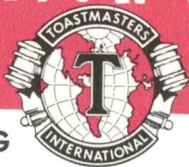


# THE TOASTMASTER

JULY

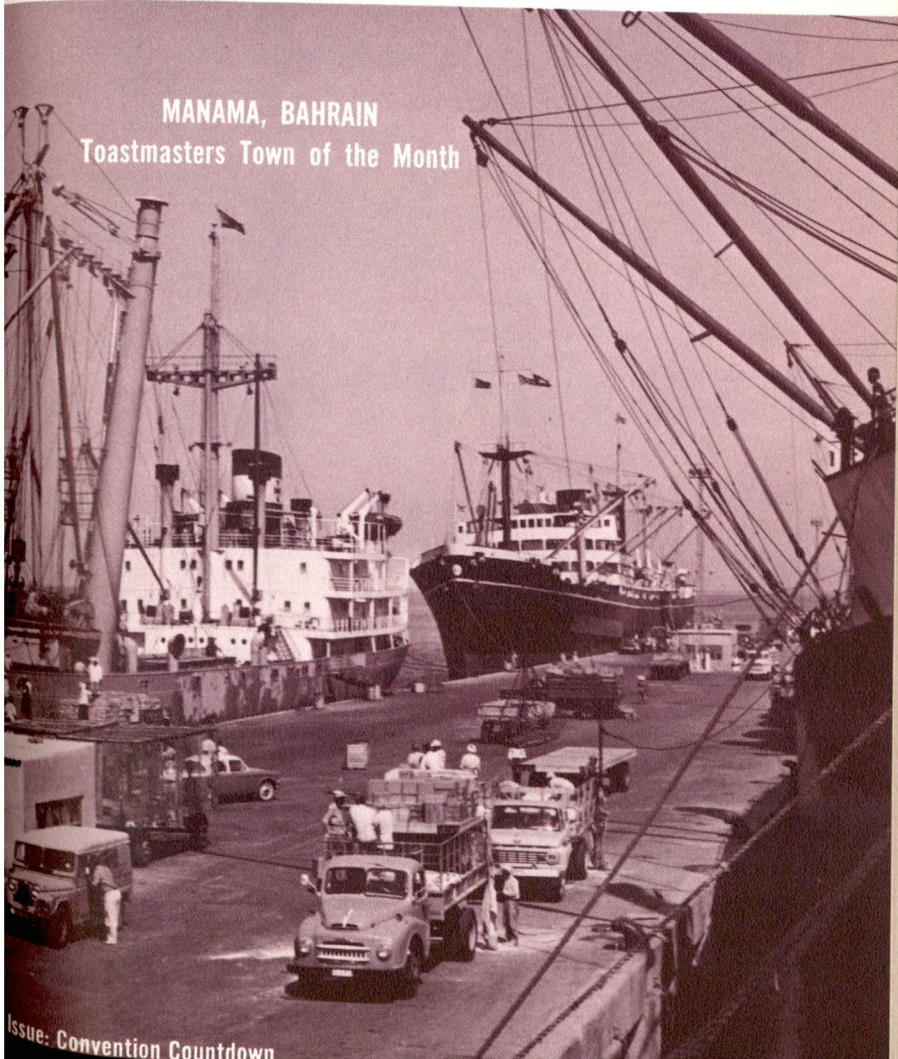
1967



BETTER LISTENING

THINKING • SPEAKING

MANAMA, BAHRAIN  
Toastmasters Town of the Month



Issue: Convention Countdown

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1878-1965

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. As of March 31, 1967, these clubs had 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.

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# The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 33

Number 7

July, 1967

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# WHY, OH, WHY Has That Lost Member Gone?



By Harold D. Cusick



DOES YOUR CLUB have a membership retention problem? Probably not *your* club; but let's, just for the exercise, take a look at a typical Toastmasters club in your city and discover how membership retention can be a problem.

The meeting has just started, and as the gavel is rapped on the lectern an expectant hush falls over the group. Each of the Toastmasters present has been personally involved in a powerful and successful membership drive. The president's message is as expected. Ten new members have been added to the club's roster, and for the first time in many, many months the roster is full!

Let's imagine, however, that we have the use of a time machine. After we set our machine, adjust the contrast (if your time machine is like mine, adjust the vertical hold, too) and look and listen in on the same club as it meets a few months later.

The president speaks: "Fellow Toastmasters, we seem to have lost a few people recently. We still have most of those who

joined a few months ago. However, three have dropped out. You remember George, Jim and Smitty? I don't know why they dropped. We just haven't seen much of them lately, so we have to assume that they are no longer with us. More than that, we have lost a few of our old regulars, too. You remember Pete Fennmore and Harry Brig and a couple of others who were quite active? We seem to have lost them somewhere, too. It boils down to this: We are going to have to start another membership drive. The educational vice-president is having trouble filling his schedule again."

Sound familiar?

At this point, gentlemen, let us turn our time machine off. Let's try to figure out what happened. Why did they have to start another membership drive so soon?

To illustrate our discussion, I think we can draw a business analogy. Perhaps some of you have businesses of your own or perhaps you work in a business.

In any event, most of us have at least a general concept of

## WHY, OH, WHY HAS THAT LOST MEMBER GONE? (cont.)



what makes a business successful. A business, as a Toastmasters club, is primarily interested in the customer.

First, why does a customer buy? He makes his purchase because he would rather have products or services than his money. Breaking this down further, he buys because he *needs* the product, because he can *use it*, or because it will *add to his stature*.

All three of these reasons are common to a Toastmaster. Possibly he wasn't satisfied with the way he presented that last report at his company meeting, or perhaps he is generally dissatisfied with his ability to communicate his ideas or to sell.

Let's examine another aspect and try to figure out where a customer will buy. High on any list of factors which will influence a customer's decision to buy from one store or another, we would have to place the term "image."

People like to be a part of success. They want no part of failure. The store that is out of step with the times will repulse most people. They don't want to be seen shopping there.

On the other hand, if the com-

pany has a reputation for being in step with progress and offering "up-to-the-minute" merchandise in an exciting way, people will boast about buying there.

We can say the same thing about the man in the Toastmasters club. He has bought something (and you sold him something) when he signed his name on the application form.

Think about this a little—when you buy something in a store and are pleased, you keep coming back. If you were dissatisfied, even a little, you more than likely found some place else to make your next purchase. Again, the same thing is true with Mr. Toastmaster.

Little things can cause him to change his mind and go elsewhere to seek the improvement that he feels he needs. These "little things" can include sloppy meeting procedures, poor use of parliamentary law, inadequate control of the meeting, improper introduction of guests or speakers, overdone or underdone evaluation, and poor programming. By poor programming I mean, for example, that members are not required to meet the schedule, or it does not meet the members' needs and interests or it's

filled with sameness.

When these "things" begin happening, when a premium is not placed on meeting the schedule and making the required speeches, when people don't bother to bring their manuals or other materials, the salesmen and management in your store are loafing! Who are they, these salesmen and management? Your club officers!

### Stockholder Is Member

The stockholder in your club is the club member. He must demand proper performance from his officers. He should, when acting as general evaluator, criticize the educational vice-president, president, or the sergeant-at-arms when his failure to function has impaired the conduct of the meeting. He should be careful to elect a member to office for his organizational ability, not because he's a "good Joe."

If he neglects these responsibilities, he will receive exactly what the stockholder in a corporation will get under the same circumstances, a failing business.

We must also realize that the club, as the business, must adjust to the customer's needs. Our Toastmaster is a changing person. He may be satisfied with stale or off-color jokes one week. He may even tolerate informal and pointless meetings occasion-

ally; but a steady dose of these, or failure of club officers to function will eventually change his mind about staying where he is.

The club must serve the member. It is a primary law in business that, if you are going to stay in business, you must offer merchandise or services that the customer wants. More than that, you must provide it in an attractive package. You must display these goods in the best possible light.

There are two other words I would like for you to remember. These two words are "innovation" and "basics." Club officers have a task; no, more than a task, a moral responsibility. They have the responsibility to provide the club member with the product which was sold to him when he signed his name on the application.

### Like Buying a Car

When you purchase an automobile, the salesman will describe to you what this automobile will do. You fully expect the automobile to do exactly that. If you buy a health insurance policy, the salesman and the policy state that the policy will pay for certain medical expenses. If you fall ill and go to the hospital, you expect the insurance company to pay your expenses just as the salesman promised.

What do we tell people they

## WHY, OH, WHY HAS THAT LOST MEMBER GONE? (cont.)



will receive when we sell them Toastmasters? We tell them that Toastmasters consists of a Basic Training program which is designed to help a man learn to communicate better; one which will help him think, speak, and listen effectively. We tell him that we do this by providing a series of 32 speech projects, 12 basic and 20 covering advanced speech opportunities. Each of these is designed to do a certain thing for him.

We tell him we are going to have extemporaneous speaking, which will help him think quickly on his feet. We have told him about our evaluation program. We have told him we will give him an analytical evaluation which will tell him how he did with his efforts to communicate his ideas. We promise to tell him how to improve.

We promised these things to this man. He, as a new stockholder, has invested dollars, time, and effort on the basis of our sales talk.

But do we fulfill this promise? Have we lived up to the terms of our contract?

Looking back at our subject Toastmasters club by means of our time machine, I assure you that you would find that this

club had not fulfilled those guarantees!

Let's examine very carefully some of the things that have happened, through the eye of our time machine. We catch these glimpses as time fleets by:

At one meeting, the Toastmaster, after being introduced (since he himself hasn't been around for awhile) comments, "My, I haven't seen such a large group in a long time! We usually only have seven or eight show!" This certainly doesn't make the new member feel at ease, and it plants the first seed of doubt. Remember? He wants to be a part of success!

In the next scene we find another Toastmaster. His comment to the group during a speaker's introduction goes like this: "And now we have Joe Blow who is giving us — Wow! a numbered speech! Congratulations, Joe. You've been in the club now for a year, and you're on Number 4 speech already!" Seed of doubt Number Two has been planted.

Time flies by, and we note that one or two of the old heads have managed somehow to finish their twelve lessons. Their Certificates of Merit have been sent from International, and just before the

meeting begins, we see that Joe Slowball, the president, has cornered our two gentlemen as they come in the door.

"Hey, Max and Pete, here are some certificates or something that World Headquarters sent for you. I'm not sure what they are, but your names are on them so they must be yours!" That's all! As a result, even though two, three, or a half dozen people may have completed basic training or one of the two advanced speech programs, none have been publicly recognized. Few others in the club ever know they have completed the lessons!

### Get Wrong Impressions

Consequently, many people, including the new members, get the impression that few ever finish these lessons. Evidently, they think, these lessons must not be worth much. Many will revert to unnumbered or stoplight speeches by the time they get past speech Number Four. (Ed. note: Stoplight speech is prepared on the way to the meeting as the member stops at each stop light). Seed of doubt Number Three.

Our club president, in his plea for support of another membership drive, noted that some "old heads" had disappeared. Had he caught any of their thoughts he probably would have found they had lost a goal! They stayed around for a little while, made a speech or two, and quietly faded from the scene.

I wonder why no one ever really sold the advanced speech programs opportunities?

### We Must Innovate

I mentioned another word — "innovation." To make the basic steps in our learning process palatable, we must innovate. We must maintain a progressive approach.

To progress, to stay alive, we must impose planning discipline on the present operation of our clubs. We must constantly reappraise our club's activities and gauge its direction.

We must innovate to keep the program interesting.

You bring a new man into your store by selling him on the value of your product! But unless you fulfill your contract, he will find another store.



*Harold (Hal) D. Cusick has been a Toastmaster since 1962, when he helped organize Glacier Club 3483-20 at Grand Forks Air Force Base, North Dakota. Since that time he has served Toastmasters in various club offices and has been an assistant area governor, area governor, and lieutenant governor of District 47.*



## REPORT FROM THE PRESIDENT

### MY FELLOW TOASTMASTERS:

On one of my trips a young Toastmaster came to me and in an off-hand manner observed, "You older Toastmasters are sure sold on Ralph Smedley. Was he really that great?" Ever since Dr. Smedley's death I have dreaded the day when Toastmasters leadership would be men who never knew Dr. Smedley, when club leadership would be men who never understood the depth of concern held by our founder for those he served.

In the closing years of our founder's life we found truth in the words, "A growing organization can be likened to the lengthening shadow of the great man who founded it." For the thousands of men who understood his goals, Ralph Smedley showed them the way to leadership in business and in community life.

By a program that's guiding light was simplicity, almost a million men have been taught speech and shown the way to leadership. Toastmasters International has only existed for 43 years, but the Toastmasters idea and Ralph Smedley's Toastmasters clubs go back more than 60 years.

Ralph Smedley was truly our founder. The idea was his, the development was his, and all of the basic literature which has so effectively guided Toastmasters through all these years was the work of one man, a man who devoted his life to the service of others through two organizations, the YMCA and Toastmasters International. He was nationally recognized as a YMCA leader and a leader in adult education long years before his death.

SERVE AND GROW is a re-emphasis of the basic principles of Ralph C. Smedley. Your president, the board of directors, Buck Engle, and the staff of World Headquarters are all committed to keeping Toastmasters climbing to reach the goals of our founder. Yes, Mr. Toastmaster, Ralph Smedley was really that great.

John B. Miller  
International President

# A Vice-President And Controller Tells How Toastmasters Clubs Help A Growing Company

By J. W. Schrey

"I KNOW WHAT I want to say,  
but I can't say it."

This has been a significant problem to management personnel within The Magnavox Company. The acknowledgement was made after a battery of psychological tests measuring personality traits was given to the key people within the Magnavox organization. The results of the tests were thoroughly reviewed with each individual by a member of the personnel department, whose responsibilities included management development.

The Magnavox Company has grown within the past ten years,

multiplying nearly eight times, and is confronted with the problem of developing managers from within the organization to cope with the increased requirements for managerial skills. Top management of the company feels strongly that every effort should be made to promote from within. Accordingly, it is essential that the individual's potential be fully utilized.

Management recognizes that each manager, whether an accountant, a purchasing agent, an engineer, or a foreman on the line, is essentially a salesman. He must be able to reduce his



thoughts to expression which can be communicated.

An engineer, for example, must be able to explain clearly a highly technical product to a customer; or a foreman must outline a job which is to be accomplished; or an employee must be able to relate why a program or procedure should be changed.

The Magnavox Company has chosen to utilize the Toastmasters program as a means whereby, for minimum costs, its managers can be trained in the art of self-expression. Peculiarly enough, we find this expression encompasses not only speaking before a group, but also the organization of thoughts to present in the form of a paper or other means of written communication.

As a result of the tests and discussions with many people, Magnavox organized its original Toastmasters club within its Fort Wayne facility in 1963, and now has two fully functional clubs, as well as one in the process of formation, at Fort Wayne. In addition, we have two clubs at our Urbana (Ill.) facility and one each at our Greeneville (Tenn.) facility and our Jefferson City (Tenn.) facility. The cost to the company has been negligible. Cost of chartering the club is assumed, an occasional lunch is purchased, and a half-hour extra at lunch time is provided for the participants.

The gains have been tremendous. Nearly all the officers of the Magnavox Management Club, a group made up of primarily middle management of

J. W. Schrey is vice-president and controller of The Magnavox Company in Fort Wayne, Indiana. Born in Columbus, Nebraska, and reared in Leavenworth, Kansas, he is a graduate of the University of Kansas. He joined Magnavox in 1948 as an internal auditor, was appointed assistant controller in 1949, controller in 1961, and vice-president in 1963. Mr. Schrey is a past chapter president of the National Association of Accountants; member of the board of directors and executive committee of the Fort Wayne Chamber of Commerce, the Metropolitan YMCA, and Junior Achievement; and is a member of the Masons, Shrine, and Magnavox Management Club.



the company, including technical personnel, are members or have been members of a Toastmasters club. The promotion rate of Toastmasters has been many times that of other personnel, primarily due to the confidence developed by these men and their manner of self-expression.

These assets are readily apparent in customer contact and contact within the company. A further benefit has been derived by the fact that, since the membership of Toastmasters clubs is made up of a cross section of people of the various departments within our company, greater understanding of the other man's problem is developed. Obviously, engineers will speak of engineering problem, accountants will speak of accounting problems, and manufacturing people will speak of production problems. The exchange of ideas has cemented relationships not otherwise possible.

The Magnavox Company takes a great deal of pride in its products as produced from its many plants. Every modern method, modern technique of production, and modern equipment is utilized in its production of products.

We take equal pride in the fact that, by its sponsorship of Toastmasters, Magnavox is developing not only better managers within its organization but also contributors to the communities in which they live.

The Toastmasters who belong to Magnavox Management Club have embarked upon a "Selling America" program which has been presented to as many as fifty different groups within the community.

The company can recommend Toastmasters and its training to the highest degree as a means whereby, at a minimum cost, tremendous results can be achieved in the growth of the managers who are so vital to the success of the company.

# Where Do We Want To Go?



The immediate International past president writes the final in a series about "Serve & Grow."

By Charles C. Mohr

AT EVERY CROSSWAY on the road that leads to the future, each progressive spirit is opposed by a thousand men appointed to guard the past.

This world of ours has become increasingly smaller and the greatest of all wars has commenced. The battleground is not in Vietnam nor the Middle East, nor is it in the distant future. It is here and now — and is all-encompassing.

We are in the midst of a battle for men's minds; confronted with a knowledge explosion of greater impact than the nuclear bomb. The world's knowledge is literally doubling as each six months pass from our calendar; and what we, as individuals, must ask ourselves is whether we are equipped and able to meet this challenge of destiny.

The phrase "Serve and Grow" was not just born this year for us. It is a concept that has been inherent in our organization since its inception. True, we have now put the concept into words. But what is it we mean, and what is our direction?

Man, by his very nature, is a

gregarious beast, constantly attempting to satiate his appetite for belonging by giving a bit of himself for the benefit of others. Without this clustering of spirit, anarchy would truly exist.

What I am saying here is that for man to fulfill the highest order of his needs, that of self-fulfillment, he must have the will and the environment conducive to such growth. In a democratic society where freedom is gospel, we can more readily achieve the goals of fulfillment or self-actualization than could be possible in a regulated or regimented environment. Because the barriers are minimized, we are left with personal will which is in reach and control of each of us. Just what is it we want, and where do we want to go?

We should now attempt to frame an answer to these questions in our own minds and, for our specific purpose here, it should be definable in terms of our Toastmasters experience. What is it we, as Toastmasters, want, and where do we want to go?

Perhaps a clearer understand-



ing of this particular frame of reference can be secured by repeating some of my comments from the preface of the memorial volume, "Personally Speaking," which presents selected writings of Dr. Ralph C. Smedley, the founder of Toastmasters: "The Toastmasters organization is built upon ideas and ideals oft expressed by our founder . . . Dr. Smedley taught more than public speaking; he taught love of mankind and faith in the potential of every man. Public speaking was merely a means of measuring man's progress to self-fulfillment through the use of his God-given abilities on behalf of others."

#### **Business Is Helping**

Simply put, the meaning here is that each Toastmaster is in the business of helping himself to help others help themselves. Thus the learn-by-doing philosophy is carried to fruition.

So again we ask the questions: What is it we want, and where do we want to go? With a little personal reflection and a sprinkling of projection, I should like to share with you some of the thinking that has led me to arrive at a fulfillment concept for Toastmasters, implicit in "Serve and Grow."

Most of us probably became acquainted with Toastmasters through a well-meaning friend and associated ourselves with the

organization with the singular purpose in mind of improving our speechmaking. This in itself is a worthy purpose, for self-improvement, regardless of the area, is beneficial.

However, the man who has sustained his interest in our communications activities has done so for a myriad of reasons, and probably his original purpose for joining with us has long been forgotten. What is it that sustains this man? Why, year after year, does he subject himself to criticism, bombardment, and what to the neophyte seems to be ridicule? Probably he has found somewhere in the non-verbal activity of the Toastmasters program a high degree of self-fulfillment and self-actualization.

#### **Helping Is Learning**

The matter of helping someone else improve his communicative skills is as much a part of the learning process, perhaps even the personality development, as is the actual program participation. Total involvement seems, then, to insure continued interest.

It was mentioned earlier that we are in the midst of a tremendous knowledge explosion. With this explosion individual fears, anxieties, and frustrations are manifest and must be conquered. Also, this new knowledge must be imparted to others to be of value.

The mind is not just a depository for facts and ideas; it is an instrument to be used. It is in this arena that Toastmasters can be of immeasurable service to the individual as well as to society.

Our fundamental purpose in Toastmasters is to provide learning opportunities for developing skills in communications. This is inherent in our purpose and to our structure. Our horizons, however, are continually expanding; and, as members, we have merely scratched the surface. We have yet to explore the intriguing hinterlands in such related disciplines as group dynamics and general semantics.

We have constantly stressed the importance of "evaluation" in our programs. Yet few of us have set about in an organized fashion to improve our listening abilities. We have talked about service to others, but until the birth of the Youth Leadership Program little of this concept was understood.

The opportunities for personal and intellectual growth are here and but await being exploited by men of vision. This proving ground we call a Toastmasters club can offer many opportunities for the individual to learn and develop the communications and leadership skills so necessary in today's world. Again, the admonition is one of total involvement, allowing each of us to maximize our personal development while helping others help themselves. In this manner we truly Serve and Grow.

Perhaps by now you are saying, "This man is not answering his own question, 'Where do we want to go?'" If these be your thoughts, you are right; for I cannot conceive of one man formulating for another a philosophy of purpose, even within the limited frame of reference of the Toastmasters movement. This I leave to each of you. However, if this article stimulated your thinking process, then perhaps it will have served its purpose.



*Charles C. Mohr is immediate past president of Toastmasters International. A member of Anthony Wayne Club 1380-28, he was governor of District 28 in 1958-59. He was elected to the board of directors in 1960 and subsequently served as vice-president for organization, vice-president for education, and senior vice-president.*



## MANAMA, BAHRAIN

# Toastmasters Town of The Month

MANAMA, BAHRAIN ISLAND, is the capital city of the independent sheikhdom of Bahrain, an archipelago in the Persian Gulf off the eastern coast of Saudi Arabia.

It is a heterogeneous blend of East and West. With a population of more than 62,000, it presents an interesting mixture of traditional Bedu courtesies and the more aggressive, impatient ways of the 20th century.

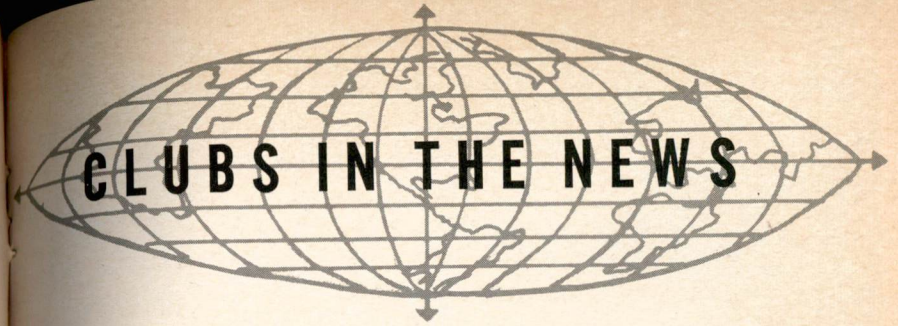
Tall minarets, issuing the call of the muezzin (now broadcast by loud-speaker) to summon the faithful to prayer, stand side-by-side with tall modern business buildings.

Bahrain's recorded history originates with Portuguese occupation in 1507. This was followed by a period of Persian rule beginning in 1602. Ruins of Persian mosques dot the countryside, serving as reminders of the era. In 1783 Bahrain was conquered by Arabs, and from the reigning family, the Al-Kahlifahs, came the independent sheikhs of Bahrain. During the latter part of the 19th century, agreement was reached with Great Britain for the state to become a British protectorate.

Vast petroleum pools were discovered on the island in 1932. Today oil royalties are the main revenue source of the government's economy, enabling it to provide extensive social services, including free health service and free education, to its citizens. There is also important coastal trade in general cargo at Manama, where a \$7-million pier handles large ocean vessels (shown on cover). It was declared a free transit port in 1958, and is now the main entrepôt for the Persian gulf.

Modern Arab businessmen, equally at home in London, New York, Cairo, or Kuwait, are introducing new industrial projects. Multi-storied office buildings are rapidly changing the face of this pre-biblical land. New hospitals, schools, and municipal buildings are under construction, and the younger generation is being prepared to assume the responsibilities of the rapidly expanding economy.

There are two Toastmasters clubs in Bahrain, Manama Club 2916-U and Bahrain Club 2875-U.



### Back Charity Project

Members of **Kerbela Club 2925-63** in Knoxville, Tenn., are working as official speakers for the annual Crippled Children's Paper Sale of the eastern Tennessee area, sponsored by the Shrine. In addition to speaking to various groups, eight speakers appeared on TV shows for the fund.

\* \* \*

### Judge Speech Contest

Five members of **Plus Two Club 349-25** in Ft. Worth, Tex., served as judges for a speech contest at Everman High School. Participating were Rudy Watson, John Fenton, Andy Satterfield, David Crowell, and Fred Scheuerman.

**Eli Lilly Club 311-11** in Indianapolis recently had its fifth annual speech and lip reading contest for students at the Indiana School for the Deaf. The contest includes categories for primary, intermediate, and high school students and this year included 150 participants. Dr. H. Latham Breunig (center), member of Eli Lilly Club, originally started the contest. He is shown with officials of the school.

### On the Air

Many Toastmasters have gained experience through working with television lately. **Battelle Club 1369-40** in Columbus, O., was able to use video equipment supplied by Ohio State University at a recent meeting. All members' speeches were recorded and played back for self-evaluation.

**Cosmopolitan Club 904-62** in Grand Rapids, Mich., enjoyed the same kind of program at its 600th meeting. The club worked with the local school system to use the equipment. The schools then used the recorded program in the classroom.

Toastmasters from **District 15, Area Three**, were featured on a news feature show presented in Twin Falls, Ida., by station KMVT. Members from five clubs in the area were present.





Washington Governor Daniel J. Evans (seated) signs a proclamation signifying Toastmasters week the state. Participating in the ceremony were (from left) Daniel S. Johnson, Angelo K. Geary, District Governor Chin T. Hung, Charles Monk, J. Robert Sims, Larry L. Doering, and Mel Osborne.

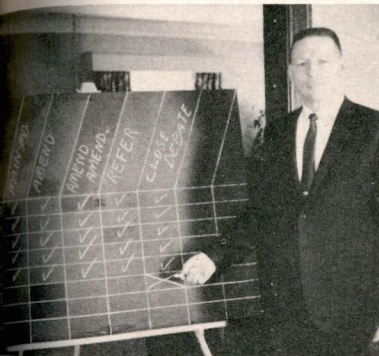
Ed Bemis of Los Alamos (N.M.) Club 607-23 presents a special award to Herb Hartmayer (left) in recognition for his 16 years of service to the club. Mr. Hartmayer is retiring to Santa Barbara, Calif.



Members of Cincinnati Club 472-40 faced the ultimate test for sticking to club business when the club celebrated its 20th anniversary at the Cincinnati Playboy Club. Paul Ashworth and Connie Malas (second from right), president of Williams Toastmistress Club, look over the program. They are flanked by Bunny Verna (left) and Bunny Robin (right), who table hopped during the meeting.



Robert C. Wood (center), Under Secretary of the U.S. Department of Housing and Urban Development, accepts honorary membership in HUD Club 1795-36, Washington, D.C., at the club's tenth anniversary celebration. Joining in the presentation were (from left) Mrs. Wood, Richard Gibson, Charles C. Shinn, and Stephen N. Gell, president-elect of the club.



Red River Club 941-20 in Fargo, N.D., has developed a chalk board for helping members learn parliamentary procedure. The club's past president John Dabill demonstrates how the board is used to keep track of the steps necessary to present and dispose of a motion.



Father and son received charter memberships to Groundhog Communicators Club 3485-35 in Sun Prairie, Wis. Receiving the certificates were Robert W. Last (second from left), governor of District 35, and Robert M. Last (second from right). Making the presentations were Ralph Howland (far left), International vice-president for organization, and Gene Haluschak, International director.

... G. Bonelli (center), ... man of the Los Angeles ... (Calif.) Board of ... supervisors, presents a pro- ... tion designating Toast- ... ers Month in the county. ... cipating in the ceremon- ... here (from left) Dist. 50 ... Gov. Jack Schneider; ... F Gov. Bill Irwin; Dave ... man; Bonelli; Dist. 51 ... Art Hays; Int'l Dir. Russ ... on; and Dist. 50 Gov. ... Wingham.



# Honor Roll

Congratulations to the following Toastmasters who have completed one or both of the advanced Toastmasters speech programs.

## ABLE TOASTMASTERS (ATM) Certificates of Achievement

*(For completion of both Leadership Through Speech and The Advanced Speaker programs.)*

<b>Herbert W. K. Hartmayer, ATM</b> Los Alamos Club 607-23 Los Alamos, N.M.	<b>Steve Edward Colucci, ATM</b> Chanticleer Club 1624-39 Sacramento, Calif.
<b>Joe W. Gould, ATM</b> Hershey Club 2990-38 Hershey, Pa.	<b>Colin R. Biggs, ATM</b> Mare Island Club 2522-57 Vallejo, Calif.

## LEADERSHIP THROUGH SPEECH Certificates of Progress

**Harry Stewart**  
Smedley No. One Club 1-F  
Santa Ana, Calif.

## THE ADVANCED SPEAKER Certificates of Progress

<b>Philip L. Sanford</b> Hospitality Club 683-5 San Diego, Calif.	<b>Lester L. Dahms</b> Marshalltown Club 1857-19 Marshalltown, Iowa
<b>Ewald E. Koepsell</b> Rochester Club 271-6 Rochester, Minn.	<b>William Eckhoff</b> Arden Club 2349-39 Sacramento, Calif.
<b>Donald R. Fabian</b> St. Louis Underwriters Club 1395-8 St. Louis, Mo.	<b>Robert M. Warner</b> Aloha Club 601-49 Honolulu, Hawaii
<b>Raymon C. Ingram</b> Tulsa Club 148-16 Tulsa, Okla.	<b>Walter B. Magness</b> Tejas Club 966-56 Austin, Tex.
	<b>Wolfgang Hinz</b> Heidelberg Club 1632-U Heidelberg, Germany

# More Clubs and Districts Respond To President's Challenge

Increasing numbers of clubs and districts throughout the world have responded to President Miller's challenge for each club to add five new members and each district to add five new clubs before July 31. Special membership efforts already have caused many clubs to make even greater gains than asked for, while others are very close to meeting it with time still left to reach the goal.

Several districts, too, are very close to meeting the challenge. Encourage your club and district to make a special effort this month to meet President Miller's challenge.

The following thirty-one clubs have shown the greatest number of new members between February 1 and May 31:

Tempe 1715-3, Tempe, Ariz.	Tejas 966-56, Austin, Tex.
Telestars 1913-4, Sunnyvale, Calif.	Club Toastmasters de Monterrey 3357-56, Monterrey, Mex.
St. Maries 367-9, St. Maries, Ida.	Diablo 598-57, Walnut Creek, Calif.
Windjammers 2628-12, Las Vegas, Nev.	Burlington 3074-60, Burlington, Ont., Canada
Dover 2077-18, Dover, Del.	St. Maurice 3215-61, Cap de la Made- leine, Que., Canada
Spencer 856-19, Spencer, Iowa	Arctic Gateway 3410-64, Fort Church- ill, Man., Canada
Centennial 1535-24, Omaha, Neb.	Kenora 3875-64, Kenora, Ont., Canada
Kettleman Hills 868-27, Riverdale, Calif.	Delaware 2276-65, Buffalo, N.Y.
South Shore 2050-31, Cohasset, Mass.	Dynamic 2420-65, Rochester, N.Y.
Appleton 1331-35, Appleton, Wis.	Bell 3920-65, Niagara Falls, N.Y.
Urbana 2770-40, Urbana, Ohio	Armed Forces Staff College 2865-66, Norfolk, Va.
DESC 2781-40, Dayton, Ohio	Tamworth 2762-TCA, Tamworth, N.S.W., Australia
Northern Lights 489-42, Edmonton, Alta., Canada	Laemthong 1635-U, Bangkok, Thai- land
Bow Valley 1494-42, Calgary, Alta., Canada	The Gentlemen of Verona 2396-U, Verona, Italy
Skyscraper 3300-42, Edmonton, Alta., Canada	
Gavellers 2311-46, Union, N.J.	
Towassi 1991-48, Montgomery, Ala.	

As of May 31, the following districts were leading in the drive to add five new clubs before July 31: **District F; District 19; District 20; District 21; District 28; District 35; District 37; District 42; District 46; District 68.**



## Executive Director Maurice Forley Resigns

Toastmasters International announces that the board of directors has accepted with regret the resignation of Executive Director Maurice Forley effective November 1, 1967.

Forley joined the Toastmasters staff in 1956 as editor of *The Toastmaster* and as administrative counsel. He was named executive director in 1958.

Confirming the announcement, Forley said, "It has been a demanding and exciting job, and I have enjoyed all of it. I shall cherish my long and close association with Dr. Smedley, and value the friendship of the officers, directors, members of our staff and many friends all over the world I have gained from the work. I shall always be devoted to the organization, and I am confident that it will continue to grow and serve men throughout the world."

Forley's administration was marked by growth, change and increased international recognition. Membership increased by one-third; annual income doubled and the corporate assets passed the million dollar mark. Twelve new districts and two overseas councils were created. Forley initiated the drive for a World Headquarters building, which has been paid for ahead of schedule and which now houses the most modern printing and electronic data processing equipment available. Forley also initiated the Reading Plan, the Gavel Club organization, the Educational Advisory Committee, and stimulated the establishment of club speakers bureaus.

A graduate of Yale University and Northwestern Law School, Forley came to Toastmasters after a career in business and government and is listed in the 1966 edition of *Who's Who*. Forley has not announced his plans for the future.

Administrative functions of Toastmasters International will continue to be handled by the World Headquarters Manager, a new position created last year and made permanent by the board of directors at its March meeting.

## Convention Countdown



The countdown is on! Toronto is ready to welcome Toastmasters, an outstanding program has been planned, and fun and fellowship await you at the 36th Annual Toastmasters International Convention.

This year's convention at the Royal York Hotel August 24-26 promises to give Toastmasters a wealth of information they can't receive at club and district meetings.

Experts in the fields of communications and human relations promise to give Toastmasters new ideas and understanding on various aspects of language, organizing and working with committees, human relations, and the Toastmaster's relationship with his community.

It all begins at the district officers seminar Wednesday afternoon before the official opening of the convention.

Dr. K. Brantley Watson, vice-president for human relations of McCormick and Co., Inc., will present a talk entitled "How to

Get the Best from Men" at the District Governors Luncheon at noon. All Toastmasters and their wives are invited to attend and honor their district governors. This will be followed by district officers discussion groups during the afternoon.

Pomp and pageantry will mark the official opening of the convention on Thursday morning. Toastmasters International President John B. Miller will preside at the annual business meeting. There will be a welcome by the mayor of Toronto, a report by President Miller, and a report by World Headquarters Manager Buck Engle.

The afternoon session will be devoted to business, including voting on bylaws changes and election of International officers and directors.

Thursday evening Toastmasters and their families are free to enjoy Toronto at night, either alone or with other Toastmasters friends and acquaintances.

Friday's general session will

open with a "how to" panel report of club and district community programs. The panel will discuss Speechcraft, Youth Leadership, speakers bureaus, radio and TV, and debate.

John W. Fisher, commissioner of the Canadian Centennial Commission, will be the keynote speaker. His topic will be "Speaking of Your Community."

#### Hayakawa to Talk

Dr. S. I. Hayakawa, professor of English at San Francisco State College and author of numerous books on language and semantics, will address the group Friday afternoon. He will discuss "Living With Words." Following his talk there will be a question and answer period.

Your club and district programs will be more effectively administered by well-run committees. Take the "how to" back to your club and district by attending a discussion of effective committee organization Friday afternoon by Dr. Warren H. Schmidt, director of the Masters of Business Administration Program for the University of California (Los Angeles) Graduate School of Business Administration.

The Toastmasters Idea Fair in the convention foyer will be in full swing Saturday morning. Be sure to pick up new ideas from the many expert Toastmasters

who will be available to discuss programs and ideas. Toastmasters materials will also be available and on display.

Also plan to attend the Honors Brunch Saturday morning. It will feature the annual speech contest, presentation of the Top Ten Club awards, Distinguished District awards, Club and District Bulletin awards, and *The Toastmaster Magazine* awards. Also included will be the Toastmasters Hall of Fame, which will honor outstanding area governors. Able Toastmasters and those who completed either of the advanced speech programs since July 1, 1966, will also be recognized. A welcome to Miami in 1968 by District 47 will conclude the brunch.

#### All Must Register

Remember, everyone must register and admission to all meal programs will be by ticket only.

It is suggested that recorders not be brought to the convention as facilities to set up this equipment will not be available. Plat-form recordings also will not be permitted.

Add to the educational sessions the fun of Wednesday night's "Canadian Caper"; the President's Dinner Dance on Friday evening; and the various activities Host District 60 has planned for the ladies and children, and you have a convention you will long remember.



## JOHN W. FISHER TO GET GOLDEN GAVEL AWARD

The Toastmasters International Board of Directors has selected John W. Fisher, keynote speaker at this year's convention and commissioner of the Canadian Centennial Commission, to receive the Golden Gavel Award. This top Toastmasters International Award will be presented to Mr. Fisher for his outstanding contributions to international communications and understanding. A lawyer, newspaperman, broadcaster, writer, and lecturer, Mr. Fisher was named executive director of the Canadian Tourist Bureau in 1956, and was appointed commissioner of the Centennial Commission in 1963.

#### WHAT SHOULD I WEAR?

Are you wondering what kind of clothes to take to Toronto? Here's a good guide to follow:

	MEN	WOMEN
Daytime	Business suit, sport coat and slacks	Street dress
Wednesday Evening (Canadian Caper barbeque)	Informal, sport shirt slacks, sweater	Informal, casual attire
Friday Evening (President's Dinner Dance)	Business suit (military dress uniform or white formal coat optional)	Cocktail dress
Saturday Morning (Honors Brunch)	Business suit	Street dress

Remember, the weather is usually quite warm in August.



Newly-elected officers of the National Committee of Philippine Toastmasters were sworn in by Justice Ruperto Martin (far right) of the Court of Appeals. Taking the oath of office were (from left) Darius de Leon, Casto C. Unson, Delfin T. Justinano, Galo Weygan, and Carlos Velayo.

## Philippine Toastmasters Have National Convention



Delegates and guests from throughout the country attended the first national convention of Philippine Toastmasters this year in Manila. Carlos Velayo, president of the National Committee of Philippine Toastmasters, addresses the convention delegates and guests following the induction of national officers.



PAINTING A WORD portrait of a leader is always worthwhile, especially for Toastmasters who are dedicated in their efforts to develop leadership.

How does one picture a leader?

Although the eyes of the beholder must lend beauty and meaning to our words, we can start our sketch with certain fundamental strokes. What is basic to the accepted picture of a leader? Let's create a word picture and see; perhaps it will resemble you or your Toastmasters friends.

**Perseverance.** A leader's role is sweat and tears — and more sweat. The team sleeps, but the leader burns the midnight oil. Many projects succeed because the leader perseveres, overcoming all obstacles. In the words of The Bard, "Many strokes, though with a little axe, hew down and fell the hardest-timbered oak."

**Initiative.** Successful movements in history started with someone's initiative. A leader provides the direction in which to move. The one up front, whether in a bayonet charge or a political rally, shows initiative. Contrary to a current joke, no true leader hurries to catch up to his team. He initiates their motion, channeling it into the right direction.

**Confidence.** A leader must be sure. The confident leader erases all doubts within a group. The

## Picture Yourself . . .

By Russell G. Herron



English poet John Dryden sums it up in this manner: "For they can conquer who believe they can."

**Tact.** A leader will be welcome if he is honest but tactful. People require consideration for their viewpoints. A man can afford to be a *gentleman* if he aspires to be a leader; he cannot

afford to offend those he would serve.

**Understanding.** A leader vaults to important positions by knowing the mainsprings of human behavior. He does not, however, manipulate people indiscriminately as a puppeteer. He appreciates the reasons why men act as they do and helps them reach their goals by their means through his lead.

#### Leaders Cannot Shirk

**Responsibility.** Leaders cannot shirk and garner the respect or support of any group. A man is a leader "for" people, not a leader "of" people. People sense all too quickly when actions are for personal aggrandizement. Responsibility is a leader's license to practice.

**Enthusiasm.** People are eager to follow if led with spirit. A leader must generate the feeling that every effort is worthwhile. Men will face the demons of Hell with gusto if their leader enkindles their enthusiasm by his own. Ralph Waldo Emerson was right to say: "Nothing great was ever achieved without enthusiasm."

Let's add a few more ingredients to round out our word portrait of a leader.

Stay **young-at-heart** if you wish to lead. For in this day and age when yesterday's science fiction is today's way of life and today's

discoveries are tonight's history, so must a leader glimpse the visions of progress that germinate only in the minds of the young-at-heart.

**Organizational** ability is a valuable talent for the modern leader. Our competitive society has given rise to many tycoons who organized their thoughts and their facilities more effectively than others. An organized few can usually vanquish a disorganized mob in any endeavor. The leader brings order out of chaos by organizing group efforts so they will be the most productive.

#### Put Others First

**Unselfishness** runs a close race with responsibility as a measure of one's right to lead. None will follow a man who is seeking only personal gain from their toil. A leader must always put the welfare of the group before his own. Otherwise all will soon recognize that he has sold his character for a mess of porridge.

**Religious** actions conducted in good taste are powerful aids to bringing out the best in mankind. A leader must invoke forces greater than himself if he aspires to lead men beyond their normal limits. The trust in God of our forefathers was more than an idle cliché. With this belief men can do much, particularly if we strive always for the right as we

see it. "With God on my side we shall do our best" has rallied nations from the brink of catastrophe.

**Sincerity** is always in vogue. A group is quick to gauge if a man's actions match his words. A leader has no escape from censure if he talks out of both sides of his mouth at the same time. He will be known as phony long before his goals are reached and soon will be shunned to brood alone.

**Empathy** is a fancy word for sharing emotions. The leader must cry with those who are in sorrow; he must rejoice with those who are gay; and he must show appreciation for the feelings of the group if he would avoid the stigma of being too cold to warrant affection.

**Loyalty** works two ways — up and down. The group will be loyal to the leader only if he

shows by his personal concern for their welfare that he is loyal to them. The price of loyalty is to give it.

**Friendliness** is the password to human popularity and support. A friendly greeting will influence people more than the most elegant dress or manners. People want to be liked, especially by the leader. Make friends and you will influence people!

Now do you see a resemblance to a leader? **Perserverence, Initiative, Confidence, Tact, Understanding, Responsibility, and Enthusiasm**, plus attributes of being **Young-at-heart, Organizational, Unselfish, Religious, Sincere, Empathic, Loyal, and Friendly**. The initials spell **P-I-C-T-U-R-E Y-O-U-R-S-E-L-F**.

Do you fit the picture? If not, the canvas of life waits for your brush of leadership. Start painting!

*Commander Russ Herron is a member of the Toastmasters International Board of Directors and is past district governor of District 12. He is a member of Pt. Mugu (Calif.) Officers Club 3276-12. A graduate of the U.S. Naval Academy, he has a Ph.D. in physics and currently is officer-in-charge of the Navy Space and Astronautics Orientation Course at the U.S. Navy Missile Center, Pt. Mugu, Calif.*



★ ★ ★

"It is better to debate a question without settling it than to settle it without debate."

— Abe Lincoln



IT CAN EASILY be said that there is no single act, regulation, or bylaw which can guarantee the continued success of an organization. If there were, we would have no need for managers.

I do not propose, therefore, to offer you a magic formula, but I will show you a picture of something which I believe will be of great value to you in keeping your club strong, alive, and

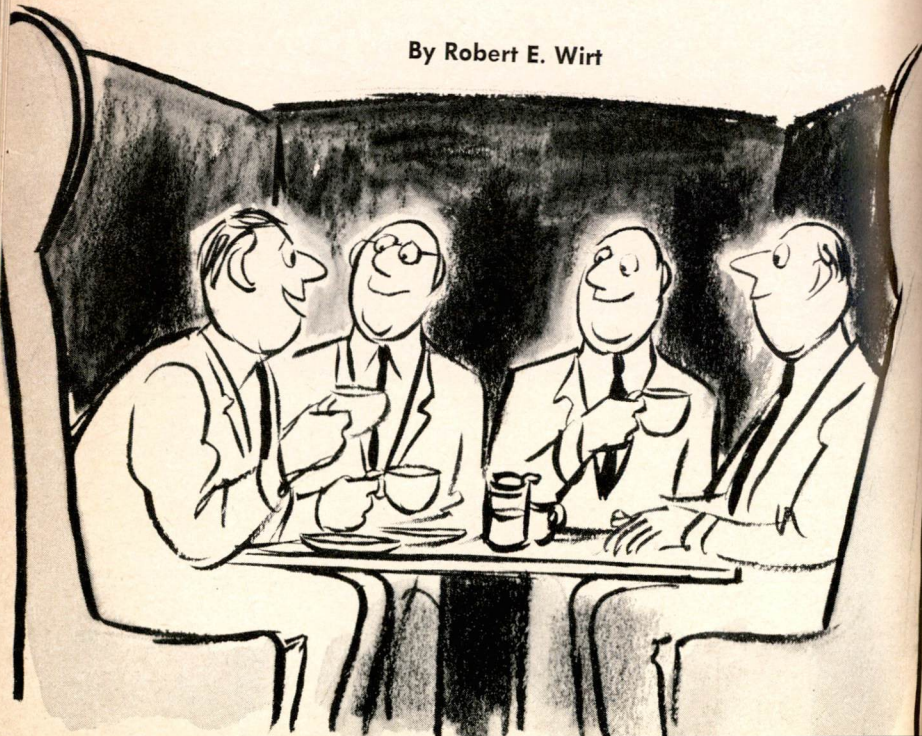
progressive — the thing we call "Saturday Morning at Jerry's."

The fluctuating fortunes which attend the operations of many Toastmasters clubs often can be traced to variation in management capabilities. This is true of San Leandro Club 452-57 in San Leandro, Calif., and was never so acutely true as it was in the fall of 1963.

The San Leandro Club was

## Saturday Morning At Jerry's

By Robert E. Wirt



chartered in 1947, and had experienced various fortunes and general success in those 16 years. By 1963 it was a weekly dinner meeting club steeped in camaraderie and social success. It did, however, show some classic arthritic symptoms.

A disquieting proportion of the speeches given were "hip-pocket" efforts by the articulate "old hands," and it was common for a speech to be dubbed a "special speech," meaning that the manual was not being used. This inferred, of course, poor preparation. Table Topics tended to ramble and lack point, and evaluations lacked the verve and incisiveness so necessary to a good meeting.

The gradual erosion of the educational qualities of the club led unerringly to a final blowup. That the sundering of the San Leandro Club was abrupt, violent, and destructive was a kind of tribute to the latent power of the club, but it had been long untapped. The club was left hanging by the slender thread of the undiminished purpose of a little band of willful men.

The situation in which our club president and our area governor found themselves was one that many club leaders had experienced, and from which few had recovered—a chartered club diminished from twenty to four members almost overnight, a

closed door at the restaurant which had been "home" to the club for so long, a non-existent educational program, the sixteen years of club history in a shambles at their feet.

It was then that the club president did something that inadvertently, almost casually, started a tradition of management that has built the San Leandro Club into a most dynamic and effective club. He surveyed the wreckage, called off the regular Thursday meetings, and asked the other three remaining members to join him for breakfast at Jerry's Pancake Parade in San Leandro on Saturday morning. The purpose of this meeting was to discuss ways and means of rebuilding, or (if necessary) dissolving the club.

That first meeting was followed by another the next Saturday, and since that date the executive committee of San Leandro Toastmasters Club has met for breakfast and business every Saturday morning. The results have been astounding. The club now meets in an attractive room in the San Leandro Community Library Center, which provides tables, comfortable chairs, a locker for club material, a coat closet, and a kitchenette with coffee urn.

The evening's program is carefully laid out on a control sheet, which is printed in several colors, one each for the president, Toast-

master, Table Topicsmaster, and general evaluator. Each of these men controls his segment of the evening with a wary eye on the large wall at the rear of the room.

Each member has a sheet of instructions about what he should do when he is assigned any of the head table jobs. He keeps this with his monthly program schedule, his *Basic Training Manual*, and his copies of the parliamentary practice scripts.

#### Coffee Provided

The sergeant-at-arms provides coffee for the 15-minute break and greets and introduces the two or three guests the club averages at each meeting.

A club bulletin records what happened last week, and previews the speeches for the next meeting. It includes the numbers of the manual talks to be given so members will be encouraged to progress through the manuals. It also provides other news and philosophy. The bulletin is sent to all members weekly and to guests for three weeks after their first visit. The club's old mimeograph machine rolls every week, right after the Saturday meeting.

The best way to indicate what has been accomplished is that the month of July, 1966, showed a membership of 24 and an average attendance of 23%, or 94%.

Much, if not all, of the success of this club can be attributed to the Saturday morning executive committee meeting. Changes of venue have occurred from time to time, as the meeting is held occasionally on a member's boat docked at the San Leandro Marina or at some member's home; but the large corner table by the window at Jerry's has long been the committee's regular home. The meeting is now an institution in its own right.

The sagacity of our president in picking this meeting for 7:30 a.m. on Saturday was no small contribution to its success. It turned out to be an excellent time for a weekly meeting and interferes very little with a man's normal Saturday activities. It provides the kind of meal-stimulated fellowship that the club itself must keep under control.

#### "Ran Scared"

In the beginning, the club "ran scared." The four or five members moved to the library in early 1964 and began a ritual which called for the staging of a full meeting each week, with rotation of the parts among the players. Guests who attended were given no sign that the club badly needed members. Rather, they saw a small but determined band of men keeping the basic framework going. They liked it, and they stayed.

Each week's program is pre-

pared and rehearsed on Saturday morning. On Saturday, the executive committee meets with the upcoming Toastmaster, Table Topicsmaster, and the bulletin editor. A close watch is kept on the educational chart. The Toastmaster is required to have with him the title and general subject of each of his speakers' proposed speeches. Individual Toastmasters unable to carry out an assignment from the schedule must report the name of a substitute to the Toastmaster prior to this meeting. Most of the routine business of the club is done, and it is reported at the regular Thursday meeting by the secretary.

The members of the San Leandro Club do not have time to become bored with the fixed operational format of the club. With four speakers per meeting and a dozen or more Table Topics, the meetings rarely lag; and within the established time frame, many procedural variations broaden the base of each Toastmaster's experience. The club, composed of many younger members and strongly leavened by a few experienced Toastmasters who are articulate and

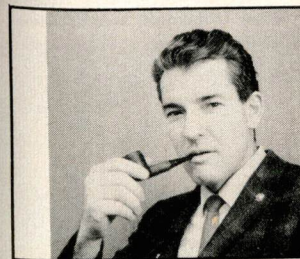
successful in many fields of endeavor, has become a potent force in speech and leadership training.

District officers who install club officers often speak to them of their responsibilities and rewards, but rarely mention any specific means to be employed. Even if a regular weekly executive committee meeting is not a magic potion for club executives, I submit it is a most powerful management tool.

If I could cite any shortcoming in the operation of this effective and tightly controlled Toastmasters club, it might be the lack of enthusiasm for an occasional dinner meeting with the ladies. This is a sign that the club itself, rather than the social affairs it might engender, is uppermost in the members' minds; and I think it is a healthy sign. The club does, however, make a big occasion of installation banquets and other special affairs.

If any member is so inclined, he is always free to join the executive committee for "Saturday Morning at Jerry's."

Gentlemen, how do *you* spend the time from 7:30 to 9 a.m. on Saturday?



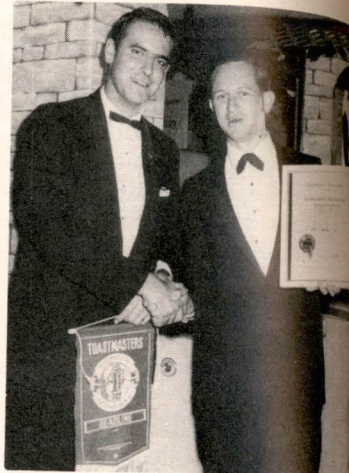
Robert E. Wirt is educational lieutenant governor of District 57. A retired U.S. Air Force officer, he is past president of Azores (Portugal) Club 1910-U, Swamp Fox Club 1061-58, and American Anatolian Club 3320-U in Turkey. He also has served as an area governor.

# Clubs Around The World



Gil W. Barr (second from right), president of Seoul Club 3149-U in Seoul, Korea, receives the club's charter from Noble A. Eddins (second from left). Joining in the presentation were (from left) Irving R. Ehrlich, vice-president; W. E. Woodford, secretary-treasurer; and Jack Armstrong, sergeant-at-arms.

When U.S. Air Force Sergeant Edgar G. Merritt (center) appeared on the Japanese television show "I've Got a Secret," he did a pretty good job of stumping the panel. A member of Byoin Club 2306-U, Merritt is an expert on Japanese "mon," the crests used to identify everything from ships to gravestones.



Graham Griffiths (left), president of Deadline Club 3440-TCA, accepts the club's charter and congratulations from Russ Walkington, president of the Toastmasters Council of Australia. The club is comprised of men in the advertising business and is located in Sydney.

U.S. Navy Lt. Roger F. Heilpern, a member of Mikasa Club 1727-U in Yokosuka, Japan, delivers the speech that won him first place in a speech contest among the Toastmasters clubs of Japan. The contest, in the Yokosuka Officers Club, included representatives of clubs in Tokyo, Kobe, Yokohama, Atsugi, Tachikawa, and Yokosuka.



## The Speaker's Page



### LOOKING FOR A SUBJECT?

Looking for a speech subject for those special summer meetings? How about a humorous talk during *National Clown Week* (1-7) or *National Smile Week* (7-12) to add more fun to that corn roast, barbeque, or pool party your club has planned for August.

Historically, the month of August offers several thought-starters. On August 6th, 1945, the first atomic bomb was dropped on Hiroshima, Japan, ushering in the Atomic Age. Ten years later, on August 8, 1955, delegates from 72 nations opened the First International Conference on Peaceful Uses of Atomic Energy in Geneva, Switzerland. On August 7, 1794, troops were called out by U.S. President George Washington to quell the Whisky Rebellion, an uprising of farmers in western Pennsylvania protesting a new whisky tax. This is regarded as the first test of the strength of the federal government against local defiance. More currently, during August, 1965 (11-16) the Watts section of Los Angeles, Calif., was wracked by the rioting of discontented Negroes living in the area, resulting in the death of 35 persons and property damage estimated at \$200,000,000. On August 2, 1876, Wild Bill Hickok was shot in the back and killed in Deadwood, S.D.

A date to keep firmly in mind, and to talk about whenever a suitable occasion arises, is August 24, 1967. That's the day Toastmasters International's 36th Annual Convention opens in Toronto, Ont., Canada. We hope to see you all there.

### POINT OF EMPHASIS FOR AUGUST

The point of emphasis for August offers Toastmasters the opportunity to understand and use new words. It is "Vocabulary Building," an area most Toastmasters clubs take for granted.

Now is the time to plan your club program in such a manner that each speaker will concentrate on working with words. One technique is to develop your Table Topics sessions around challenging members to use new words. An interesting variation of this has been successfully used by a number of clubs. One member is asked to describe an object while another draws the picture that he hears from the description. It can be fun and beneficial.

Please let us know about your program built around the August point of emphasis, Vocabulary Building.



Mrs. Al Hinkleman, wife of District 62 governor, looks over Al's steak to make sure it's not bigger than hers.



Vince Miller keeps his distance while cutting up an onion. On hand to offer advice are Toastmasters' wives, Mrs. Richard Derrick (left) and Mrs. Paul Jones, hostess for the event.

## One Club's Answer To The SUMMER SLUMP

Summer outdoor fun poses stiff competition for Toastmasters trying to operate a program indoors.

Mainstreet Club 1407-62 of St. Joseph, Mich., seems to have worked out a good solution while hardly even trying.

For the past five years, members have gathered at the country home of one of the club's members for a steak fry and Toastmasters program staged on the lawn. A grove of pine trees provides the backdrop to the portable lectern. Attendance is practically 100% and members find the steak fry an ideal event for inviting guests.

From May, when the planning starts, to the mid-summer steak fry, attendance at the club's regular inside meetings stays high. Members don't want to miss out on any of the planning.

Committees are assigned for such things as procuring tables, arranging the program, and planning the dinner.

The program itself is a real challenge. An audience stuffed with steak is in no mood for long, serious speeches. The format must be lively and include a lot of audience participation, with wives and other guests playing a major role.

Members of the Mainstreet Club have found that this special event has been so pleasant and successful that an annual Christmas party has been added to the schedule to help overcome competition from the holiday season.

Special summer meetings, whether they include a steak fry, fishing trip, or pool party, provide a fun way for Toastmasters to continue getting the many benefits of full-time club attendance.

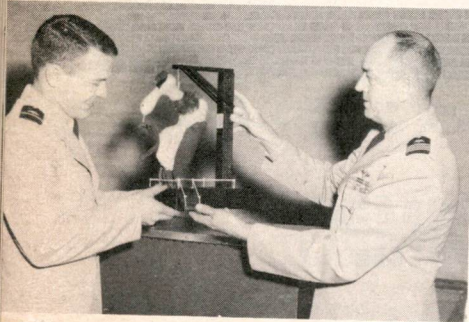


Toastmasters wives are an important part of Mainstreet Club's program at their summer steak fry. Here Toastmaster-of-the-evening Jim Basselman stands by while a young lady speaks at the portable lectern.

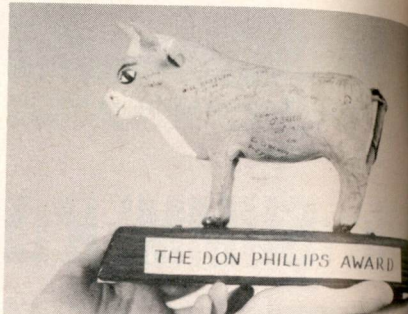


Take a big bed of hot charcoal, soak several dozen ears of corn, and set the corn on the coals. The result is hot roasted corn, outdoors style. Running the corn detail are (from left) Ben Mammina, Walt Kronbetter, and Page Belinger.

# TM TOPPERS



Ensign F. R. Parsons (left) receives the Willborn III Award from Commander Ira B. West for uttering the most "ahs" during a meeting of Saufley Field Club 1472-39 in Pensacola, Fla.



Sears Tower Talkers Club 3575-30 in Chicago presents the Don Phillips Award to the member who does "the most unbelievable thing" or tells the tallest tale at each meeting.

A request in *The Toastmaster* for reports about unusual club awards resulted in some interesting contributions.

**Zephyrus Club 490-6** in Lake Elmo, Minn., presents the Reamer Award, a large drill bit mounted on a block of wood, to the member who gives the best evaluation of the evening.

**East Stanislaus Club 1045-27** in Oakdale, Calif., has fashioned a necklace from the leg bone of a horse to honor members who make the worst error of the evening.

**Lexington Club 3024-24** in Smithfield, Neb., uses a trophy

to honor each meeting's top speaker. It consists of two-and-a-half inch high letters and numerals that identify the club's name, area, and district.

**Northrop Club 212-50** in Hawthorne, Calif., and **Imperial Polk Club 3101-47** in Winter Haven, Fla., each have a Wizard of Ahs award.

**Conejo Valley Club 1864-12** in Thousands Oaks, Calif., presents an award fashioned from a piece of scrap 2x4, a piece of plywood, two bent nails, and a fluffy-haired plastic gremlin with a rhinestone navel to the member who makes the worst error at each meeting.

# TOASTscripts

## CLUB ANNIVERSARIES

### JULY

#### 25 YEARS

**Jeannette Club 233-13**  
Jeannette, Pa.

#### 20 YEARS

**Ferguson Club 525-8**  
Ferguson, Mo.  
**Queen City Club 510-40**  
Cincinnati, Ohio  
**High Noon Club 505-56**  
Houston, Tex.

#### 15 YEARS

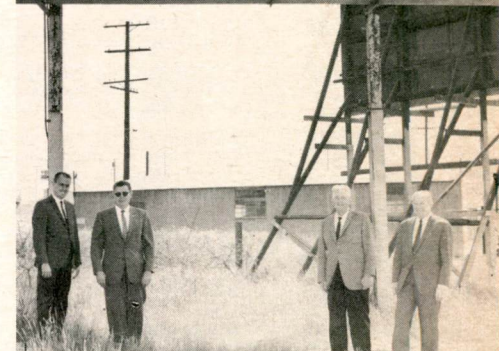
**Sandpiper Club 1131-F**  
Seal Beach, Calif.  
**Edwards Club 219-12**  
Edwards AFB, Calif.  
**Fort Morgan Club 251-26**  
Fort Morgan, Colo.  
**Little Rock Club 1140-43**  
Little Rock, Ark.  
**Twin City Club 1142-43**  
Little Rock & North Little Rock, Ark.  
**Tallahassee Club 1135-47**  
Tallahassee, Fla.

Toastmasters, their wives, and guests enjoyed touring the Deere & Co. Administrative Center in Moline, Ill., the site of the Area 7, District 19, speech contest this year. Deere & Co. has been helpful in promoting the Toastmasters program in District 19 for a number of years.

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Long Beach Chamber of Commerce He.6-1251



Several clubs in District 51 joined together in a membership drive by renting billboards along thoroughfares in the Long Beach (Calif.) area. Prospective Toastmasters were directed to call the Chamber of Commerce. Working on "project billboard" were (from left) Jerry Herman, president of City Toasters Club 518-51; Al Dufault, governor of District 51; Ches Lumbert, past governor of District 51; and Ben Scales, governor of Area 4, District 51.



# NEW CLUBS

As of June 2, 1967

- District F** A.M.F.-VOIT "VERBATIMS" Club No. 1034-F. Meets: Wed. 7:00 a.m., A.M.F.-Voit Rubber Co., 3801 So. Harbor Blvd., SANTA ANA, Calif. Contact: 546-4220
- District 4** DEMOSTHENES Club No. 1282-4. Meets: Wed. noon, State Division of Highways, 150 Oak Street, SAN FRANCISCO, Calif. Contact: 557-1484
- District 10** TRI-COUNTY Club No. 1917-10. Meets: Wed. 6:30 p.m., Brown Derby, Hudson. TWINSBURG, Ohio. Contact: 425-8411
- District 21** VIC-TEL Club No. 275-21. Meets: Wed. 12:10 p.m., 3980 Quadra Street, VICTORIA, B.C., Canada. Contact: 386-8825
- District 31** HIGHLAND Club No. 2501-31. Meets: Tues. 12:00 noon, Foxboro Company, EAST BRIDGEWATER, Mass. Contact: 378-3145 Ext. 250
- District 35** PICTURED ROCKS Club No. 981-35. Meets: 2nd-4th Tues. 7:30 p.m., Kimberly-Clark Corp., MUNISING, Mich. Contact: EV 7-2259
- District 36** SPRINGFIELD Club No. 1792-36. Meets: 2nd-4th Wed. 7:00 p.m., Suburban House Restaurant, SPRINGFIELD, Va. Contact: 971-2098
- District 37** PLYMOUTH Club No. 3220-37. Meets: 2nd-4th Wed. 12:15 p.m., Medical Dept. Conference Room, Weyerhaeuser Company, PLYMOUTH, N.C. Contact: 793-3111
- District 42** TAMARACK Club No. 2249-42. Meets: Wed. 6:00 p.m., Edson Motor Hotel, EDSON, Alta., Canada. Contact: 723-4045  
N.A.I.T. Club No. 2291-42. Meets: Wed. 5:45 p.m., Northern Alberta Institute of Technology, EDMONTON, Alta., Canada. Contact: 479-5254
- District 43** PHILADELPHIA Club No. 3370-43. Meets: 1st-3rd Tues. 7:00 p.m., The Colonial House Restaurant, PHILADELPHIA, Miss. Contact: 656-4536
- District 44** CHAPARRAL Club No. 2358-44. Meets: Mon. 12:00 noon, Sands Restaurant, ODESSA, Tex. Contact: FE 7-2811 Ext. 2232  
ABTEX Club No. 2856-44. Meets: Tues. 6:30 a.m., Starlite Inn Restaurant, 3425 S. First St., ABILENE, Tex. Contact: OW 2-9780
- District 45** CAPITAL CITY Club No. 2477-45. Meets: Thurs. 6:00 p.m., Lord Beaverbrook Hotel, FREDERICTON, N.B., Canada. Contact: 475-7149
- District 46** P.M.A. Club No. 2998-46. Meets: Tues. 12:00 noon. Elks Lodge, 375 Union St., HACKENSACK, N.J. Contact: 261-4002
- District 52** T.I. Club No. 2043-52. Meets: 2nd-4th Wed. 5:30 p.m., Title Insurance & Trust Co., 433 S. Spring St., LOS ANGELES, Calif. Contact: 626-2411
- District 54** STATE FARM-ILLINOIS OFFICE Club No. 3228-54. Meets: 2nd-4th Wed. 12:00 noon, 2309 E. Oakland Avenue, BLOOMINGTON, Ill. Contact: 967-8576
- District 65** SPOKESMEN Club No. 3058-65. Meets: 2nd-4th Mon. 5:15 p.m., Kodak Park, ROCHESTER, N.Y. Contact: 458-1000 Ext. 3821
- District 68** THIBODAU Club No. 2016-68. Meets: 1st-3rd Thurs. 7:30 p.m., City Hall, Court Room, 210 W. Second St., THIBODAU, La. Contact: 446-5743
- District U** KOREAN Club No. 3360-U. Meets: 1st-3rd Thurs. 12:00 noon, Top Five Club, Camp Henry, TAEGU CITY, Korea. Contact: 2344
- District TCA** MacLEAY Club No. 3446-TCA. Meets: Tues. 7:45 p.m., R.S.L. Auxiliary Room, York Lane, KEMPSEY, N.S.W., Australia. Contact: Kempsey 3528

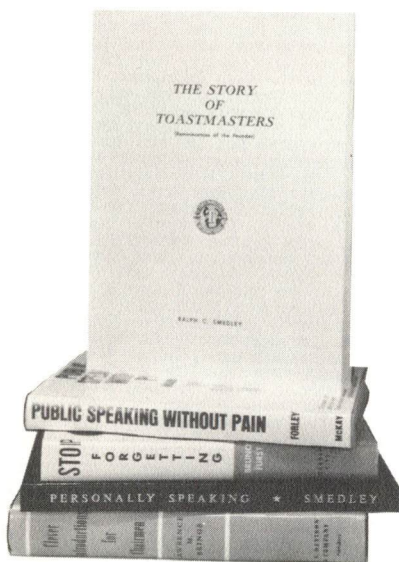
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- F. George T. Price III  
2. Louis E. Christen  
3. Keith Smith  
4. Peter S. Hegedus  
5. Robert J. Bolam  
6. Arthur L. Fahland  
7. L. D. Anders  
8. Ken Miller  
9. Lester Merritt  
10. Peter Zizes  
11. Robert H. Witchey  
12. LeRoy P. Howard  
13. Wallace R. Burgess  
14. Philip R. Viviani  
15. Wayne Stout  
16. Gaylord Giles  
17. Carl Rupp  
18. George P. Arakelian  
19. Max W. Churchill  
20. Arvy Larson  
21. Werner Bernhardt  
22. Warren Reed  
23. E. Wayne Poindexter  
24. Harlan Voet  
25. John K. Miller  
26. Phil Hatch  
27. Peter Varekiois  
28. Jay C. Dennis  
29. LaGuin Elkins  
30. Beverly Chase  
31. Daniel M. Shea  
32. Burton Malakoff  
33. Ray Rogers  
34. John R. Gluchko  
35. Arthur Garvey  
36. William J. Davis  
37. Robert Bruce Owens  
38. Al E. Koenig  
39. Floyd T. Brown  
40. Orville Hullinger  
41. Lloyd M. Taplett  
42. Harold Bickel  
43. Gene Davenport  
44. Barry Koch  
45. John Delaney  
46. William Van Gelder  
47. Charles Avery  
48. Gene Smythe  
49. Hideo Toda  
50. Kirk Barry  
51. C. Michael Luyt  
52. Tom Costanzo  
53. Frederick Haak  
54. Luther H. Beck  
55. Dr. A. S. Aldrich  
56. Walter Wukasch  
57. Harold Davis  
58. Robert J. Ellison Jr.  
59. Adin E. Earl  
60. John Bonfield  
61. Maurice Levesque  
62. James A. Leader  
63. Donald Ziegenhorn  
64. Les Patterson  
65. Louis J. Maggiotto  
66. Cecil McMahon  
67. James A. McFarland  
68. B. William Boxx
- 928 Fulton Ave., Monterey Park, Calif. 91754  
856 S. 124th St., Seattle, Wash. 98168  
6815 E. Coronado Rd., Scottsdale, Ariz. 85257  
1688 Rosita Rd., Pacifica, Calif. 94044  
4350 Hermosa Way, San Diego, Calif. 92103  
5715 Juniata, Duluth, Minn. 55804  
922 S. W. Washington St., Portland, Ore. 97205  
6621 Sutherland, St. Louis, Mo. 63109  
E. 419 Cozza Dr., Spokane, Wash. 99208  
2682 Fairview Pl., Cuyahoga Falls, Ohio 44221  
935 Morrow Way, Ft. Wayne, Ind. 46808  
305½ North St., Taft, Calif. 93268  
4359 Brightview Ave., Pittsburgh, Pa. 15227  
807 Lakecrest Dr., Macon, Ga. 31204  
1382 Ammon, Pocatello, Ida. 83201  
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5154 Edmondson Ave., Baltimore, Md. 21229  
914 Cedar, Muscatine, Iowa 52761  
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Star Route Box 209, Alameda, N.M. 87114  
11925 Skylark Dr., Omaha, Neb. 68144  
113 Childress, Sheppard AFB, Tex. 76311  
660 Detroit, Denver, Colo. 80206  
33 W. School Ave., Porterville, Calif. 93257  
6901 Providence, Whitehouse, Ohio 43571  
1011 E. Belvedere Circle, Mobile, Ala. 36606  
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655 Hemlock, Hermiston, Ore. 97838  
4121 Birchwood Dr., Liverpool, N.Y. 13088  
1934 West County Line Rd., N. 96, Mequon, Wis. 53092  
12404 Littleton St., Wheaton, Md. 20906  
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564 Prince St., Woodbury, N.J. 08096  
7648 Manorcrest Way, Sacramento, Calif. 95832  
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2800 E. 14th St., Sioux Falls, S.D. 57103  
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873 77th Way S., Birmingham, Ala. 35206  
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117 Calle de Sirenas, Redondo Beach, Calif. 90277  
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447 Maple Road, Longmeadow, Mass. 01106  
410 E. Elm, Canton, Ill. 61520  
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403 W. 19th St., Austin, Tex. 78701  
691 Calmar Ave., Oakland, Calif. 94610  
322 Elizabeth Dr., Greenville, S.C. 29607  
41 Winnipeg Rd., Weston, Ont., Canada  
Bell of Nevada, Rm. 112, 645 E. Plumb Lane, Reno, Nev. 89502  
3349 Monselet, Montreal N. 39, Que., Canada  
2647 13th St., Port Huron, Mich. 48060  
4115 Skyline Dr., Nashville, Tenn. 37215  
124 Eade Crescent, Winnipeg 16, Man., Canada  
139 Niagara St., Buffalo, N.Y. 14201  
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