit and vegetable market, which serves this garden area, the richest agricultural county in the United States. Presently, about one-third of the fruit raised in Michigan is grown in surrounding Berrien County. Benton Harbor also is the center of a sizeable malleable iron industry, a printing headquarters, and has large food processors.

St. Joseph is the third oldest settlement in Michigan. The French explorer LaSalle built a camp at the mouth of the St. Joseph River and later built a fort at Niles, a few miles upstream.

St. Joseph developed into an important Lake Michigan port with first lumber and then agricultural products being shipped to all parts of the world. As county seat, St. Joseph is the site of Berrien County government headquarters, and in the center of a 50-acre park along the banks of the St. Joseph River is a \$4-million courthouse called by many the “most beautiful county building in Michigan.”

Two Toastmasters clubs were organized here in the early 1950's. So many men turned out for the initial meeting that there was some confusion. Mainstreet Club 1407-62 originally was to be in Benton Harbor and Twin City Club 1410-62 in St. Joseph, but the charters and clubs were reversed in the excitement. Since then two other clubs have been formed, Blossomland Club 3909-62 in nearby Stevensville, and Whirlpool Club 202-62 in St. Joseph.

DISCOVER HOW YOUR SPEECHES
SPARKLE WHEN YOU ARE...

SPEAKING WITH STYLE



BY RICHARD S. THOMAS

IF you want your listeners to regard you as a crackjack speaker, pep up your speech delivery by speaking with "style." It will make your speech more sparkling and your message will be more understandable to your audience.

Choosing a style that best suits you and your subject can be a lot of fun; it is a challenge to find just the right one.

Speaking with style can take many forms so let's look at several of them and see how they fit into speech patterns. As Robert Frost said, "All the fun's in how you say a thing."

Colorful use of words, commonly referred to as *picturesque speech*, is used to illustrate your ideas and can be a most useful technique. You can test your ingenuity and vocabulary by finding new and vivid ways to convey commonplace ideas such as "anyone who thinks the miniskirt is new, never wore a hospital gown," referring to a sunburn as a "rib roast," or defining a pessimist as the man who held a seashell to his ear and heard a faucet dripping.

Another speaking style which will contribute to the vividness of your talk is *imagery*. The value of word pictures is their power to penetrate the listeners' thoughts and feelings. Imagery can be visual (beautiful wom-

en), gustatory (sour pickles), olfactory (fragrant perfume), and auditory (the applause when the speaker concluded).

If you delight in working with words you will enjoy describing events, places, objects, and people in such vivid terms that your listeners imagine they can see, hear, feel, smell, and taste them.

Still another speaking style you may want to give a whirl is *rhythm and rhyme*, which usually is associated with poetry. This technique is useful in persuasion and learning because the phrasing is catchy and the words are lyrical.

First grade pupils learn through rhythm and rhyme when they recite, "When two vowels go walking, the first one does the talking." All forms of advertising today use this technique. Radio, television, highway signs, and even political campaigns highlight their product by capitalizing on this phrasing effect. Remember, "Take the bus and leave the driving to us."

Catchy phrases that convey ideas in a simple, easy-to-remember fashion are in vogue these days and you may want to have a go at two other phrasing styles.

The first is *alliteration*, creating pleasing sounds by repeating the same initial sounds in successive words. Notice their use in many of the names we

hear: Mickey Mouse, Deputy Dawg, and Tom Terrific.

The second special technique that can embellish your speaking style is *assonance*. It is somewhat similar to alliteration, by repeating the same sounds in successive words, but not always in the initial position. Alliteration generally involves consonants, whereas assonance usually relates to vowel sounds, such as "I Like Ike," "Families that pray together stay together," and Dennis the Menace.

A speaking style that can put your point across to the audience in clearly understandable terms is *comparisons and contrasts*. You can utilize them as positive and negative methods of showing, teaching, and informing. Comparisons and contrasts can be literal or figurative.

"The Kingdom of Heaven is like unto a mustard seed" is a figurative comparison, the conclusion being that often the smallest and most insignificant thing becomes, in time, the greatest and most powerful.

A form of comparison and contrast that will lend excitement to your subject matter is antithesis. It sets off one idea against the other and brings opposites close together. "Strong legs run so that weak legs may walk" is the slogan for the Shrine-sponsored East/West football game where proceeds go to crippled children. The

American Brotherhood Association lives by the phrase, "A man is never so tall as when he stoops to help a boy."

The *rhetorical question* is a style used by most speakers to stimulate the listeners' responses through questions that have self-evident answers. Such a technique is effective in strengthening your communicative relationship with the audience.

Excellent use of the rhetorical question to motivate people was made by Patrick Henry when he said, "They tell us, sir, that we are weak; unable to cope with so formidable an adversary. But when shall we be stronger? Will it be next week, or next year? Will it be when we are totally disarmed, and when a British guard shall be stationed in every house? Shall we gather strength by irresolution and inaction? Shall we acquire the means of effectual resistance by lying supinely on our backs and hugging the delusive phantom of hope, until our enemies shall have bound us hand and foot?"

Certainly the rhetorical question is an effective device; one which you will want to use to emphasize points upon which you and the audience are in agreement, or to induce and strengthen agreement and feelings.

"Father, forgive them; for they know not what they do," Jesus said of his executioners. You

might want to try out this style: it's called the *reversed word order*. It was used by John F. Kennedy in his State of the Union Message on January 30, 1961, when he said, "There will be further setbacks before the tide is turned, but turn it we must."

Another speaking style you might choose is to repeat a word, a series of words, or a grammatical construction to form a style known as *parallel formation*. A classified advertising department used a compact and provocative phrase, "One line, one week, one-ninety."

A style known as *historical present*, in which you take your audience back in time by speaking in the present tense, was a technique used in the television series "You Are There" and is one you might want to use in your next speech.

It works this way: "It is the morning of Sunday, December 7, 1941. We are standing on a hillside overlooking Pearl Harbor. Japanese aircraft are bomb-

ing and strafing the Naval Base."

So far we have touched on eight different ways of speaking with style, I hope one of them suits your fancy. And there is just one more to mention; that one would be *humor*.

Humor is a style almost removed from all other forms. Whether or not humor is in the form of jokes, stories, or illustrations, it must fit the occasion or the subject matter. Don't be humorous just to be humorous; even professional comedians find this difficult.

From such simple, basic styles as these, you can enjoy developing grandeur, beauty, and even solemnity in your next speech. Using a style that is suited to your personality and one which is appropriate to your message, you will hold your listeners' attention with a living language, one that embellishes and energizes your speech.

Discover how much more attentive your listeners are when your speech is spoken with style.



Richard S. Thomas is a member of the Toastmasters International Board of Directors and is past district governor of District 38. He is a member of Harrisburg (Pa.) Club 885-38 and a transportation officer, chief of transportation and traffic management for the Defense Contract Administration Services in Reading, Pa. Mr. Thomas has had 20 years of service with the U.S. government.

ALL PLANS ARE
"GO" FOR THE...

Convention Countdown

The hosts for our 37th International convention in Miami Beach, Fla., the Toastmasters of District 47, report that the convention countdown has begun and all systems are "go" for the four-day convention, to be launched August 14 at the Deauville Hotel.

The last of the regional conferences has been completed and the tempo of anticipation is quickening as scores of Toastmasters from the United States, Canada, and a number of foreign countries are registering early to attend the excellent programs and educational sessions, and to hear special guest speakers Dr. Howard Wilson of the Industrial Education Institute in Boston, Mass., and Dr. Richard Lewis, director of the Audio-Visual Aids Institute at San Jose State College in California.

At the programs and general

sessions Toastmasters will hear new ideas on various aspects of communication, organizing, and working with committees, human relations, and the Toastmaster's relationship with his community.

The action begins at a district officers' seminar Wednesday morning when World Headquarters support for members, clubs, and districts will be reviewed by a World Headquarters panel moderated by Executive Director Buck Engle. Toastmasters International officers and board committee chairmen next will present a panel discussion "A Blueprint for Tomorrow," followed by the presentation of the 1968-69 Toastmasters International program by Senior Vice-President Earl Potter and a review of the proposed membership fee increase by President Lothar Salin.

Dr. Wilson will present a pro-

gram telling how to "Train the Trainers in Training Techniques" at the Wednesday afternoon program.

Festivities will mark the official opening of the convention Thursday morning. Toastmasters International President Lothar Salin will preside at the annual business meeting. The morning session will feature a report by President Salin and a report by Executive Director Engle.

The Thursday afternoon session will be devoted to business, including voting on proposed by-laws changes and the election of International officers and directors. Toastmasters and their wives are invited to spend Thursday evening under the stars at an Aqua Fun party around the Deauville Hotel's pool. A festive barbecue will be followed by an outstanding water show with ballet, diving, and clowns.

A full day of general sessions, the District Governors Luncheon, and the President's Dinner Dance will make Friday one of the convention's busiest days. It will get underway with a program on "Toastmasters Community Programs for Tomorrow," followed by "Tomorrow's Toastmasters Club Meeting" which will be a demonstration of a "Man on the Move" club session.

Toastmasters and their wives will honor the district governors at noon and participate in the award ceremony of Toastmasters highest international award — the Golden Gavel to actress Greer Garson.

Dr. Richard Lewis will present his program "Audio-Visual Aids for Tomorrow's Communications" Friday afternoon. Later, Executive Director Engle will tell how to plan an outstanding



conference in his presentation "Members, Meetings, and Meals."

The President's Dinner Dance, at which recognition will be given to International officers and directors and dancing will be to the music of Les Rhode and his orchestra, will be the gala climax to Friday's busy schedule.

The Idea Fair and the Hall of Fame brunch will be in Saturday's spotlight. New and updated materials will be featured and many of the District Outstanding Area Governors will be on hand to discuss new club programs and ideas. A feature of the morning program will be sessions at which today's Toastmasters discuss tomorrow's Toastmasters programs. The International speech contest and International Hall of Fame recognition to outstanding members, clubs, and districts will be the highlights of the brunch.

International Hall of Fame awards will be presented to Able Toastmasters, presidents of the Top Ten Clubs, governors of the two Distinguished Districts, the presidents of Club Bulletin award winners, governors of District Bulletin award winners, each District Outstanding Area Governor, and each District Outstanding Toastmaster. A welcome to Cleveland, Ohio, in 1969 by District 10 will conclude the brunch.

Remember, everyone must register, and admission to all meal events will be by ticket only. Recorders should not be brought to the convention because facilities to set up this equipment are not available. Platform recordings also are not permitted.

An important part of this year's convention will be fun in the sun and sand activities for the wives and children. A free boat tour of the Miami Beach coastline will be provided for the Toastmasters registered at the Deauville Hotel. Toastmasters of District 47 are planning a continuing program to entertain the youngsters.

The ladies are reminded that they are invited to all convention programs, especially the Aqua Fun party, District Governors Luncheon, President's Dinner Dance, and the Hall of Fame brunch.

Many Toastmasters and their families are planning to come early and stay late at this year's convention. They will come early to see the sights along the way to Miami Beach, and they will stay late to join the post-convention tour to Nassau, in the Bahama Islands.

All in all, the various activities planned for Toastmasters and their families August 14-17 will provide a convention that you will long remember.

Toastmasters
International moves
ahead for the member,
club, and
community

**SERVE AND
GROW WITH
PRIDE 1967-1968**

**SPECIAL
REPORT**



Presidential Program Draws

Considerable enthusiasm has been maintained throughout the clubs and districts of Toastmasters International to meet the challenge made by President Lothar Salin at the International convention in Toronto last August.

The presidential program for 1967-68 set goals in the following areas for the period July 1, 1967, through June 30, 1968:

- A net gain of five members in each club.
- A net gain in new clubs of at least 10 per cent in each district.
- Five Youth Leadership Pro-

NEW MEMBER GAINS

An outstanding response to the president's membership challenge has resulted in approximately 450 new members each week.

Preliminary figures indicate that nearly 170 clubs have added 16 or more new members. Increasing the membership in these clubs has resulted in more complete program planning to meet the needs of the new members and has meant increased participation in the communication and leadership programs.

The club which has added the

grams and five Speechcraft courses in each area.

- A significant increase in the number of completions of the three speech programs.

- Greater community recognition.

These Serve and Grow . . . with Pride challenges were directed to the total spectrum of Toastmasters on the move. As the presidential-program year nears its conclusion many members, clubs, areas, and districts have met the challenges. Still many others are near reaching the 1967-68 goals.

most new members of any club since July 1, 1967, is Armed Forces Staff College Club 2865-66 in Norfolk, Va. The other most highly active clubs in the membership-building category have been:

Executive Club 3893-38 in Philadelphia, Pa.; Fluor Club 124-51 in the City of Commerce, Calif.; Northwest Oklahoma City (Okla.) Club 1773-16; Valley Club 3354-3 in Phoenix, Ariz.; Jackson Club 2319-7 in Medford, Ore.; Kalispell (Mont.) Club

Enthusiastic Response

3147-17; General Club 136-52 in Los Angeles, Calif.; and Sevilla (Spain) Club 2921-U.

Other top club performances have been recorded by Sargent County Club 3469-20 in Forman, N.D.; East El Paso (Tex.) Club

2461-23; Forest City Club 1185-10 in Cleveland, Ohio; Youngstown (Ohio) Club 1986-10; Finegayan (Guam) Club 1777-U, and Schwartzwald Club 1884-U in Lahr, Schwartzwald, West Germany.

NEW CLUB GAINS

Toastmasters International has recorded a gross gain of 198 new clubs between July 1, 1967, and May 31, 1968. An even higher number is anticipated before the close of the challenge period.

Outstanding club gains have been recorded in TCA, TCBI, and District 47, where each has added 10 clubs. Five new clubs have been added in Districts F, 4, 6, 16, 18, 30, and 61. Close behind with four new clubs each are Districts 17, 25, 28, 45, 46, and 50. Ten districts have thus

far added three new clubs; they are Districts 3, 8, 14, 31, 37, 42, 44, 52, 56, and 64.

Twenty-four districts which have added two new clubs are: Districts 2, 5, 9, 11, 12, 13, 19, 20, 22, 26, 32, 35, 36, 38, 41, 43, 48, 49, 51, 59, 63, 65, 66, and 67. Fifteen districts which have added one new club each are: Districts 7, 10, 21, 23, 24, 27, 29, 33, 34, 39, 40, 53, 54, 55, and 62. Five districts which have yet to add a new club this year are 15, 57, 58, 60, and 68.

YOUTH LEADERSHIP SUCCESS

Through the month of May, 313 Youth Leadership Programs have been presented in 64 districts. Between July 1, 1967, and May 31 of this year 232 clubs have sponsored Youth Leader-

ship classes for Boy Scouts, Junior Achievement members, school and church youth groups, 4-H members, and youth groups sponsored by civic organizations.

Youth Leadership opportuni-

ties for tomorrow, before such youth groups as student government associations, honorary societies, and Girl Scouts are being developed through World Headquarters.

Another youth-oriented program in which much success has resulted is Toastmasters co-operation with the Boy Scouts of

America organization to present speech training as part of Scouting's Operation Patrick Henry. Toastmasters International this year issued an Operation Patrick Henry completion certificate for the co-operating Toastmasters club to present to Scouts who complete the Operation Patrick Henry program.

SPEECHCRAFT SUCCESS

Speechcraft has earned itself an even stronger reputation during the past few months as the unequaled champion membership builder. Approximately 105 Speechcraft courses have been conducted since early this year.

The success of Speechcraft continues to be heralded as an excellent way to attract new Toastmasters and to add a new dimension to the experience of members who help present it.

Because the Speechcraft program offers an unusual service to the community, it is one of the best ways for a club to gain public recognition. The repeated success of the program has attracted the attention of the Administrative Management Society's leaders, who have asked that Speechcraft be provided for its 15,500 members in 180 chapters in the United States and Canada.

This new opportunity to Serve and Grow . . . with Pride will

offer scores of Toastmasters clubs a chance to present Speechcraft in the year ahead.

There are many clubs on the move which attest to the community recognition and new member opportunities offered by Speechcraft.

Lancaster (Pa.) Club 1723-38 recently completed its tenth Speechcraft course, one of seven being conducted simultaneously in District 38 and which gained several members and the potential for many more.

Speechcraft was presented by Whirlpool Club 202-62 in St. Joseph, Mich., in conjunction with Lake Michigan College, and students received a Toastmasters certificate of completion and recognition for speech achievement from the college.

Twenty students were attracted to Speechcraft by publicity notices in the company newsletter, on the company bulletin board, and through the per-

sonal contacts of the members of Boeing Club 791-2 in Seattle, Wash. A total of 56 Speechcraft speeches were given during the course.

Speechcraft has such a tremendous reputation that one student drove 60 miles for each session presented by Stevens Point (Wisc.) Club 570-35. Three other students came 20 miles for the course and almost half of the class are now members of the club.

Two-thirds of the students in courses presented by Jay Cee Club 2446-17 in Havre, Mont.,

and Quad City Club 1007-19 in Davenport, Ia., also joined Toastmasters when the courses were completed.

Starting on July 1, 1968, Speechcraft courses will be registered by World Headquarters. Clubs presenting Speechcraft will be assigned a registration number. The registering of each Speechcraft course will help collect comments and ideas on promoting, improving, and expanding the program, and passing the information along to clubs, areas, and districts.

COOPERATION WITH BUSINESS, INDUSTRY, GOVERNMENT

Ever-increasing numbers of business, industry, and government leaders are acknowledging how employee participation in Toastmasters programs such as Speechcraft can benefit their organizations.

To respond to the many inquiries about Toastmasters International from these executives, a Community Contact Program is maintained by World Headquarters. This program places the individual employee in touch with Toastmasters clubs on a local basis and has resulted in hundreds of new members throughout Toastmasters International.

When the initial inquiry from a representative of an interested organization is received, a supply of explanatory material about the Toastmasters program is sent to him. This material is distributed to selected personnel in the organization, and the company then forwards the names, addresses, and telephone numbers of potential club members to World Headquarters. These names are passed on to the appropriate district governors.

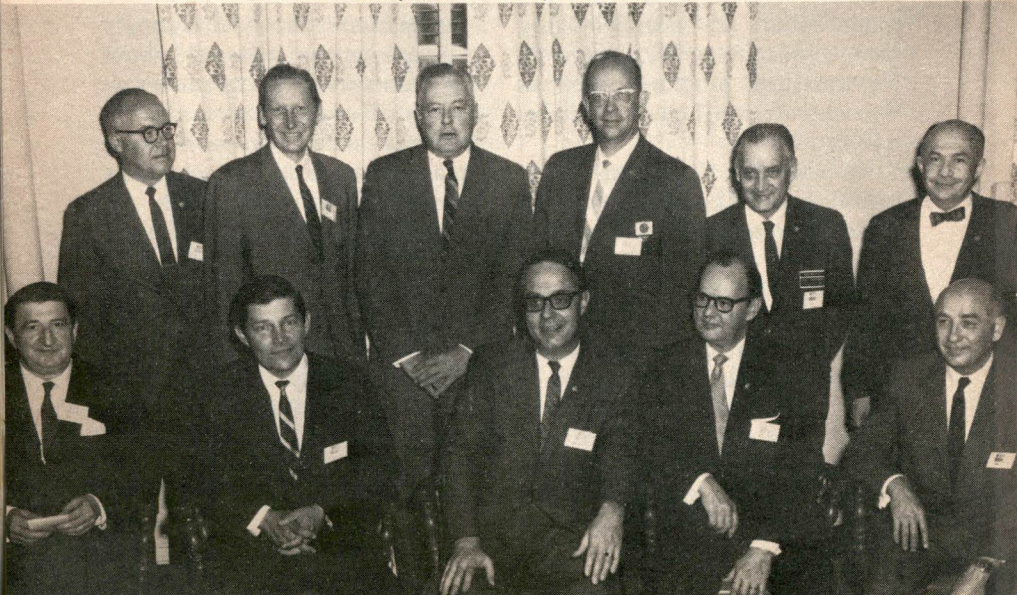
Potential Toastmasters are contacted by an experienced member of a local club and invited to attend a meeting.

This co-operation between



HEARD AROUND THE WORLD — President Salin is interviewed by Al LePage in Washington, D.C., on the Armed Forces Radio Network. The interview was taped for broadcast later to the United States military installations around the world.

IN WASHINGTON, D.C. — President Salin meets with District 36 and Executive Office of the President Club 3861-36 officers in Washington, D.C. Seated are (from left) David Resnick, TI public relations counsel; Len Wilson, President Salin, William Davis, and Harry LeBovit. Standing are (from left) Richard Gibson, Lee Bottens, Thomas Graves, Robert Blakely, Robert Bradley, and Joseph Cohn.



Toastmasters International and business has helped bring the many benefits of Toastmasters training to thousands of men interested in self-improvement.

Several firms have found that Toastmasters training for their personnel is so helpful that they pay for each employee's initiation fees and dues. Others have instituted a policy of providing a cash award for men who complete Basic Training.

Fireman's Fund Insurance Co. is one of the many firms which encourages its members to join Toastmasters clubs, and Dunham and Smith Agencies, Inc., a world-wide company, is very enthusiastic about Toastmasters and encourages its personnel to become active participants.

Toastmasters training is advo-

cated for the new engineering employees of the Proctor & Gamble Co., and several new Toastmasters have resulted from a program by the Borden Chemical Co. One of the new Toastmasters from Borden was a charter member of a new club.

Other organizations with which Toastmasters International has co-operated in making Toastmasters available to their personnel during the past few months are the Continental Baking Co., Snapout Forms Co., Continental Can Co., Johnson and Johnson, Westinghouse Electric, and The Toni Co.

Other firms which have encouraged Toastmasters recently include the Aluminum Company of America, Bendix Corp., Radio Corporation of America, Eastman Kodak, and General Electric.

MEMBER COMPLETIONS INCREASE

Efforts by club officers to improve their club programming have been rewarded by an increase in the number of members who have completed the Toastmasters speech programs. Hundreds of members have completed Basic Training this year and have been encouraged by their club officers to continue in The Advanced Speaker and Leadership Through Speech programs. The many members who completed either of these programs

found enthusiastic support for their continuing efforts to join the ranks of the Able Toastmasters.

In the important area of individual member program completion, 90 members have earned the status of Able Toastmaster for having completed both Leadership Through Speech and The Advanced Speaker. These outstanding Toastmasters will be recognized at the International Hall of Fame brunch at the In-

ternational convention in Miami Beach. Several other members plan to attain this status prior to the convention.

The number of members who have completed Leadership Through Speech since July 1, 1967, is 34, while 261 others have finished The Advanced Speaker program.

COMMUNITY RECOGNITION

Tremendous strides have been made this year in community recognition of Toastmasters International around the world. Toastmasters Month was observed in Texas, Los Angeles, Calif.; Cincinnati, Ohio; Portland, Ore.; and Dallas, Tex.

Toastmasters Week was proclaimed in eight states: Washington, Massachusetts, Alaska, Tennessee, Minnesota, North Dakota, Maryland, and Wisconsin; and in 15 cities, including Liverpool, N.S.W., Australia; Torrejon Air Base, Madrid, Spain; and Ottawa, Canada.

In addition, Toastmasters Day was declared in Nashville, Tenn., and at the HemisFair '68 exposition in San Antonio, Tex.

The success of Youth Leadership Programs gained commendations in six states when their respective governors proclaimed Youth Leadership Month in Colorado, Ohio, Pennsylvania, New Jersey, Maryland, and Virginia. The city of Denver, Colo., also observed Youth Leadership Month.

Toastmasters International has

To aid each Toastmaster in his individual endeavors to improve his reception and communications skills, three new speaking manuals have been made available this year. They are the *Humor Handbook*, the *Debate Handbook*, and the recently revised *Basic Training Manual*.

enjoyed its most successful year ever in telling its story in nationally-circulated magazine articles. The circulation of the magazines which published material about Toastmasters International totals approximately 10 million. Many of the publications are special-interest magazines for business and professional associations, and each resulted in tremendous response from interested readers and brought Toastmasters International an ever-widening circle from which to attract new members and gain community recognition.

A sampling of the magazines in which articles about Toastmasters appeared includes *American Engineer*, *Administrative Management*, *Changing Times*, *Manage*, *The Jonathan*, *PR Catalyst*, and *Ladies Home Journal*.

Members are encouraged to inform World Headquarters of opportunities to present the Toastmasters story in other professional publications, trade journals, and company magazines.

Radio and television coverage of Toastmasters activities also

was on the increase this year. Many clubs participated in regularly scheduled radio programs on community issues. Such programs are broadcast in northern and southern California, in New Hampshire, Ohio, and Wisconsin. Toastmasters have made television appearances in Idaho, Japan, and Maine, and an educational television station in Iowa offered time to a Toastmasters club to present a program promoting the benefits of membership.

Presidential travel always draws a following from radio, television, and press newsmen. President Salin this year gained public recognition for Toastmasters International on his visits to state governors, mayors, university presidents, district fall and spring conferences, and regional meetings.

President Salin recently presented Toastmasters International plaques to John V. Lindsay, mayor of New York City, and James M. Hester, president of New York University. Mayor Lindsay was cited for his personal communication with residents of his city, and NYU President Hester was cited for strengthening communication between faculty, students, and administration.

President Salin was featured speaker before 800 representatives of Los Angeles County, California, law enforcement agencies, and recently was inter-

viewed in Washington, D.C., for a program on the Armed Services overseas radio network. He also spoke at the Administrative Management Society's international convention in Los Angeles.

Toastmasters International Senior Vice-President Earl Potter made an appearance this year in Washington, D.C., for the U.S. Savings Bond Division of the Treasury Department. His message reached organizations whose membership totals in excess of seven million members.

In early August, President Salin will participate in an international conference in Denver, Colo., sponsored by the International Society for General Semantics and the Institute of General Semantics.

Toastmasters in District 38 presented a six-session practical management forum for the Society for the Advancement of Management at Temple University in Philadelphia, Pa. Its reception was so enthusiastic that the Toastmasters plan to make it an annual event.

Many other Toastmasters have made public appearances in behalf of Toastmasters International throughout the year, including addresses before the Georgia Crop Improvement Assn. annual meeting, and helping to conduct a two-day educational program for non-English speaking Navajo Indians in Arizona.

Exhibits of Toastmasters Inter-



UNITY, COOPERATION — Youngstown (Ohio) Club 1986-10 presented a Youth Leadership Program for youngsters of the Slovak Catholic Sokol and immediately received the support of (from left) Paul Fallat, supreme Sokol president; John Hudzik, Youngstown City Council president; Stephen Podolsky, club president; the SCS supreme vice-president; and Bud J. Fares, Youth Leadership Program director.

TOASTMASTERS WEEK — Grouped around Mayor Carl B. Stokes of Cleveland, Ohio, as he signs a proclamation designating Toastmasters Week in Cleveland are (from left) J. C. Parker, president of Greater Cleveland Club 2825-10; Pete Minges, president of Downtown Club 2550-10; Al Holop, president of Forest City Club 1185-10; and Art Passman, educational vice-president of Cleveland Club 351-10.



national materials have been displayed at conventions and conferences conducted by a number of national and international organizations. An outstanding display was prepared in District 26

Speakers Bureau

Another outstanding opportunity which was taken by clubs to serve their communities and gain public recognition was speakers bureaus.

All but two of the Milwaukee, Wisc., United Fund speakers bureau training team were Toastmasters, and Toastmasters of the Amarillo, Tex., area earned awards from the U.S. Treasury Department for their efforts in promoting a Savings Bond drive through a speakers bureau. A speakers bureau serving the Dayton, Ohio, area has 33 speakers from 11 Toastmasters clubs.

Considerable community recognition was attained by Cloverleaf Club 2060-29 in Meridian, Miss., when it provided speakers for many group meetings and directed a week-long program for American Education Week. Chatham-Kent (Ont.) Club 2658-28 presented after-dinner speeches on behalf of the Red

for the American Society for Personnel Administration convention in Denver, Colo., and a display will be exhibited soon at the Phi Alpha Delta law fraternity convention.

Feather fund-raising campaign through its speakers bureau.

Clubs in Reading and Laureldale, Pa., have formed a speakers bureau and printed 1,000 brochures for distribution to community organizations. The brochure also promotes the clubs' Speechcraft courses.

Among the many other speakers bureau activities conducted by Toastmasters clubs this year were District 13's helping to promote a U.S. Savings Bond drive, District 37 offering co-operation with the American Cancer Society and the March of Dimes in North Carolina, District 7 Toastmasters providing judges for Portland, Ore., school system speech contests, District 38 members' efforts to aid the United Fund and March of Dimes, and members of District 39 fulfilling more than 50 requests for speakers to promote the California State Exposition.

Debates

Meanwhile, several clubs have learned how much interest is generated by public debates. Four clubs in District 14 joined to present a debate to an American Legion post meeting in Macon, Ga. The topic was "Resolved: that the United States

should reduce its foreign policy commitments."

Aerospace Club 3368-14 at Robins Air Force Base in Macon later presented a debate on Vietnam to a high school student assembly. A youth in the audience wrote an article about the



PROGRAMS CITED — Aerospace Club 3368-14 at Robins Air Force Base, Georgia, is cited as having the most outstanding educational program in the state of Georgia. District 14 Governor Phil Viviani (left) presents a plaque for the club to Perry Tyson, club president.

debate for a local newspaper. The audience reaction to a debate presented by Burlington (Wisc.) Club 25 on the topic "Resolved. That the U.S. be responsible for any small nation in trouble" was enthusiastic and did much to strengthen the Toastmasters image in that city.

Other Toastmasters debates that have attracted considerable attention from the public this year include one staged by clubs in Santa Fe, N.M., before more than 300 persons, and a Vietnam debate conducted by Roseland

Club 432-30 in Chicago, Ill., while clubs in High Point, N.C., were praised by civic leaders for providing debate tourney judges.

Again it can be said that the activities of members, clubs, areas, and districts to meet President Salin's 1967-68 challenge to Serve and Grow...with Pride has furthered the aims of Toastmasters International by giving the benefits of its leadership and communications training an ever-widening circle of influence.

Toastmasters International is on the move.

The Speaker's Page



POINT OF EMPHASIS

Vocabulary building is the Point of Emphasis for August. Make it a month that you take the opportunity to understand and use new words.

Begin now to plan a club program in which each speaker concentrates on working with words. International Director Richard S. Thomas' article in this issue of *The Toastmaster* has a number of ideas on this topic. Another vocabulary building technique is to develop Table Topics sessions that challenge the members to use new words. An interesting variation of this method of learning has been used successfully by a number of clubs: a member is asked to describe an object while another sketches a picture of what he hears from the description. This approach is both fun and beneficial.

Is Your Emphasis on Quality?

A flourishing racket existed for many years in England and America. Rags and waste were processed into a fiber and made into a cloth of very poor wearing quality. This reclaimed wool was known as "shoddy," from an old Saxon word meaning "to tear apart."

It was difficult to tell the reprocessed material from goods made of virgin wool merely by looking at it and countless buyers were fooled by it. During our Civil War, manufacturers grew rich by selling uniforms made of shoddy to the government. The uniforms disintegrated when a soldier was caught in a rainstorm.

Have you noticed that the really good speeches at your Toastmasters meetings, or anywhere else, are always those which the speaker has done his homework well? There may be some men who can speak fluently and well at a drop of the hat, or impress you with tone quality, gestures, or the use of learned words, yet the truly impressive and well-remembered speech is given by a man who has prepared his material well. He has followed an outline, prepared an arresting introduction, and ended with an organized summary.

Because his remarks have been fabricated carefully of "virgin" materials, not of shoddy, the listener enjoys the talk when he hears it and, months later, can recall the gist of the speech or some high points of it. It has worn like the real wool, not the "shoddy."

When you talk to your club or any audience, do you offer quality merchandise or merely something "shoddy?"

Paul Heft 1771-56



FORMING

BY JOHN M. COPPINGER

EVERY TIME a new store, industry, or professional office opens its doors for business, or when an established company expands, jobs are created and a ready-made source of new Toastmasters members is available.

Keeping pace with these opportunities for new members is important to all clubs and their members. Very soon there will be more candidates for membership than a single club can accommodate, and an opportunity to launch a new club is born.

International President Lothar Salin set a goal at the 1967 International convention for each district to obtain a 10 per cent net gain in new clubs.

This certainly is not a difficult task for any group of Toastmasters to undertake since there are still many thousands of men who are interested in the leadership and effective communications training to be gained as a mem-

A NEW CLUB!

You'll want to fill the sky with fireworks to celebrate...

ber of a Toastmasters club.

For some prospective Toastmasters it is a matter of convenience whether they participate. This is a facet of human nature that we should understand and cater to.

If the prospective member is faced with a five or 10-mile drive to a meeting, the inconvenience may lose him. The formation of a new club near his home or business not only will bring him into the Toastmasters family, but will stimulate interest among his neighbors and other associates.

To the present club, eager to tackle a project that will reflect favorably upon the club, area, and district, forming a new club can be a most satisfying experience. A simile can be drawn from the growth of a flower from seed: You plant the idea, water it with future Toastmasters, fertilize it with interest, and, lo, a new club blossoms.

Your club's first step is to determine a need. Is there a definite area from which a new club could draw members? What interest have you generated with friends and associates? Your members' place of employment may be the ideal starting place. Churches, lodges, large firms, community associations, and service clubs are just a few others to consider. With everyone pitching in to help, the list of potential Toastmasters will grow rapidly.

At this point, advise your area governor or the district governor of your club's intention to sponsor a new club, and write to World Headquarters for information and material. In this way your club will gain valuable help in forming a new club.

It is quite possible a club once existed where you plan to locate, and the knowledge of its history may be helpful to you. If your

club has no fixed meeting place for a new club, the district can provide you with potential locales as well as pertinent material. This should include an important form: the Application to Organize a Toastmasters Club, which you will want to complete and submit for your district governor's recommendation before you proceed. Upon receipt of his favorable recommendation, World Headquarters will forward the forms for issuance of a charter, and you're ready to go.

Get Them Together

Whether your group of men will be from all "walks of life" or from an established firm, club, or church group, it will be easier to get them together by having someone with whom to coordinate activities and information. This may be the president, owner, or manager of the firm, or it may be a prospective member who is eager to get the ball rolling. A nucleus can be formed from this association, five or six men to start, others later.

Now's the time your club members can put their heads together to determine where and when they'll give a demonstration meeting. This can be presented to prospective members of the new club, or during the regular meeting of a lodge, service club, or church group. Many clubs and districts use experienced Toastmasters to form a Flying Squad for demonstration

meetings. If your club does not have a Flying Squad, check with a nearby club, your area governor, or write World Headquarters for a copy of the brochure "Flying Squad" Code 1020.

Some of your own members will enjoy participating on this demonstration team.

The Flying Squad demonstration will last 30 minutes and the balance of the meeting can be used to answer questions, select a steering committee, plan the next meeting, and complete membership applications. If you appear as part of a service club or other community organization program you may have only 30 minutes for your presentation. If so, shorten your 30-minute meeting demonstration to 25 minutes, answer the questions, and announce the name and telephone number of a Toastmaster who can be contacted for more information.

Be Prepared

Be prepared also to answer questions and show the educational and administrative manuals after the meeting. Remember all those questions you asked at the first meeting *you* attended?

You've now whetted their appetites for more, and you will want to plan an organizational meeting. Publicize it with posters, in newspapers, on bulletin boards, by word-of-mouth, and if possible, through radio and television spot announcements

and program appearances. Let everyone know that a new Toastmasters club is being formed and what benefits they can realize.

A simple get-together at lunch, dinner, or over coffee can offer new contacts and stimulate discussion. This idea always proves to be a pleasant, worthwhile way to attract others' interest in sharing the benefits to be gained by membership in Toastmasters.

By now your club should have a group of 15 or 20 potential members. You can start your organizational meeting by outlining a typical Toastmasters meeting from start to finish and what each weekly assignment entails. You will want to explain the charter requirements, the most important of which is the minimum of 20 members, and the club officer structure and duties.

Stimulate Enthusiasm

Most important—stimulate enthusiasm! If your club is enthusiastic about Toastmasters, it is bound to rub off.

Assuming you've answered most questions, including those about the charter fee and the educational and administrative materials needed to get started, plan your first full-scale Toastmasters meeting with the fledgling group. You will find that some men are very anxious to start speaking; the Ice Breaker is ideal for this first assignment.

Now that you've got them

started, they will be eager to push ahead. At the first few meetings, it would be appropriate for the Toastmaster of the meeting, Topicmaster, and general and individual evaluators to be experienced Toastmasters from your club.

Every member of your club will enjoy this experience and the opportunity to enlarge the circle of Toastmasters fellowship. Give each of them a chance to help.

Initial Business

The new club's brief business sessions could be devoted to dues for charter members, a club name, and a meeting place, day, and time. With each subsequent meeting, the duty of the Toastmaster, Topicmaster, and individual evaluators should be assigned to the new men. For obvious reasons, the general evaluation ought to remain in the hands of someone with Toastmasters experience. Even after this assignment is passed on, an experienced Toastmaster can supplement evaluations with helpful suggestions.

At one of the first meetings, the subject of officers should be covered. Sometimes the men are strangers to each other, while in other groups men may be acquainted through previous associations. With the former group, an appointment of temporary officers may be desirable over an election, which would be appropriate for the latter group.

The new club's charter requirements should be concluded within two months. A definite "cut-off" date should be established and conformed with so that the executive committee may plan for the club's charter presentation banquet. This will be a pleasant event everyone will want to help arrange and attend. Your club will want to plan an impressive occasion with distinguished business, church, school, and civic leaders as guests. And don't forget the ladies.

The district governor or his representative makes the presentation of the charter while the mayor or other public official usually is the keynote speaker. In any event, the proceedings must be well-planned; the evening is to be one to remember.

Something else to remember is that when the festivities are over and the souvenirs of the charter night are tucked away in your club archives, the new club still will need your experienced leadership. Your club will want to maintain a close relationship with the neophytes.

Don't leave the novice Toastmasters on their own just because they have received their club charter. Your experienced members may counsel the new club, and joint meetings and exchanges of speakers and evaluators should be arranged to keep both clubs in touch.

It is helpful for an area officer periodically to sit in on the new club's meetings and act as a guide and liaison between club and area.

To say that all of the preceding instruction is easy would be misleading, but to say that it is exciting and fun would be an understatement. It takes time, but the satisfaction and feeling of accomplishment are worth every bit of it.

If you are the type of individual who likes to keep busy with interesting projects, be the spark plug in your club who gets your fellow members to sponsor a new club. You will see what I mean by satisfaction when your first club is born and you have taken the opportunity to "Serve and Grow . . . with Pride."



John M. Coppinger is an air traffic controller with the Federal Aviation Administration at the Honolulu International Airport. He is a member of Waikiki Club 3680-49 and a former area governor. The material in this article is a direct result of his part as founder of Hui Eleu Club 2141-49 at Honolulu Airport. He is a previous contributor to The Toastmaster.

Progress Report On 1967-68 Challenge

In response to the president's membership building challenge, the following 43 clubs showed outstanding member gains during the month of May:

- First National Bank 584-7, Portland, Ore.
- Quannapowitt 849-31, Boston, Mass.
- Evergreen 333-32, Tacoma, Wash.
- Lima 3098-U, Lima, Peru
- Podium 2303-60, Toronto, Ont.
- Kenosha (Wisc.) 1558-35
- 1577 Club 1577-4, San Jose, Calif.
- Forest City 1185-10, Cleveland, Ohio
- Alexander H. Stephens 298-14, Atlanta, Ga.
- Council Bluffs (Ia.) 2114-24
- Douglas Santa Monica 2279-50, Santa Monica, Calif.
- Padres 1742-5, San Diego, Calif.
- Jackson 2319-7, Medford, Ore.
- Somass 1303-21, Port Alberni, B.C.
- Washington Park YMCA 341-30, Chicago, Ill.
- Skaneateles (N.Y.) 2674-34
- Lake Geneva (Wisc.) 2818-35
- Skyline 3258-41, Rapid City, S.D.
- Executive 412-50, Los Angeles, Calif.
- Lee County 2479-54, Dixon, Ill.
- Baguio 2948-U, Baguio City, Philippines
- Manama (Bahrain) 2916-U
- Wanderers' 2305-U, Johannesburg, South Africa
- WIIS Insurancemasters of Orange County 3670-F, Anaheim, Calif.
- Seattle General 277-2, Seattle, Wash.
- San Carlos-Belmont 530-4, San Carlos, Calif.
- Lee Helmsmen 878-4, U.S.N.S. Treasure Island, San Francisco, Calif.
- Steel City 3811-11, Gary, Ind.
- Falling Spring 1992-13, Chambersburg, Pa.
- Moody Air Force Base (Ga.) 2906-14
- DeWitt (Ia.) 3744-19
- Centel 2732-21, Prince George, B.C.
- Early Risers 784-26, Greeley, Colo.
- Hub City 1298-46, New Brunswick, N.J.
- Salesmasters 999-50, Los Angeles, Calif.
- Firestone 340-51, South Gate, Calif.
- Southwestern 2995-56, Houston, Tex.
- Executive 3009-62, Muskegon, Mich.
- Transportation 1525-66, Fort Eustis, Va.
- Tactical Air 2619-66, Langley AFB, Va.
- Concord West (N.S.W.) 2107-TCA
- Parramatta (N.S.W.) 2274-TCA
- Rockhampton (Q.) 3732-TCA

The following areas within the designated districts registered three or more Youth Leadership Programs between July 1, 1967, and May 31, 1968:

- District 4, Area Six, (9)
- District 47, Area Four, (8)
- District 28, Area Nine, (6)
- District 12, Area Two, (5)
- District 56, Area Four, (5)
- District 63, Area One, (5)
- District 3, Area One, (4)
- District 3, Area Seven, (4)
- District 10, Area Four-D, (4)
- District 24, Area One, (4)
- District 26, Area Nine, (4)
- District 41, Club 3734 (no area designation), (4)
- District 47, Area Nine, (4)
- District 3, Area Three, (3)
- District 8, Area Seven, (3)
- District 21, Area Eight, (3)
- District 38, Area Eight, (3)
- District 40, Area Two, (3)
- District 48, Area One, (3)

The following districts had the most new clubs recorded between July 1, 1967, and May 31, 1968: TCA, TCBI, and District 47, (10 each); District F, District 4, District 6, District 16, District 18, District 30, and District 61, (five each); and District 17, District 25, District 28, District 45, District 46, and District 50, (4 each).

CLUBS IN THE NEWS



TOASTMASTERS WEEK SET — Florence (Ala.) Club 2101-48 had Mayor Ben Craig proclaim the first Toastmasters Week in Florence. Witnessing the mayor's signing of the proclamation are (standing from left) Don Bowlvin, president; Lee Butler, administrative vice-president; and Roland Stanley, educational vice-president.



A ROYAL GREETING — Greetings to King Olav V of Norway were extended by Midway Club 383-6 in St. Paul, Minn. Toastmaster Maurice S. Moe (left) presented a greeting plaque to Odd Gronvold, administrative assistant to King Olav, at the Royal Palace, Oslo, while King Olav was touring South America.

HAPPY ANNIVERSARY — Marking its 20th anniversary, Stevens Point (Wisc.) Club 570-35 invited its Speechcraft class to join the party. Several of the Speechcraft students plan to join the club. Club members Ed Stratton (left) and Charles Legrand hold the cake. The newspaper is a 1948 edition that reported the club's first meeting.



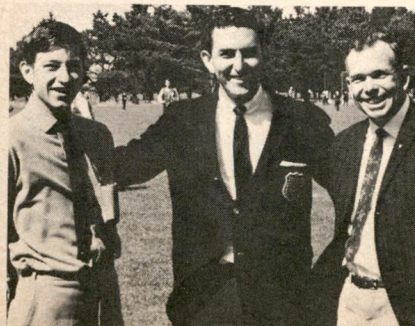
INSTALLATIONS IN JAPAN — Maj. Douglas J. Cook (right) and T/Sgt. William T. Chapman (second from right) are installed by Col. Oliver B. Bucher (left) and Col. Bradley W. Prior as president of Misawa Club 445-U and Misawa Alternators Club 1822-U, respectively, at Misawa Air Base, Japan.



INTERNATIONAL LANGUAGE — Laughter, the international language, was the theme of a joint meeting hosted by Ambassador Club 936-28 in Windsor, Ont. All smiles are (from left) Stan Stewart of Chatham Kent Club 2658-28 in Chatham, Ont.; John Goodwin of ESD Club 3842-28 in Detroit, Mich.; Tom McCarthy of Ambassador Club, Bob Ralph of District 28, and Ray Robbins, area governor.



WELCOME ANYWHERE — A softball diamond in Lower Hutt, New Zealand, was where Toastmasters from two nations discovered each other. From left are Henry A. Garcia Jr. of Kelly Flyers Club 1641-56 in San Antonio, Tex., and Morris Black and Maurice Heyes of Hutt Valley Club 3839-U. Toastmaster Garcia was a member of a visiting softball team.



BUSY WITH SPEECHCRAFT — Lancaster (Pa.) Club 1723-38 has completed its 10th Speechcraft course. Club President W. Hitchcock Robinson (center) congratulates the most improved speaker Herman Chandler (left) and Jack Watson, who was named best speaker.



THAILAND MEETING — Sharing the fellowship at an installation dinner of **Laem Thong Club 1635-U** in Bangkok, Thailand, are club officers (standing from left) Arthur Chui, Raul de Jesus, Daniel D. Beaudet, Ole Witt, Chamni Pimphisan, and Vilas Bunnag.



IN OLD MEXICO — A good turnout of members and guests is enjoyed by **Monterrey (Mex.) Club 3357-56**. Around the table are Carlos Aguirre Soriano, Jose Lopez Portillo, Carlos Tijerina Gutierrez, Richardo Vasquez Narro, Oswaldo Carazos, Arturo Villarreal Flores, Efrain Gonzalez Gonzalez, Ruben Fernandez Fernandez, Jaime Saenz Rangel, Juvencio Guterrez Villarreal, Salvador Pompa del Angel, Leopoldo Alarcon Vargas, and Enrique Javier Marcos.

CLUB ANNIVERSARIES — AUGUST

30 YEARS

Mt. Helix Club 126-5
La Mesa, Calif.

20 YEARS

Monongahela Club 644-13
Monongahela, Pa.

Will Rogers Club 645-16
Tulsa, Okla.

Pontiac "Y" Club 643-28
Pontiac, Mich.

Wash. Jr. Board Club 640-36
Washington, D.C.

15 YEARS

Skyline Club 1299-4
Burlingame, Calif.

Waseca Club 1336-6
Waseca, Minn.

University Club 1358-7
Portland, Ore.

Point Mugu Club 1075-12
Point Mugu, Calif.

Christophers Club 157-27
Fresno, Calif.

Honor Roll

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

ABLE TOASTMASTERS (ATM)

Certificates of Achievement

R. D. Norling (ATM)
Nashville (Tenn.) Club 1565-63
L. W. Poulton (ATM)
Emeryville (Calif.) Club 2124-57
I. W. Hollander (ATM)
Hamilton Standard Club 3037-53
J. W. Bowman (ATM)
Sunrise Club 2508-47
R. S. Castello (ATM)
Harbor City Club 3042-47
R. P. Konegan (ATM)
Satellite Beach (Fla.) Club 3921-47

R. F. Mathews (ATM)
Chinook Club 1448-42
R. P. Capatosto (ATM)
Quantico (Va.) Officers Club 1681-36
K. M. Garry (ATM)
Speak-Easy Club 1532-26
B. Hogan (ATM)
Blackhawk Club 444-19
W. A. Thomas (ATM)
Jeannette (Pa.) Club 233-13
J. H. Miller (ATM)
Sunrise Club 1492-7

LEADERSHIP THROUGH SPEECH

Certificates of Progress

K. F. Curry
Glendale #1 (Calif.) Club 8-52
H. C. VanVooren
Clifton (N.J.) Club 2664-46
V. A. Alexis
YMCA Club 256-38

L. E. Young
Chemical Corps Club 3151-36
T. Laughlin
Pathfinder Club 2734-30
R. W. Fleck
ECAC Town Criers Club 2898-18

K. G. Borchgrevink
Longview (Wash.) Club 180-7

THE ADVANCED SPEAKER

Certificates of Progress

J. C. Amyot 1838-61
F. S. Allgood 756-57
R. C. Crosby 3635-57
G. S. Kenner 2101-48
G. C. Dorr 288-45
E. F. Brendle Jr. 1593-45
L. Damkroger 1880-44
J. E. Clements 1359-43
F. S. Pacheco 1359-43
J. M. McQue 2978-38
W. Reule 1687-37
G. Williamson 1077-31
J. D. Gamble 655-30
G. Freeman 2855-30

J. H. Rucker 966-56
W. Stoneham 2853-56
F. DeTar 1377-51
K. E. Gonzenbach 2821-47
W. N. DeVaney 1718-25
R. E. Herman 3047-25
G. Hanson 2343-22
A. Hill 1929-21
W. Bernhardt 2046-21
B. H. Skold 569-19
J. H. Hotchkiss 3250-19
J. B. Wilson 1692-16
G. F. Andres 3813-16
A. F. Pelfrey 325-10

D. F. Osgood 7-5

TOASTMASTERS IN THE NEWS



Promotes TI

District 16 Governor **Gaylord Giles** outlined TI membership opportunities and promoted central Oklahoma clubs at a Tinker Air Force Base Society of Professional Engineers and Scientists meeting devoted exclusively to a discussion of communications skills. The program was a result of an article in the February issue of the *American Engineer* and was developed by Able Toastmaster **Bill Richardson**, who is president of the Tinker society.

Earns High Honor

Toastmaster **Norris Adams Jr.** of Ankeny (Ia.) Club 1649-19 recently received the National Association for Mental Health's highest award for volunteer service—the **Katherine Hamilton Volunteer of the Year** award. Nominations for the honor came from 18 states. Mr. Adams, a former mayor of Ankeny, also is active in civic and service club work.

TM Is Commended

The Civil Service Commission has commended Toastmaster **Don Fischer** of DSA Club 3772-36 in Alexandria, Va., for his work in providing a Youth Leadership Program for the young people who are employed by the CSC during the summer. Mr. Fischer also was named his club's outstanding Toastmaster of the year.

Television Coverage

Two national television network stations paid a visit to the **District 40** spring conference in Dayton, Ohio, and video-taped interviews with Toastmasters. The mayor of Dayton proclaimed Toastmasters Day and the conference activities were reported in the newspapers in and around Dayton. In addition to this fine publicity, a 33-member speakers bureau also keeps Toastmasters well known throughout the state.

TMs Can Help

The Water Pollution Control Federation, headquartered in Washington, D.C., has asked its members who are Toastmasters to assist with the program at the federation's 41st annual conference Sept. 22-27 in Chicago. These Toastmasters may contact **Dewey T. Nicholson**, Assistant Director, Water and Sewer Department; Box 1088; Austin, Tex., 78767.

TM Is Cited

Jess C. Weed, past president of Leisure World Club 2230-F in Seal Beach, Calif., was presented an appreciation award plaque by Azusa Pacific College at a program attended by 2,000 students, faculty members, and officials. Mr. Weed was financial and real estate adviser to the college for seven years and is an area governor in Founder's District.



LOS ANGELES PROCLAMATION—In honor of the **District 52** spring conference and speech contest, Los Angeles Mayor **Sam Yorty** (center) proclaimed Toastmasters Week. Accepting the proclamation were District Governor **Tom Costanzo** (left) and Executive Lieutenant Governor **C. C. "Pete" Petersen**.

TOASTMASTERS WEEK—Members of **Midland Park (N.J.) Club 3041-46** (standing from left) **Peter Sarthou**, **Charles Claeys**, **Donald Winslow**, and **Edward Fanslau** witness Midland Park Mayor **Cornelius Pontier's** signing of a proclamation designating Toastmasters Week in their community. Climaxing the week, members held a simulated town council meeting and talks on various council departments.



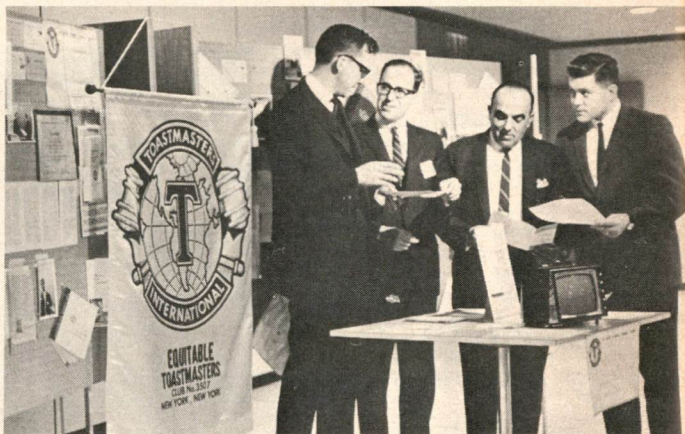
BRAMPTON TOASTMASTERS WEEK—Toastmaster **William Brydon**, mayor of Brampton, Ont., proclaims Toastmasters Week in recognition of the educational programs and the speakers bureau maintained by clubs in Ontario. The proclamation signing is watched by members of **Brampton Club 2347-60** (standing from left) **Frank Feller**, **Jim Sanjana**, and **Roy Durham**.





CONFERENCE VISIT—Executive Director Robert T. "Buck" Engle (center in front) visited the District 43 spring conference in Jackson, Miss. District 43 officials with Mr. Engle are (standing from left) Ron Crook, Gene Weeks, Tom Seales, and Will Showalter. Seated are (from left) Gene Davenport, Mr. Engle, and T. A. Evans.

SEEN BY THOUSANDS—A Toastmasters display by Equitable Club 3507-46 in New York, N.Y., was set up in the Equitable Life Insurance Co. dining area and featured a video-tape playback of a club meeting. An open house climaxed this excellent Toastmasters campaign week, which resulted in several new members.



SEVEN-STATE AUDIENCE—Lloyd Goolsby, (left), District 6 governor-elect, and Clifford L. Thompson, (right), lieutenant governor-elect, are interviewed by radio broadcaster Jergen Nash on his seven-minute "Man on the Go" program that was aired from St. Paul, Minn., to a seven-state audience in the upper Midwest. The interview centered around Toastmasters.



BOOK NOOK

Recently published books on topics of interest to Toastmasters may be helpful in learning more about effective communications. Toastmasters International is not specifically recommending the books, rather it is directing your attention to the fact that they are available. They are *not* available through World Headquarters; you may contact your local library or book store if you are interested in any of them.

LANGUAGE IN THOUGHT AND ACTION

by S. I. Hayakawa

(Revised edition) The original version of this book was an International Society for General Semantics Book-of-the-Month selection. Clearly and wittily written, it is the most widely read introductory book on general semantics. Harcourt, Brace & World.

SPEECH FOR THE CREATIVE TEACHER

by Seth A. Fessenden, Roy I. Johnson, P. Merville Larson, K. M. Good

Designed to improve the prospective teacher's self-command of the basic requirements of good speech, it also increases his understanding of the practical application of speech experience in guiding and promoting the learning of students. Brown.

COMMUNICATIVE SPEAKING AND LISTENING

by Robert T. Oliver, Harold P. Zelko, and Paul D. Holtzman

(Fourth edition) Extensively revised, this edition concentrates on the complete communication needs of individuals in the speaking and listening transaction. It prepares the student to understand and improve his mastery of the complicated process of oral communication. Holt, Rinehart and Winston, Inc.

HOW TO DEVELOP YOUR THINKING ABILITY

by Kenneth Keyes

Presents tools to develop habits of thinking that result in more reliable verbal maps of what is experienced. McGraw-Hill.

YOUR MOST ENCHANTED LISTENER

by Wendell Johnson

An examination of some of the pitfalls of language encountered when a person speaks with others or when a person is his own listener. Harper-Row.

NEW CLUBS

As of May 28, 1968

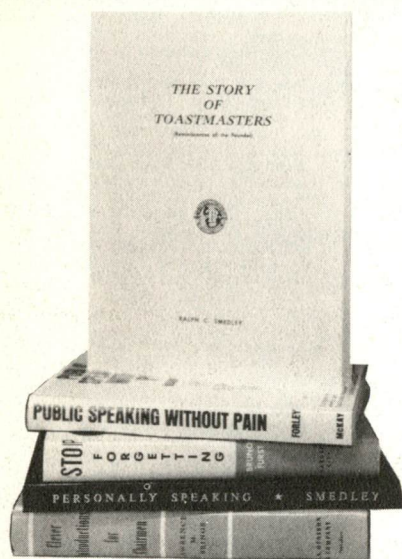
- District F** HILLTOP Club No. 3805-F. Meets Sat. 7:00 a.m., Lloyd's Cafe, RUNNING SPRINGS, Calif. Contact: 867-2913, 867-2286.
- District 3** TOASTMASTERS B.C. Club No. 2866-3. Meets Wednesday 6:30 a.m., Deer Valley Park Plant, General Electric Co., PHOENIX, Ariz. Contact: 941-3726.
- District 4** GILROY Club No. 3768-4. Meets Thurs. 6:45 a.m., Peralta's, 675 N. Monterey, GILROY, Calif. Contact 842-5542.
- VARO Club No. 3085-4. Meets 1st-3rd Thurs., 4:35 p.m., Veterans Administration Regional Office, 49 4th St., SAN FRANCISCO, Calif. Contact: 556-5834.
- District 16** 2000 CLASSEN Club No. 2775-16. Meets Tues., 11:30 a.m., Citizen's Tower Bldg. cafeteria, OKLAHOMA CITY, Okla. Contact: JA 8-2611, Ext. 77.
- PERRY Club No. 3265-16. Meets Thurs., 6:00 a.m., Sooner's Corner Rest., 1-35 and Hwy. 64, PERRY, Okla. Contact: 336-9354.
- District 21** SURREY Club No. 2590-21. Meets Mon., 6:30 p.m., Turf Hotel, 12411 King George Hwy., SURREY, B.C. Contact: 581-5431.
- District 25** PLANO Club No. 929-25. Meets Wed., 7:30 p.m., University of Plano, 1500 Dallas North Pkwy., PLANO, Tex. Contact: AD 5-9511, Ext. 7534, 995-6284.
- District 36** NBS Club No. 3495-36. Meets 2nd-4th Tues., 11:45 a.m., National Bureau of Standards, GAITHERSBURG, Md. Contact: 921-3694.
- District 39** BLUFFERS Club No. 2854-39. Meets Mon., 7:00 p.m., Water Resources Bldg., 2440 Main St., RED BLUFF, Calif. Contact: 525-1669.
- District 45** H.M.C. DOCKYARD Club No. 3182-45. Meets Wed., 7:00 p.m., H.M.C. Dockyard, HALIFAX, N.S. Contact: 455-0133, 423-1161.
- District 46** 21st CENTURY Club No. 3746-46. Meets 1st Tues. 3rd Thurs., Union Carbide Research Center, River Rd., BOUND BROOK, N.J. Contact: 356-8000, Ext. 2714.
- District 47** THE BOEING ATLANTIC TEST CENTER EMPLOYEES Club No. 3695-47. Meets alt. Mon., 6:00 p.m., Tradewinds Cafeteria, CAPE CANAVERAL, Fla. Contact: 784-1581.
- District 55** LOVELL Club No. 1174-55. Meets 1st-3rd Mon., 6:30 a.m., Dudes Cafe, LOVELL, Wyo. Contact: 548-7164, 548-7260.
- District 63** TUESDAY TOASTERS Club No. 3004-63. Meets Tues., 12 noon, Bldg. 18, Tennessee Eastman Co., KINGSPORT, Tenn. Contact: 246-2111, Ext. 3130.
- District 66** MANHATTAN Club No. 2868-66. Meets alt. Tues., 7:30 p.m., Manhattan For Hire Corp., 1617 Brook Rd., RICHMOND, Va. Contact: 643-6791.
- District TCA** FOREST Club No. 1541-TCA. Meets 2nd-4th Mon., 7:00 p.m., Antler Hotel Motel, French's Forest Rd., SYDNEY, N.S.W., Australia. Contact: 638-0122, 49-5416.
- ILLAWARRA Club No. 2822-TCA. Meets alt. Wed., 7:00 p.m., Illawarra Catholic Club Ltd., Crofts Ave., HURSTVILLE, N.S.W., Australia. Contact: Sydney, N.S.W., 57-8484.
- District U** ROADRUNNER Club No. 1035-U. Meets Wed., 6:40 p.m., USS Arlington.

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