

THE TOASTMASTER

SEPTEMBER

1966



FOR BETTER LISTENING

THINKING • SPEAKING

In This Issue:
Convention Report

DUBUQUE, IOWA
TOASTMASTERS TOWN OF THE MONTH



OFFICERS

President—JOHN B. MILLER P.O. Box 117, Nevada, Iowa 50201
Senior Vice-President—LOTHAR SALIN P.O. Box 452, San Rafael, California 94902
Vice-President for Education—EARL M. POTTER
800 N. Lindbergh Blvd., St. Louis, Missouri 63166
Vice-President for Organization—RALPH E. HOWLAND
Craftwood Corporation, Box 62, Oconomowoc, Wisconsin 53066
Past President—CHARLES C. MOHR P.O. Box 7571, Oregon, Ohio 43616
Executive Director—MAURICE FORLEY 2200 North Grand, Santa Ana, California 92702

DIRECTORS

David A. Corey 409 Duke Dr., Chesapeake, Virginia 23703
Hugh Davidson (TCBI) 21 Park Circus, Ayr, Scotland
Frederick W. Delves 3039 Nursery Rd., Smyrna, Georgia 30080
Arthur M. Diamond 112 Lafayette Bldg., South Bend, Indiana 46601
Bill J. Dunning 2893 Landview Cove, Memphis, Tennessee 38118
Eugene J. Haluschak 7023 W. Hampton Ave., Milwaukee, Wisconsin 53218
Charles M. Herrlein 1201 S. Hayes St., Arlington, Virginia 22200
Russell G. Herron 127 Geneive St., Camarillo, California 93010
Edward P. Miska 621 S.W. Alder St., Portland, Oregon 97205
Donald W. Paape 6049 Taft Ct., Arvada, Colorado 80002
Jack R. Pelinka 4940 Viking Dr., Minneapolis, Minnesota 55424
Sandy Robertson 3161 Service St., Victoria, B.C., Canada
Van H. Tanner P.O. Box 22, Eureka, California 95001
Truman S. Thomas Box 4266, Shreveport, Louisiana 71100
Arthur N. Thurston, Jr. 17 Grove St., Rockland, Maine 04841
Russ Walkington (TCA) 25 Ferndale Rd., Normanhurst, N.S.W., Australia
Edward B. White 1535 Tuscarawas Rd., Beaver, Pennsylvania 15009
Randall E. Winters 3728 River Oaks Dr., Des Moines, Iowa 50312

FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

TOASTMASTERS INTERNATIONAL IS:

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

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

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

The TOASTMASTER

G. B. Urias
Editor

Phil Interlandi
Art Director

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 32

Number 9

September, 1966

FUND RAISING — WHERE SILENCE IS NOT GOLDEN —

by Edward Broom.....	2
THE ROCKY ROAD — by Russ Walkington.....	6
PUBLIC RELATIONS AND TOASTMASTERS — by Charles M. Herrlein....	9
CONVENTION REPORT	17
MESSAGE FROM U.S. PRESIDENT L. B. JOHNSON.....	18
MESSAGE FROM CANADA'S PRIME MINISTER L. B. PEARSON.....	19
BOARD REPORT	29
EDUCATIONAL ADVISORY COMMITTEE REPORT.....	31
EXECUTIVE DIRECTOR'S TRIP	34

CLUBS IN THE NEWS, 13 — TOWN OF THE MONTH, 16 — SPEAKER'S PAGE, 35 — TOASTSCRIPTS, 36 — JUST IN JEST, 38 — TABLE TOPICS, 39 — NEW CLUBS, 40

INDEX


172 PRINTED IN U.S.A.

PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

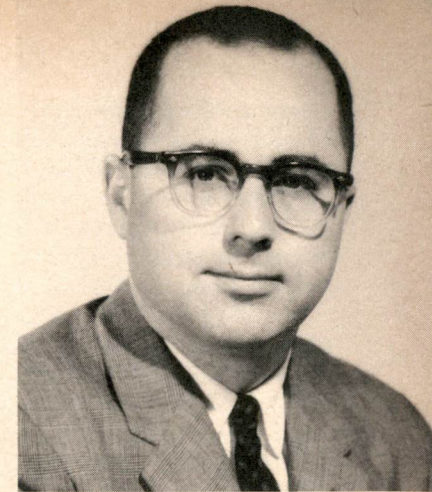
TOASTMASTERS INTERNATIONAL is a nonprofit, educational organization of clubs located in the United States and in other countries and territories throughout the free world. First Toastmasters club established October 22, 1924. Incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92702. The names "Toastmaster" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1966 by Toastmasters International. Marca Registrada in Mexico, Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92702. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, Calif. Mailing prepared at Santa Ana, Calif., by John P. McCarthy the Mailer, Inc., 3628 W. Valencia Dr., Fullerton, Calif. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.



FUND RAISING: Where Silence Is Not Golden

BY EDWARD BROOM,
DIRECTOR OF RESOURCE
DEVELOPMENT, THE NATIONAL
FOUNDATION

Edward Broom is director of resource development for The National Foundation—March of Dimes. Previously he served as assistant director of fund raising for the voluntary health organization and as national director of fund raising for Junior Achievement. In his post with The National Foundation he is responsible for the development of major gift support for the organization's fight against birth defects. He is also responsible for the creation and initiation of plans and the training of volunteers and staffs in this field. Broom is a native of Detroit, Mich. and a graduate of Michigan State University.



(Because many Toastmasters give fund-raising speeches on behalf of causes of their voluntary choice, we believe Mr. Broom's comments will be of general interest.)

RAISING MONEY for voluntary agencies in the United States is big business. In 1965 contributions to non-profit organizations approached 11 billion dollars. Yet opinions on what fund raising is or how you go about doing it can be as diverse as the number of people queried.

To one man, fund raising is making a three-year pledge of a substantial sum to help build a new church. To his wife, it's a bake sale or card party for a children's home. To someone else it is seeking a \$100,000 grant from a foundation. To millions of others, it is annual contributions of time or money to the March of Dimes, the Red Cross or the Little League.

People get involved in fund raising for a variety of reasons. Sometimes they are propelled into it; they can't get out of it. Most often, however, people agree to raise money because it provides the resources to enable something to be done that they feel needs doing.

Fund raising itself is nothing more than selling. It is selling the need for which money is being sought. Fund raising has probably taken the form of almost every known sales technique. We have all been exposed to direct mail appeals, door-to-door solicitations, as well as person-to-person requests for substantial contributions.

What does all this have to do with public speaking? It is The National Foundation's firm belief that public awareness of the nature and extent of the problem for which funds are being raised is vital to successful cam-

paigns. More importantly, it believes this awareness is essential to progress in solving the problem.

The fight against polio is a vivid illustration of this principle. Prior to the creation of The National Foundation — March of Dimes, there was little general public knowledge about polio and perhaps even less general concern. By means of concerted public education campaigns, the American people became aroused and demanded action. Then it was only a matter of time until the disease was conquered.

Today the March of Dimes has engaged another enemy of mankind, one more formidable than polio. It is birth defects. Each year, in the United States alone, more than 250,000 babies — one almost every two minutes — come into the world seriously defective in some way.

This means that about one family in ten is touched by the tragedy of an abnormal child. It means that almost every second child in a hospital for treatment is there because of a birth defect.

In some, the abnormality is as obvious as a misshapen foot or a missing arm. In others, a chemical defect, although hidden from the eye, so obstructs the body's functions that the child is crippled in other ways. But whatever form a serious

birth defect takes, and there are hundreds of possibilities, blighted minds and bodies and blighted lives are the result. The pain and frustration for the child, the anguish of its parents, the cost to society in terms of waste and custodial care constitute a health problem that affects us all.

The wonder is that we have done so little until now to find out what causes birth defects and what can be done to prevent and repair them.

One of the reasons is that for centuries birth defects have been something that people refused to talk about. Because of superstition and fear of social stigma, these afflictions have been kept behind closed doors. Now that they are being exposed to light and the extent of the problem has at last been recognized, there is great hope that its many mysteries can be solved.

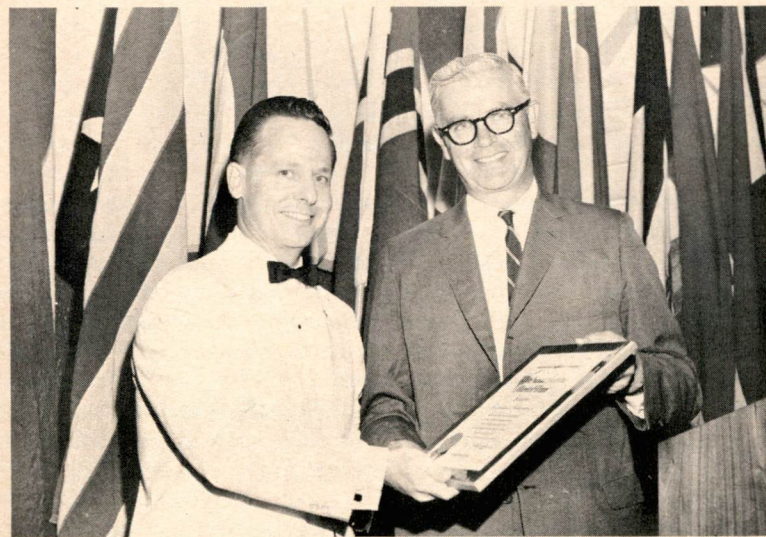
Already some birth defects, previously thought to be insoluble puzzles, have become well understood. With the understanding of some has come the possibility of conquering others. Having achieved the victory over polio, the March of Dimes is putting its tremendous energy and resources into this effort. The impact of its research programs and treatment centers grows ever greater with the years.

In spite of the gravity of this health problem, there is little public understanding or appreciation of it. Lifeless statistics, no matter how they are presented, seem to have a way of falling on deaf ears. Those of us who have been talking to people about the birth defects problem are always amazed by the strong reactions to the simplest dramatization of the facts about birth defects. We are amazed because these reactions often come from people who have evidenced no reaction to the same written information.

Herein lies the problem and the solution. The March of Dimes is now launching a mas-

sive nationwide public education program to alert the American people to the seriousness of the birth defects problem. Talks to service clubs, P.T.A.'s, Jaycees and all types of groups will play a vital role in this campaign.

If it is your wish for the future that every child will be born normal and will live in the best possible health, talk about birth defects for the March of Dimes. If you have never had the opportunity of speaking to a group about something as important and as little known as birth defects, an exciting and tremendously rewarding experience awaits you.

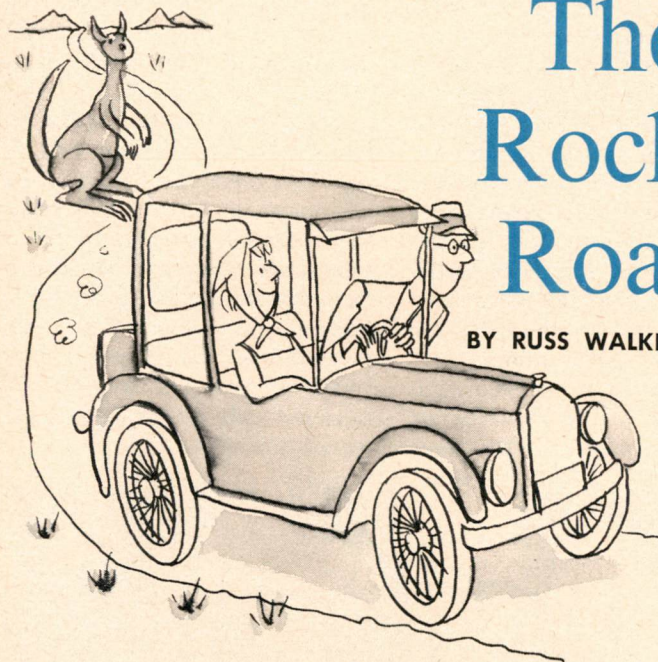


Joseph F. Nee, right, executive vice-president of The National Foundation—March of Dimes, presented 1964-65 Toastmasters International President Paris S. Jackson a plaque commending Toastmasters for its support of the March of Dimes. The presentation took place during the 1965 International convention in New York City.

*The Toastmasters Council of
Australia President Takes a Vacation . . .*

The Rocky Road

BY RUSS WALKINGTON



EARLY WINTER comes in May in Australia (no snow but appreciable drops in temperature in the southern climes) and, like the birds and many residents of southern states, the president of the Toastmasters Council of Australia heads north for warmer days. (Not south . . . we live where people walk on their hands, remember.)

As he turns the car northward he ruminates, "A Toastmasters year just ended . . . ten new clubs chartered . . . a rest will

do me good . . . a convention successfully over . . . re-elected for a second term as president, obviously by members who expect the same activity next year . . . yes, you need a rest, old pal."

So he thinks as the miles roll by through the New England Mountains country north of Sydney . . . Toastmasters forgotten for three whole weeks in the sun . . . Mrs. Toastmaster at his side and a journey of 4000 miles ahead of them.

First stop-over, the tablelands city of Tamworth, a distance of 250 miles. A bite to eat. Lunch sharing a table with an interesting local resident. It transpires that he is secretary of the local Chamber of Commerce. How proud he is of recent progress in his city. Why not mention Toastmasters to him? At a demonstration meeting that evening a new Toastmasters club is formed.

"Well, we're only a little behind schedule, dear . . . and that's all of Toastmasters for the rest of our vacation."

The journey continues to the border of our great state of Queensland, into the lush, verdant pastures of the Darling Downs, through a town of moderate size, which occasions the president to think of his Toastmasters colleagues in the United States, for this town is called Texas, and oddly enough Australia's first oil is to be found not so far away.

Lunch at Toowoomba, the city of flowers, high atop a plateau as if aloof from the world around. Toowoomba Toastmasters are different, too, holding Australia's only lunch-time meeting. "You wouldn't mind if I were to pay them a call, would you dear?"

Mrs. Toastmaster dines at Picnic Point Kiosk overlooking the plains. The president lunches with the Toastmasters.

The city of Brisbane is next with its two clubs. Enjoying its sub-tropical climate, Brisbane is a casual, relaxed city, but its Toastmasters are active and vigorous, as the president soon found out at their meetings.

Oh, yes, by now it has been reasonably established that Mr. Toastmaster should visit all the clubs along the way. Besides, the next club is 750 miles away on the other side of the Tropic of Capricorn so there is plenty of time to detour to investigate the beauties of the Glasshouse Mountains, the Sunshine and Gold Coasts (Australia's Miami, Hawaii, and Florida rolled into two), and the pineapple plantations.

The winter woolens are now left behind and the road begins to wind through Queensland's sugar cane country. Australia's National Route No. 1 diminishes in width and surface. Passing oncoming vehicles becomes a legalized game of "chicken" and, as evidenced by the small piles of glass beside the road, wind-screens are at a premium as flying projectiles, rocks from the wheels of other cars, all take their toll.

"No wonder," thinks the president, "the town of Rockhampton, which straddles the Tropic of Capricorn, is known affectionately as 'Rocky,' and the highway as 'The Crystal Road.'"

At Mackay, 1200 miles from home, the city's two Toastmasters clubs hold a combined meeting to host their president and his lady.

Five delightful days are spent basking in the sun on Brampton Island on the Great Barrier Reef, scene of the 1964 Australian Toastmasters Convention. The president recalls the excitement of his win in the National Speech Contest on that occasion, in the presence of then International President Alex Smekta.

However, the journey is not yet over . . . 250 miles further on, past cattle and mobs of kangaroos with little road sense, lies the city of Townsville and another Toastmasters meeting.

Whilst inquiring at the hotel reception desk as to the venue of the club president, Russ is overheard by an American in service uniform. "Toastmasters!" he exclaims in a decided American accent, "Are they out here, too?" He is in the Strategic Air Command stationed at Townsville's Garbutt Field and a mem-

ber of a Toastmasters club at his base back home. As the president's guest, he enjoys Toastmasters Aussie-style.

At the tropical, beautiful city of Cairns, 1800 miles from home, the Australian president again meets with a lively, active group . . . farthest from his headquarters in Sydney, but still keen participants in Toastmasters affairs despite the long lines of communication.

At the end of a road like this there is only one way to go—1800 miles home again, with time out at Newcastle to present the new club's charter.

So, after an enjoyable, relaxing break from Toastmasters activity, the TCA president returns to another year with Toastmasters. In all, a distance of 3900 miles had been covered, ten clubs had been treated to a close-up look at their president, five new groups had been formed, four radio interviews recorded, eleven newspaper articles printed, and Toastmasters morale lifted to a new high in Australia's northern areas.



Russ Walkington was recently elected to a second term as president of the Toastmasters Council of Australia. He is a member of Bankstown Club 1519-TCA and has been in radio for 17 years. He is associated with Radio Station 2CH in Sydney.

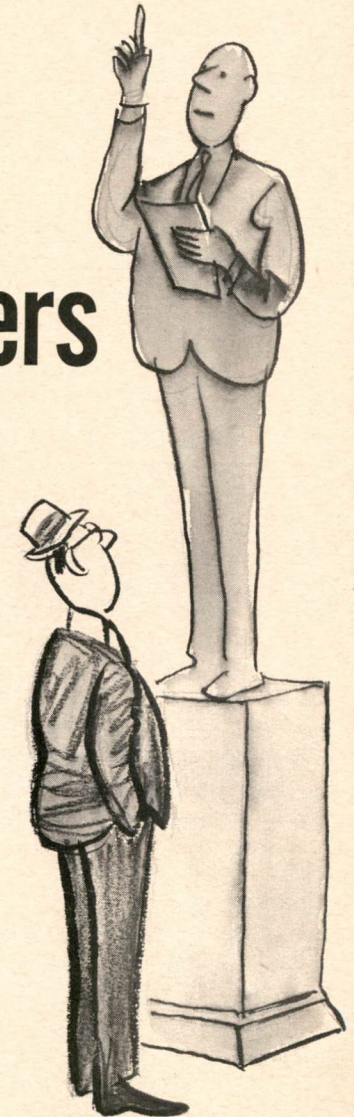
Public Relations And Toastmasters

By CHARLES M. HERRLEIN

The chairman of the Public Relations Committee of Toastmasters International's Board of Directors comments on the importance of the "personal touch" in the organization's image . . .

JUST WHAT IS PUBLIC RELATIONS and how does it apply to Toastmasters?

Simply defined, public relations means the relationship—good or bad—between an organization and any segment of the public. If the public has respect and regard for an organization, that organization has *good* public relations. If it distrusts an organization, that or-



ganization has *bad* public relations. If it shrugs its shoulders when the organization is mentioned, then that organization has what can be termed "*so what?*" public relations.

But good, bad or indifferent, every organization in the public eye *has* public relations.

What kind of public relations does Toastmasters have? I suspect it is the "*so what?*" kind in many instances. Why?

There are many sources from which the public can get its opinions about Toastmasters. Some are gleaned from articles in the press, from periodicals and books, from stories on radio and television, and from personal accounts of Toastmasters in all walks of life.

But the public gets, by far, its most vivid picture of us by personal observations, contact, and experience. We are judged—as are our clubs and Toastmasters International—by what the public sees with its own eyes.

By our bearing, by our actions and words toward our fellow men, we create a strong force for good—or bad—public relations. Lack of action that the public can see will surely result in just "*so what?*" relationships—in other words, we remain

non-entities in many ways in the public mind.

Unfortunately, being a non-entity doesn't keep us out of public relations trouble. Opinions by the public could carry the connotation of low quality. This could be interpreted by the

uninitiated to be poor quality in leadership, community spirit, and personal worth. Yet, these are the very qualities Toastmasters training seeks to have us instill in ourselves, as we go through the training

programs.

Whatever we do that may call public attention to us as individuals has a direct bearing upon the public's opinion of Toastmasters in general and our club in particular. If we do nothing to attract their attention, we get that kind of opinion—a nothing opinion—which can be as deadly to our growth as irresponsible or careless actions that call the public's attention to us.

What can we do to insure that public opinions of us reflect only good public relations?

The answer is simple to state but much more difficult to translate into positive action: Do something to make good opinions in the public's mind.

Part of the translation is irreproachable actions by individ-



ual Toastmasters and clubs. But such actions are symptomatic of over-all health of an organization (which means, by the same token, criticism against an individual Toastmaster or club is symptomatic of an unhealthy organization).

Therefore, it seems to me basic public relations techniques and procedures should start at the top of the organization heap—with programs, supporting materials, and guidance from World Headquarters.

But, since the best public relations results from face-to-face contact between members of the public and the organization, public relations programs must be aimed at producing good opinions at the grass roots—the clubs. Effective organizational public relations *never takes place* at the top, but it must start there. World Headquarters can initiate programs and procedures, but it is up to the clubs to put them into effect.

World Headquarters has made a start in Past President Paris Jackson's Youth Leadership Program, in which clubs take Toastmasters principles into the community with positive action aimed at the youth who will be tomorrow's leaders (and, hopefully, tomorrow's Toastmasters). Speechcraft given to community groups is similarly a program which can evoke good opinions in the segment of the

public receiving it.

A new approach is being made in District 36 now, where a coordinated program is underway to give concentrated cooperation to the office of the President in his recently announced Mission Safety-70, a nationwide plan to cut accident rates by 30 percent among federal employees. Cooperation is a natural for District 36 Toastmasters, a large percentage of whom are government employees. In this case, the "community" is our nation's governmental structure.

Many clubs, areas, and districts also have programs which serve the same essential purposes—all beneficial to the community. In some districts, for example, "Operation Patrick Henry" helps Boy Scouts in public speaking training. Many clubs have speakers bureaus, as do some of the districts, which put accomplished speakers before civic and community audiences. There are other examples, each of which helps accrue *good* public relations for Toastmasters.

World Headquarters publishes several pieces of material for club publicity (Supply Catalog Codes 1144 through 1150 and Code 1156), including a fine *Public Relations Manual*. But these publications alone do not make good public relations. It takes knowledgeable people and

intelligent application of principles to produce the kind of public relations results our organization wants.

World Headquarters and your officers are striving for a *complete* public relations program coordinated by World Headquarters. But it is up to the individual club to create the favorable image we seek, by using material, advice and worthwhile programs suggested by Toastmasters International. The key to effective accomplishments or programs by *any* organization can be best summed up by asking this question: "What have we done to help our fellow man in our community?"

Dr. Smedley's principles remain as valid today as they were in 1924, but the application of those principles should not — cannot — be the same as they were 42 years ago, not if Toastmasters International is to remain the vital organization Dr. Smedley created, and not if it is to grow into the potential Dr. Smedley foresaw in it.

Ours is a community-oriented society, and if Toastmasters In-

ternational does not contribute to it in tangible ways, we will be left out of the main stream. Already, too many men who could both gain and contribute to Toastmasters think of us, if at all, with a "so what?" attitude and are just not interested in joining. It is our responsibility to change this attitude by offering these men membership in an organization which will contribute to the communities in which they live and work.

I offer no ready-made solution for orienting Toastmasters more solidly with the community. I do entreat all Toastmasters, from the Board of Directors to every individual member, to pool their individual and group thinking to develop workable programs which will plough our leadership back into our communities so that we may reap a harvest of good public opinion.

Only with such community-oriented programs can we bury the "*so what?*" type of public opinions and, by becoming a potent factor in public growth, really earn *good* public relations.

CLUBS IN THE NEWS

Speechcraft

Sunrise Club 74-3 presented Speechcraft to the inmates at the Arizona State Prison.

The program had 29 participants and proved so successful that a Gavel Club will be formed at the prison.

The final session was attended by Warden Frank Eyman who thanked the Toastmasters and emphasized that the prison was not an institution of punishment but one of learning.

Sunrise Club 74-3
Phoenix, Ariz.

20th Anniversary Meeting

Thirty-five former members were present when Lincoln Club 370-20 held its 20th Anniversary Meeting.

The first president of the club, Joe Johnson, spoke on the first five years and he was followed by Alex Paper, the first secretary, who spoke on the second five years; Russ Moen, the only active charter member, who spoke on the third five years; and William Malaski, past district governor, last five years.

The club has contributed three district governors. Besides Malaski, Moen and James Marsden served in the office.

Lincoln Club 370-20
Fargo, N.D.

Youth Leadership

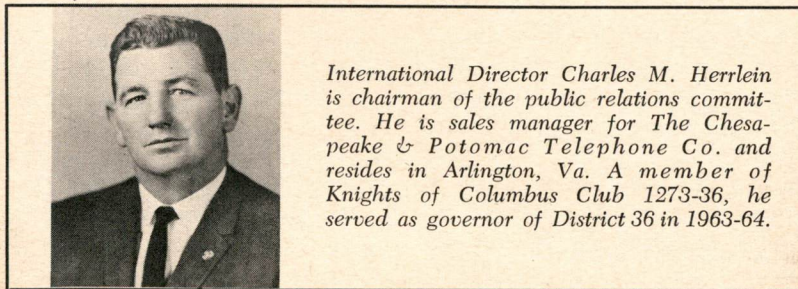
Xenia Club 2221-40's initial effort in the Youth Leadership program met with enthusiastic response throughout the community.

Twenty-five students from two high schools and a junior high school participated in the course. The Xenia YMCA furnished the meeting room.

The Xenia club also conducted an "Operation Patrick Henry" program in conjunction with Youth Leadership and local newspapers and radio stations gave the programs good news coverage.

Future plans are to organize a Gavel Club composed of the Youth Leadership graduates.

Xenia Club 2221-40
Xenia, Ohio



International Director Charles M. Herrlein is chairman of the public relations committee. He is sales manager for The Chesapeake & Potomac Telephone Co. and resides in Arlington, Va. A member of Knights of Columbus Club 1273-36, he served as governor of District 36 in 1963-64.

Xenia Club 2221-40 Administrative Vice-President Vernon Riffe stands with 18 of the 25 students from two high schools and a junior high school who participated in a program conducted by the club.





Maine Governor John H. Reed presents a proclamation designating Toastmasters Week in the State of Maine to John P. Delaney, educational lieutenant governor of District 45. Looking on, left, is James Niles, and at the right are Edwin Alf and G. Chester Dorr. The governor's proclamation coincided with the Region VIII Conference in Portland, Me., and Portland's designation as Toastmasters Town of the Month in *The Toastmaster*.

San Francisco Postal Regional Director Raymond R. Holmquist, right, and Tom Arbuckle, first president of San Francisco Regional Office Club 3534-4, look over the *Toastmasters Basic Training Manual*. Holmquist, a former Toastmaster and charter member of Altadena (Calif.) Club 417-F, attended the charter meeting of the club.

Trevor C. Roberts, left, member of Cable Car Club 1243-4 in San Francisco, Calif., put his Toastmasters training to good use when he was chairman of Reagan Round-up, a large dinner rally held in honor of the California Republican nominee for governor, Ronald Reagan. In the photograph Roberts and Reagan look over plans for the rally.



District 62 Governor Alfred J. Hinkelman, left, and his wife, met with former heavyweight champion Jack Dempsey, right, during a recent New York trip. Hinkelman, a former Michigan lightweight champion, and Dempsey have been acquaintances since 1934.



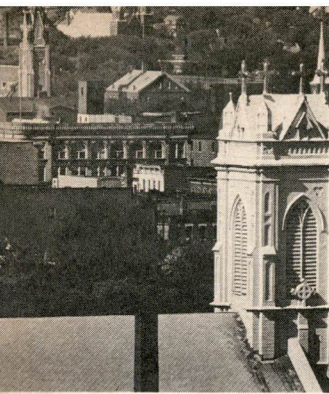
Dr. Joseph Arnaboldi, second from the right, founder and first president of Northern Brookhaven Club 2413-46, receives a plaque from Jack Cassidy for his contributions to the club. Looking on are Port Jefferson Mayor Clifton Lee, left, a former club president; and Henry Tooker, right, current club president. The presentation was made during a Ladies Night. The club is located in Port Jefferson, N. Y.



Fathers and sons got together at a meeting held by YMCA Club 715-11 in Anderson, Ind. Seated are the fathers, Fred Crawford, Marcel House and Bob McCord; and standing are the sons, Dick Crawford, Larry House, David McCord.

Manuel A. Aragon, president of AEC Club 2901-36, Germantown, Md., presents an honorary membership in the club to Robert E. Hollingsworth, center, general manager of the Atomic Energy Commission. Others present at the ceremony included, left to right, Lloyd Catalan, secretary-treasurer; John Inglima, administrative vice-president; Robert Bradley, District 36 governor; Bryan Kile, Area 15 governor; and William Davis, District 36 lieutenant governor.





DUBUQUE, IOWA

Toastmasters Town of The Month

Dubuque, Iowa, seat of Dubuque County, is one of the oldest cities in the state. It was named for Julien Dubuque, a French trader, who in 1788 concluded a treaty with the Fox Indians which gave him the right to mine lead in the area. After the Black Hawk treaty of 1832, settlers moved west across the Mississippi River and established the village of Dubuque.

The present city of 60,000 is situated on the west bank of the Mississippi River directly across from the boundary line between Wisconsin and Illinois. Dubuque's business district occupies the lowlands along the river and residential sections are located on the bluffs which rise above it. The surrounding area, shaped by streams cutting into bedrock, is notably picturesque. Old world charm can be found in the city market, which is patterned after the market of Luxembourg, and in nearby New Melleray Abbey, founded in 1849 by Trappist monks from the monastery at Mount Melleray, Ireland. Other points of interest include the Fourth Street Elevator, a cable car built in 1884, which transports passengers up a steep incline to the top of a hill; a shot tower used during the Civil War; and Eagle Point Park, covering 165 acres within the city. Dubuque is proud of its many fine schools, including three colleges and several theological seminaries.

Lead mining and sawmilling were the pioneering industries, but with the development of river and rail transportation Dubuque became a center of diversified industry. Among its manufactured products are furniture, millwork, tractors, oilwell equipment, pumps and pumping supplies, clothing, packed meats, fertilizers, boats and barges. A municipal river-rail terminal is operated by the dock commission.

There is one Toastmasters club located in Dubuque, Dubuque Club 1337-19. *The Toastmaster* salutes Dubuque, Iowa, Toastmasters Town of the Month.

Convention Report

JOHN B. MILLER of Nevada, Iowa, was elected the 36th president of Toastmasters International during an action-paced three days of fellowship and fun in San Diego.

(Continued on Page 22)



THE WHITE HOUSE
WASHINGTON

It has been said that the toastmaster is a gentleman who introduces a gentleman who needs no introduction. I take great pleasure in assuming this role as I express my greetings to a group that certainly needs no introduction -- the Toastmasters International.

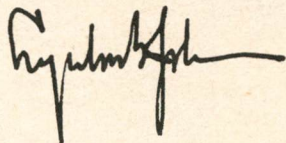
As a former speech teacher, I have a special interest in your worthwhile efforts to enhance man's ability to communicate clearly and effectively.

Communication is the key to human understanding throughout the world. It is vital to the peace and goodwill we seek among all men.

You have successfully sought to stimulate logical thinking and thoughtful listening. You have worked to encourage respect for each man's opinion and to promote self expression.

And you have sown the seeds of civic vitality and action far and wide.

I salute your enviable record and I send best wishes for a successful annual convention.



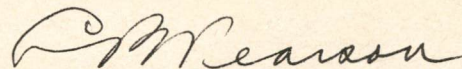
PRIME MINISTER · PREMIER MINISTRE

It is a pleasure to extend cordial greetings from the Government of Canada and warm personal good wishes to all delegates and their families attending the 35th annual convention of Toastmasters International in San Diego.

The splendid educational programmes sponsored by Toastmasters in encouraging the active participation of their members in civic and public affairs are deserving of the highest commendation.

May I take this opportunity to remind you that a special welcome awaits you next year in Canada when Toastmasters International convenes its 36th annual convention in Toronto. On the eve of Canada's 100th birthday, I am happy to extend a most cordial invitation to all Toastmasters Clubs to join us then in the celebration of our Centennial of Confederation.

With best wishes for an enjoyable and successful convention,



L. B. Pearson
Prime Minister

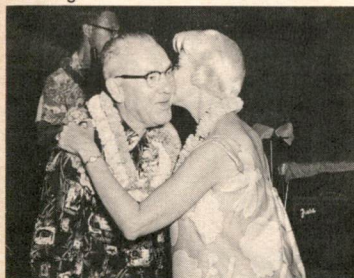
O t t a w a
1 9 6 6



Color Guard from the 11th Naval District opened the Annual Business Meeting.



Executive Director Maurice Forley reported to the delegates.



J. Clark Chamberlain, the first president of Toastmasters International, received a lei and a kiss from Mrs. Les Anderson at the Aloha Party.



More than 600 Toastmasters and their wives attended the pre-convention Aloha Party where they were treated to an Hawaiian luau.

At the Past Officers and Directors Luncheon many old acquaintances were renewed. Gathered together were: First row, left to right, Gordon G. Armstrong, Kenneth Froelich, George J. Mucey, Emil H. Nelson, Harold Carper, William Dunlap, A. J. Schrepfer, Sheldon Hayden, William Switzler, J. Clark Chamberlain and Frank Spangler. Second row, left to right, Paul W. Haeberlin, Carl F. Sanders, W. Bruce Norman, Amos W. Randall, John M. Lamparter, Howard E. Flanigan, Dr. Leo Anderson, Charles Swan, LaRue A. Thurston, A. Ernie Pallister, A. W. Stillwell, Paris S. Jackson, Floyd C. Wangrud, Olin Price and O. T. Peterson.



YOUTH LEADERSHIP IN ACTION — The panel for this session was made up of (left to right) Carl Rupp, District 17; Gene Smythe, District 48; Joseph Vidali, District 12; Past President Paris S. Jackson, Youth Leadership Program chairman; Mike Ryan and Jane Russell, students in the first Youth Leadership class at Point Mugu, Calif.



DEBATING IS AN EFFECTIVE AND ENJOYABLE CLUB COMMUNITY PROGRAM — Dr. Paul Hunsinger, chairman of the speech department at Denver University, with the help of five Toastmasters, demonstrated a debate.



DO YOU REALLY LISTEN? — Dr. Seth A. Fessenden, chairman of the Speech Department at California State College, Fullerton, gave Toastmasters an enlightening look at listening.



VISUAL AIDS FOR YOUR TALK — Jay Van Holt of the Eastman Kodak Company showed innovations in visual aids.

ON THE AIR — International Director A. W. Stillwell, left, introduced a panel of radio and television executives who told Toastmasters the best ways to get news "on the air." Left to right are Bill Stevens, production director, KOGO-TV; Dick Roberts, program director, KOGO-Radio; and Pat Higgins, news director, KOGO-TV.



Sombreros and zarapes took their places alongside muumuus and leis at the convention. Registering delegates were greeted by local activities committee members wearing sombreros and zarapes and, within hours, these same delegates were in a tropical setting at the pre-convention Aloha Party, where muumuus and aloha shirts were the dress and where more than 600 Toastmasters thrilled to Tahitian and Polynesian dances while they enjoyed an Hawaiian luau.

District Officers Session

On Wednesday, while most delegates were registering, district officers got things underway at the District Officers Orientation Session.

In the morning President Charles C. Mohr presented new district governors certificates of office and a panel consisting of Executive Director Maurice Forley and World Headquarters department managers answered questions from the floor.

The afternoon session featured a panel of three past district governors, Executive Director Forley, Immediate Past President Paris S. Jackson, President Mohr and Senior Vice-President John B. Miller. An excellent exchange between the district officers and the panel was proof positive that the new officers would go back to their districts better prepared to do an out-

standing job for their clubs.

Annual Business Meeting

President Mohr officially opened the convention Thursday morning at the Annual Business Meeting. The colors were presented by a color guard from the 11th Naval District and the National Anthem was played by the 11th Naval District Band.

President Mohr and Executive Director Forley reported to the more than 1,000 delegates on the progress of Toastmasters International during the past year and plans for the future.

In his report, Executive Director Forley said that financially and statistically Toastmasters International had enjoyed a successful year.

He also spoke of the importance of the organization's participation in community affairs and praised the Youth Leadership Program. "Youth Leadership is an important expression of our organizational return to one of our original purposes—constructive use of Toastmasters skills in community service," he said.

Since there were no amendments to the Bylaws to be brought before the delegates, attention was focused on the election of officers and directors as the afternoon session opened.

A spirited campaign led up to the election. Posters, leaflets, mobiles and displays confronted delegates throughout the hotel. After nominating speakers spoke

INTERNATIONAL SPEECH CONTEST



MICHAEL YACONELLI
"A Generation of Escape Artists"



ALLEN E. GREEN
"Civil Rights, Civil Wrongs"



WILLIAM KENNY
"Look Beyond the Barren Branch"



MICHAEL BEAUDOIN
"Bribery or Bravery"



SAM R. ZICKEFOOSE
"The Modern Pied Piper"

ROGER C. HART, JR.
"Look to the Trees"

ROBERT RUSK
"Live Profoundly for the Success of
Your Nation"

LEROY BRUNNER
"The Face of War"



on the attributes of their candidates the balloting began.

Election Results

John B. Miller of East Story County Club 504-19 was elected president. Other officers elected were Lothar Salin of Tamalpais Club 1755-57 (San Rafael, Calif.), senior vice-president; Earl M. Potter of St. Clair Club 496-8 (Belleville, Ill.), vice-president for education; and Ralph E. Howland of Breakfast Club 3569-35 (Oconomowoc, Wis.), vice-president for organization.

Elected to the Board of Directors were Sandy Robertson of Victoria Beaver Club 790-21 (Victoria, B.C., Canada); Russell G. Herron of Point Mugu (Calif.) Officers Club 3276-12; Donald W. Paape of Arvada (Colo.) Club 2002-26; Jack R. Pelinka of Gopher Club 183-6 (Minneapolis, Minn.); Bill J. Dunning of Teletalkers Club 1625-43 (Memphis, Tenn.); Edward B. White of Beaver Valley Club 752-13 (Beaver, Pa.); Arthur N. Thurston, Jr., of Rockland (Me.) Club 1737-45; and David A. Corey of Gosport Club 2896-66 (Portsmouth, Va.).

International Speech Contest

The International Room was filled for the International Speech Contest, always a convention highlight. And when it ended, a local San Diego Toastmaster was named the winner — Michael Yaconelli. Yaconelli, a member of Professional Men's Club 624-5,

spoke on "A Generation of Escape Artists."

Allen E. Green of Van Club 3415-46 in Newark, N.J., placed second. He spoke on "Civil Rights, Civil Wrongs." Sam R. Zickefoose of Ames (Iowa) Club 569-19, speaking on "The Modern Pied Piper," was third.

General Session

Participation by Toastmasters in the community was the theme for the first part of the General Session on Thursday. Harold M. Heimbaugh, treasurer of Kiwanis International, opened the session speaking on "Community Service Opportunities." He stressed the close ties between Kiwanis International and Toastmasters International and the many opportunities available for service to the community, especially with youth.

A review of the past year's progress and an exciting glimpse into the future was outlined in "Youth Leadership Program in Action." Immediate Past President Jackson, Youth Leadership Program chairman, presided over a panel made up of district chairmen—Joseph Vidali, District 12; Carl Rupp, District 17; and Gene Smythe, District 48—President Mohr, and two graduates of the first Youth Leadership Class at Point Mugu, Calif., Jane Russell and Mike Ryan. The success of the program was summed up by Ryan when he said:

"I gained the urge to inform myself and to examine my convictions and prejudices so that I could communicate more effectively."

Closing the morning program were two concurrent programs—"Debating is an Effective and Enjoyable Club Community Program" and "Do You Really Listen."

Both drew enthusiastic audiences. Dr. Paul Hunsinger, chairman of the Speech Department at Denver University, with the help of five San Diego Toastmasters, demonstrated a debate and then answered questions from the audience.

Dr. Seth A. Fessenden, chairman of the Speech Department at California State College, Fullerton, by discussion and demonstration, gave Toastmasters an enlightening look at listening.

The afternoon program featured "Visual Aids for Your Talk" by Jay Van Holt of the Eastman Kodak Company; and "On the Air," with three members of the staff at KOGO-TV and Radio making up a panel. Both programs drew many questions from the floor.

The Toastmasters Idea Fair gave delegates a chance to ask questions and exchange ideas with experienced Toastmasters.

President's Banquet

Led by President and Mrs. Mohr, the officers and directors with their ladies marched to the



Toastmasters President Charles C. Mohr, third from left, and Harold M. Heimbaugh, treasurer of Kiwanis International, look over the *Youth Leadership Training Manual* prior to the opening of the General Session where Heimbaugh spoke. Others, left to right, are Alex Smekta, Toastmasters past president; Dan Turner, Kiwanis International chairman of Interclubbing and Fellowship; William Dunlap, past president of Toastmasters and past Kiwanis district governor; and O. W. Todd Jr., past Kiwanis lieutenant governor.



At the "Coffee With the First Lady" Mrs. Harold Stratemeyer, Mrs. Truman Thomas, Mrs. Ralph Howland and Mrs. Earl Potter were served by Mrs. Charles C. Mohr and Mrs. John B. Miller.

The "Idea Fair" drew Toastmasters to the exhibit area.



head tables at the President's Banquet. Immediate Past President Jackson installed the new board after thanking the outgoing officers and directors for their service to the organization.

Featured speaker at the banquet was Past International Director Kenneth Froelich, president of Rold Gold Foods. Speaking on "Toastmasters in Business and in the Community," he said:

"If our words are to be heard, if our thoughts are to be conveyed, we must establish an air of permissiveness; and the higher we get in our jobs, the more important this becomes."

"If a man is to grow," said Froelich, "we must break down the communication barrier between himself and his associates and be willing to hear things that don't sound good but do contribute to his growth. Great is the man who can accept these things as they are given and use them as building blocks to construct a better life."

Founder's Breakfast

It was recognition time at the Founder's Breakfast Saturday morning. Past International Director Amos Randall gave delegates a glimpse into the life of Founder Dr. Ralph C. Smedley when he spoke on "The Founder's Vision."

Club Achievement Awards

Club Achievement Awards to the "Top Ten" clubs went to Yawn Patrol Club 1852-24,

Omaha, Neb.; Anthony Wayne Club 1380-28, Toledo, Ohio; St. Clair Club 496-8, Belleville, Ill.; Redstone Club 1932-48, Huntsville, Ala.; Papago Club 2694-3, Phoenix, Ariz.; Patrick AFB Club 2105-47, Patrick Air Force Base, Fla.; East St. Louis Club 845-8, East St. Louis, Ill.; Clearwater Club 3087-47, Clearwater, Fla.; and Mt. Helix Club 126-5, La Mesa, Calif.

District Performance Awards

District Performance Awards went to Past District 12 Governor Russell G. Herron and Past District 50 Governor George C. Williams for districts with over 40 clubs; and to Past District 64 Governor Robert H. Drain for districts with fewer than 40 clubs.

Best District Bulletins—1966

The Sunshiner of District 47 was judged the best district bulletin. Honorable mention was received by *The Sounder*, District 2; *Big Six Digest*, District 6; *The Lectern*, District 32; *The Lectern*, District 46; and *News Gram*, District 63.

Best Club Bulletins—1966

Judged the best club bulletin was *The Sound*, Telespeakers Club 2328-21, Vancouver, B.C., Canada. Honorable mention was received by *The Bull Sheet*, El Puente Club 1408-F, La Puente, Calif.; *WIISFUL Vista*, WIIS San Francisco Club 3548-4, San Francisco, Calif.; *TM Tiding*, Mansfield Club 647-10, Mans-



President's Banquet



Mrs. Charles C. Mohr received a silver compact for her services to Toastmasters International during the past year from Past President Paris S. Jackson, right. President Charles C. Mohr looks on.



Past President Paris S. Jackson, left, hands the gavel to John B. Miller, president for 1966-67. Seated is Mrs. Miller.

President Charles C. Mohr, left, got together with his boss, Herbert C. Thober, manager of the Toledo Refinery of the Sun Oil Company, prior to the President's Banquet. Thober received a plaque during the banquet in appreciation to the Sun Oil Company "for the service and leadership of Charles C. Mohr as Toastmasters International president in 1965-66."

Kenneth Froelich, president of Rold Gold Foods, was the principal speaker at the banquet. A former member of the Board of Directors of Toastmasters International, Froelich spoke on "Toastmasters in Business and in the Community."



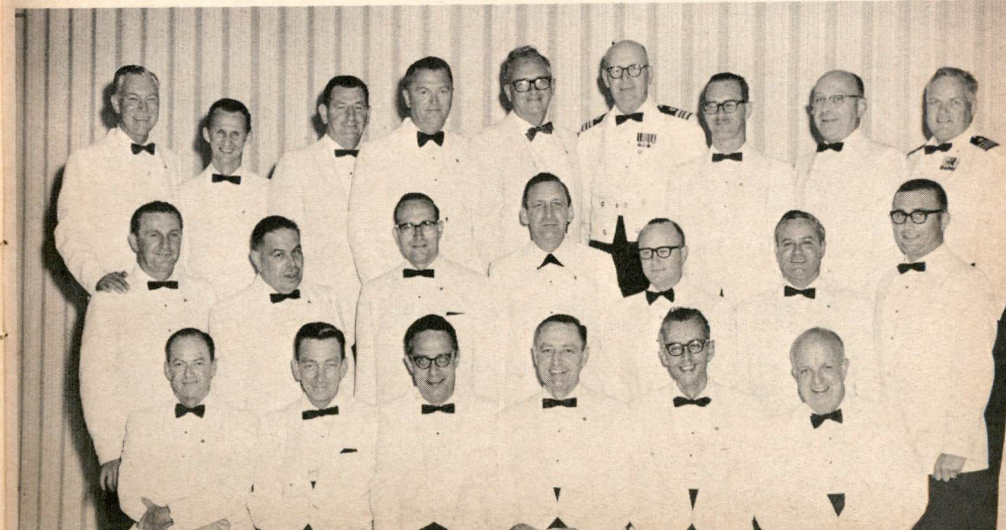
BOARD REPORT

TOASTMASTERS INTERNATIONAL'S Board of Directors, meeting in San Diego prior to the International convention, revised the policy bulletin on the educational policy of the organization and adopted a budget for 1966-67 based on an anticipated income of \$721,000.

The revised educational policy (Policy Bulletin "A") states that: "Toastmasters International is an important vehicle for free communication. It is based on the belief that by improving his ability to speak and imparting his knowledge to others, man contributes to his excellence as well as that of society. Toastmasters International therefore offers broad opportunities for learning in the field of communications. Its training system responds to the universal need for self-improvement while maintaining high ethical standards.

A Toastmasters club will provide for its members genuine opportunities to speak in public, to conduct meetings, to develop executive and leadership ability, and to gain experience in group dynamics. In congenial fellowship, men are stimulated to think

1966-67 BOARD OF DIRECTORS — First row, left to right, Maurice Forley, executive director; Earl M. Potter, vice-president for education; Lothar Salin, senior vice-president; John B. Miller, president; Charles C. Mohr, immediate past president; Ralph Howland, vice-president for organization. Second row, left to right, Directors Eugene J. Haluschak, Frederick W. Delves, Arthur M. Diamond, Randall E. Winters, Edward P. Miska, Bill J. Dunning, Donald W. Paape. Third row, left to right, Directors Truman S. Thomas, Arthur N. Thurston, Jr., Charles M. Herrlein, Jack R. Pelinka, Van H. Tanner, David A. Corey, Sandy Robertson, Edward B. White, Russell G. Herron.



field, Ohio; *Shore Line*, North Shore Club 1841-35, Milwaukee, Wis.; *Listen*, Little Nipper Club 2749-38, Camden, N.J.; *The Toast Tidings*, Xenia Club 2221-40, Xenia, Ohio; *Wekearny Toastmasters*, Wekearny Club 1898-46, Kearny, N.J.; *Leadership Bulletin*, Leadership Club 3146-56, Galveston, Tex.; *Personally Speaking*, Electernics Club 2700-65, Rochester, N.Y.; *Ramstein*, Ramstein Officers Club 2442-U, Ramstein Air Base, Germany.

The Toastmaster Awards

The Toastmaster presented three awards. Frederick W. Mikko of Lamplighters Club 3275-36, Washington, D.C., was the winner of the award for the article of greatest benefit to the individual Toastmaster for his article, "The Timid Toastmaster." The award for the best article of general interest went to Winston K. Pendleton of Windermere, Fla., for "Humor Helps" and the award for the best club news contribution went to Papago Club 2694-3, Phoenix, Ariz., for "Operation Appreciation."

The 1966 Toastmasters International convention, certainly one of the most enjoyed ever, ended after District 60 Governor George House issued an invitation to all Toastmasters and their families to attend the 36th annual convention of Toastmasters International in Toronto, Ont., Canada, August 24-26, 1967.

THE TOASTMASTER

Professional basketball star Cliff Hagan was the main speaker at the Founder's Breakfast. He spoke on "Sports and Speech for Youth."

President John B. Miller, second from left, congratulates Russell G. Herron, past governor of District 12 and now an International director, named with Past District 50 Governor George C. Williams for the District Performance Award for districts with over 40 clubs. District 50 Governor Jim Mangnam, right, accepted the plaque for Williams. G. E. Tardi, left, governor of District 64, accepted the award for districts with less than 40 clubs for Past District 64 Governor Robert H. Drain.

"See You in Toronto" was on the lips of Toastmasters as they prepared to leave San Diego and make plans to attend the 1967 convention in the Canadian city. Holding up the display are George House, Mrs. Peter Sarthou and Bill Hudson.

See you in
TORONTO

THE TOASTMASTER

independently in order to test their beliefs through discussion and constructive evaluation. Toastmasters International will furnish materials and guidance to enable the individual club members to recognize the concept of long-range continuity represented by its educational program. The International will also provide opportunities to put these acquired skills to constructive use for the benefit of others.

In order that districts may serve usefully as administrative arms of the International, district officers will be given suitable training in management. At the International convention annually, programs of a nature and quality that cannot be made available at other levels of the organization will be presented."

Other actions taken by the Board included:

- Selected Calgary, Alberta, Canada, as the location for the 1971 convention of Toastmasters International;
- Adopted revisions to the Procedural Rules for Elections;
- Approved amendments to the bylaws of Districts 32, 47 and 52; and
- Clarified the policy concerning the formation and operation of Gavel Clubs.

Following the convention the Board of Directors for 1966-67 held its first meeting. President John B. Miller announced the following committee assignments:

Educational — Earl Potter, chairman, Russell Herron, Edward White.

Organization, Planning and Administrative — Ralph Howland, chairman, Randall Winters, Edward Miska, Jack Pelinka.

Conference, Convention and Meetings — Van Tanner, chairman, Gene Haluschak, Bill Dunning, Arthur Thurston.

District-Club Operations — Arthur Diamond, chairman, Truman Thomas, Donald Paape, Sandy Robertson.

Public Relations—Charles Herrlein, chairman, Frederick Delves, David Corey.

The Board also approved dates and locations for the eight 1967 regional conferences. Region I will meet at Reno, Nev., June 9-10; Region II, Honolulu, Hawaii, June 23-24; Region III, Houston, Tex., June 2-3; Region IV, Billings, Mont., June 23-24; Region V, Memphis, Tenn., June 27; Region VI, Rochester, N.Y., June 2-3; Region VII, Atlantic City, N.J., June 9-10; Region VIII, Charleston, S.C., June 16-17.

The next meeting of the Board of Directors will be held November 3-5, 1966, at World Headquarters.

Samuel I. Hayakawa Appointed to Committee . . .

Educational Advisory Committee Report

DR. SAMUEL I. HAYAKAWA, internationally recognized authority on semantics, has been appointed to the Educational Advisory Committee of Toastmasters International.

The announcement by Executive Director Maurice Forley coincided with the receipt by the Board of Directors of the committee's first annual statement.

Dr. Hayakawa is professor of English at San Francisco State College and founder and editor of *ETC.: A Review of General Semantics*. He is secretary-treasurer of the International Society for General Semantics and fellow of the American Psychological Association, the American Association for the Advancement of Science and the International Council of Psychologists.

He has been the Alfred P. Sloan Visiting Professor at the Menninger School of Psychiatry; Claude Bernard Professor at the Institute of Experimental Medicine and Surgery at the University of Montreal; and has lectured in Norway, Denmark, Sweden and Germany as American Specialist under the auspices of the U.S. State Department.

Other members of the committee are Dr. Robert T. Oliver, Dr. Seth A. Fessenden and Wallace Jamie. Executive Director Forley is an ex officio member.

During the past year the committee included these men plus Sheldon Hayden, a past president of Toastmasters International and chairman of the Speech Department at Santa Monica City College.

Hayden was especially valuable in expressing the principles and views of Founder Dr. Ralph C. Smedley with whom he worked closely in the preparation of both *Basic Training* and *Beyond Basic Training*.

He also authored one of the earliest Toastmasters texts, *Tips for Toastmasters*.

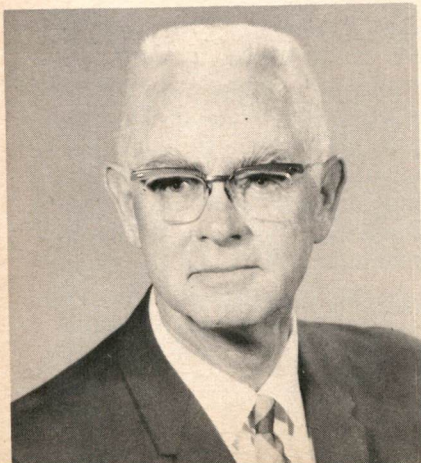
Dr. Hayakawa, who succeeds him, is primarily interested in the use of language as symbols for conveying meaning. Dr. Fessenden is an authority on listening and Dr. Oliver and Mr. Jamie are authorities on the application of public speaking to community affairs and the effect it has on the democratic process.

The Educational Advisory Committee was formed in an



DR. SAMUEL I. HAYAKAWA is professor of English at San Francisco State College. He is the author of many books, among them Language in Action, which was a Book of the Month Club selection, and Language in Thought and Action. He has taught at the University of Wisconsin, Illinois Institute of Technology and the University of Chicago.

DR. SETH A. FESSENDEN is an internationally known scholar who has authored or co-authored 17 books on various aspects of public speaking and communications. He is a recognized authority in the field of listening and chairman of the Department of Speech at California State College, Fullerton.



DR. ROBERT T. OLIVER is one of the best known teachers and writers in the field of public speaking. Research Professor of International Speech at The Pennsylvania State University, he is the author of 20 books on speech and international affairs. He is a past president of the Speech Association of America.

WALLACE JAMIE is director of Public Relations for the Carnation Company. While serving as general personnel manager for the company he was instrumental in establishing one of the finest corporate training programs in the United States. He is a past president of the Los Angeles Area Chapter of the Public Relations Society of America.



effort to meet a need for Toastmasters International to be informed on developments in the expanding field of adult education, especially in the communications field; to obtain objective, qualified and continuing evaluation of Toastmasters educational program methods and materials; and to elicit recommendations for the improvement of the program and its adaptation to the needs of members in business, industry and the professions.

In establishing the Educational Advisory Committee it was the intention of the Board of Directors to provide for periodic changes in the membership of the committee to provide continuity while at the same time making available to the committee specialized skills of authorities in different fields of communications.

The committee, in its discussions, noted that educational material, like a speech, must have a purpose, and to evaluate the effectiveness of Toastmasters educational materials the committee would also have to evaluate the Toastmasters program.

During its discussions the committee informally agreed on several guiding principles and discussed several subjects such as:

1. That any change from the traditional educational objectives of Toastmasters should be carefully and cautiously explored;

2. That careful examination should be made of all existing Toastmasters material to determine what revisions might be

made to bring it up-to-date, if necessary, and to assure that it can serve the purpose for which it was originally developed;

3. That the scope of member needs in the field of communication might be examined to see if additional services or materials should be considered;

4. That there is a need to study in greater depth the real reasons that impel men to join Toastmasters clubs;

5. That detailed examination should be made of how the Toastmasters club educational program fulfills the several reasons why men join;

6. That added study might be made of Toastmasters clubs consisting of homogenous vocational and professional membership;

7. That it should be stressed that Toastmasters is an educational rather than merely a training organization;

8. That a study be made to determine the image Toastmasters wants to project and to study the organization's materials to see how they project the development of such an image; and

9. That there be a continuing study of listening and the other essentials of the communicative process, especially as they can be developed in the Toastmasters club.

The report concluded that the committee feels it can and will play an important part in the continuing growth and educational development of Toastmasters International.

The Speaker's Page

SPEECH SUGGESTIONS FOR OCTOBER

Health and safety are good speech themes at any time. During October you might choose your subject from *Child Health Day* (3rd); *Fire Prevention Week* (9-15), a yearly reminder of the great fire which swept through the heart of Chicago October 9, 1871 at an estimated loss of \$196,000,000; *White Cane Safety Day* (15th); or *National Cleaner Air Week* (23-29), to "alert the American people to the importance of furthering their knowledge and practice of air pollution abatement." Other ideas might come from *Free Enterprise Day* (3rd); *National Employ the Physically Handicapped Week* (1-7); or *National Newspaper Week* (9-15), "to bring to the attention of the public their heritage of freedom of the press."

October 24 is *United Nations Day* by Presidential proclamation, commemorating the anniversary of the day the charter of the United Nations came into force in 1945. Other memorable historical events this month include the stock market collapse on Oct. 24, 1929 which ended the greatest era of prosperity in U.S. history; the successful testing of Communist China's first atomic bomb on Oct. 16, 1964; the birth of "talking" films when *The Jazz Singer*, starring Al Jolson, opened Oct. 6, 1927 in New York City; and Adolf Hitler, on Oct. 3, 1941, announced that Russia was defeated and "will never rise again."

The month ends with *Halloween* (31st), eve of *All Saints' Day*, the medieval Celtic celebration ending summer which included rites to placate supernatural powers and believed to be the time when the souls of the dead revisited their homes.

POINT OF EMPHASIS

The purpose of "Speech Construction," the Point of Emphasis for October, is to put your material into a shape which will be logical, interesting and readily understood by the audience. Why not have each speaker during the month submit a written outline to his evaluator before his talk. Schedule speakers who are ready to present assignments 3, 6 and 11 in the *Basic Training Manual*. Project No. 3 in the *Advanced Speaker* is "Effective Speech Outlines."

Speech Engineering (Code 206) contains many helpful suggestions which can be presented in an educational talk during this month. There are many methods for outlining a speech. Different types of speech require different treatments but systematic construction is essential.

FROM THE GRAMMARIAN

DISASSEMBLE; DISSEMBLE: To *disassemble* is to take apart. (*The mechanic disassembled the motor.*) To *dissemble* is to give a false semblance to, to conceal the real nature of something (usually one's emotions or motives) under a semblance of something else. (*She dissembled her annoyance under a smiling face.*)

SEPTEMBER, 1966

Executive Director Maurice Forley was interviewed by Barbara Walters on the National Broadcasting Company's "Emphasis" during a recent trip. He was also interviewed on the Martha Deane Show on WOR-Radio, and on the New York Times station, WQXR-Radio, while in New York, and was panel moderator on a Yale University Commencement Week program.



Sergeant Major Neil Robinson of the Armed Forces Radio Service interviewed Executive Director Forley concerning men in the U.S. military service who are members of Toastmasters clubs. The interview on the program "Tempo" was broadcast to Europe, Africa and the Far East through the world-wide facilities of the Armed Forces Radio Network.

In Washington, D.C., the executive director conferred with senators, congressmen and executive agency heads, and talked to Capitol View Club 3001-36. He visited Senator Vance Hartke, center, senior senator from Indiana, and expressed interest in the Adult Education Bill of 1966 which Senator Hartke introduced in the Senate. Executive Director Forley also presented the senator with a copy of his book, *Public Speaking Without Pain*. International Director Charles Herrlein, left, accompanied the executive director on the visit.

Executive Director Forley Interviewed on N.B.C. And Armed Forces Radio, Visits Government Officials on Recent Trip



TOASTscripts

District 52 recently conducted its First Annual Interscholastic Speech Contest in the Los Angeles and Glendale, Calif. area with ten high schools taking part.

Stanley P. Conover was chairman of the event which included three eliminations. Each high school was sponsored by one or two Toastmasters clubs. The first eliminations in each school were held during a Toastmasters meeting with Toastmasters as judges. Certificates were given to each speaker and a trophy to the winner.

Two second level contests were held, patterned after Toastmasters Area Speech Contests. The judges chose two from each of these contests for the finals.

The finals were held in the Van Nuys High School Auditorium. The winner, Rex Beaber, received a \$50 United States Savings Bond and his school received the "Dr. Ralph C. Smedley Memorial Trophy" which will move to the winner's school each year.

The second place speaker received a \$25 Savings Bond. The contest, which at first was viewed with apprehension by some high schools, proved so successful that several schools not included this year have asked to be included in next year's contest.

* * *

A "Short Course for Candidates" is being conducted by Republican Club 2964-26, Denver, Colo.

The aim of the course is to make Republican candidates or potential candidates more articulate and effective during and after their campaigns. One of

Rex Beaber, right, was the winner of the First Annual Interscholastic Speech Contest conducted by District 52. He is holding the "Dr. Ralph C. Smedley Memorial Trophy" which will go each year to the winner's school. Beaber received a \$50 U.S. Savings Bond. On the left is Past District 52 Governor Ben Steinmetz.



THE TOASTMASTER

the additions made to the normal Toastmasters format was to have a "political evaluation."

This evaluation was to determine the political soundness and logic of the presentation, what type of votes it might gather, and whether or not the speaker made his "political points."

The "Short Course for Candidates" consisted of six lessons which have been adapted from the *Basic Training Manual*.

Cooperation came from the Republican state chairman and the Denver Metropolitan County chairman, particularly in light of the many former Republican Club 2964-26 members who have gone on to hold high elective and appointive offices in the state—a great testimonial to the effectiveness of Toastmasters training.

TM TOPPERS



Frank Charrington of Telespeakers Club 2328-21, Vancouver, B.C., Can., holds the club's trophy awarded to each week's winner in Table Topics. In line with the club's name, the trophy is made up of a 15-inch length of 1200-pair telephone cable: its 2400 wires have a total length of 3,000 feet.

(Many clubs have awards they consider to be unique in Toastmasters. We'd like to hear about them. The *Toastmaster* will feature these awards in "TM Toppers." Let's hear from you!)

CLUB ANNIVERSARIES

20 YEARS

(Founded in September, 1946)

- Lake Harriet Club 400-6
Minneapolis, Minnesota
- Sundowners Club 387-24
Omaha, Nebraska
- La Crosse Club 411-35
La Crosse, Wisconsin

15 YEARS

(Founded in September, 1951)

- Santa Ana Toasters Club 991-F
Santa Ana, California
- Monterey Peninsula Club 934-4
Monterey, California
- Lakeland Club 317-6
Willmar, Minnesota

Milwaukie Club 656-7

- Milwaukie, Oregon
- Ojai Club 984-12
Ojai, California
- Auburn-Highland Club 947-30
Chicago, Illinois
- Kinston Club 962-37
Kinston, North Carolina
- Torrington Club 975-55
Torrington, Wyoming
- Alameda Club 177-57
Alameda, California
- Castro Valley Club 961-57
Castro Valley, California
- Ptarmigan Club 979-67
Anchorage, Alaska
- Greetin' Parrot Club 970-TCBI
Hawick, Scotland



JUST IN JEST

The youngster had been saving up enough money to buy her father a birthday gift. She was concerned about one thing, though. "I can't be running uptown every month to make payments," she complained to her mother. "Isn't there a store where they'll let you pay the whole thing at once?"

— Capper's Weekly

St. Peter: "Where are you from, son?"

Man: "I'm from Texas."

St. Peter: "Well, come on in, but you ain't gonna like it."

— Crit

"Why is your car painted blue on one side, and red on the other?"

"It's a great scheme. You should hear the witnesses contradict each other."

— Orlando (Fla) Sentinel

Budget: an orderly system of living beyond your means.

• • •

A young Scot was walking down a deserted street when two hoodlums attacked him in a robbery attempt. He put up a surprisingly strong fight, but the attackers, badly mauled, finally knocked him unconscious and fled with his 35 cents.

Afterwards one of the robbers, wiping the blood from his battered face, moaned to the other: "We're lucky the guy had only 35 cents. For 50 cents he would have killed us."

— Frank Dickson
"Quote" Magazine

• • •

A cynic is a person who thinks the only footprints on the sands of time are heels.

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

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

Table Topics

TOASTMASTER ASTRONAUT. . . . Astronaut John Young, who recently completed a record setting space flight aboard Gemini 10, is one of four astronauts who are former Toastmasters. Young was a member of Mattapany Club 1778-36 in Patuxent River, Md., along with fellow astronauts Walter Schirra and James Lovell. Astronaut Edward H. White II was a member of both Enon Club 2421-40 in Enon, Ohio, and Kittyhawk Club 1108-40 at Wright-Patterson Air Force Base in Dayton, Ohio. White, the first American to take a walk in space, has been named senior pilot for the first manned Apollo flight.

MOSELLE CLUB 1884-U. . . . This club, made up of men in the Royal Canadian Air Force at Metz, France, has ordered 21 copies of *Personally Speaking*. According to club secretary F/L P. Dillistone, the club is subsidizing the sale of the book containing articles by Founder Dr. Ralph C. Smedley, originally published in *The Toastmaster*, to its members for \$1 "so that each member will be able to benefit fully from Dr. Smedley's work."

DISTRICT 19. . . . Iowans attending the 35th annual Toastmasters convention in San Diego went home pleased with the district's accomplishments during the conclave. Three Iowans played prominent roles. John B. Miller was elected president of Toastmasters International; Sam R. Zickefoose, a former District 19 governor, placed third in the International Speech Contest; and International Director Randall Winters took part in the Board of Directors meetings.

TOASTMASTERS ANNIVERSARY. . . . Don't forget that Toastmasters International will celebrate its 42nd anniversary on October 22. Why not make plans to hold a special celebration in your club?

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

New Clubs

(As of July 22, 1966)

- 314-48 ATHENS, Alabama, *Athens - Limestone*, Thurs. 6:30 p.m., McCartney's Athens, Alabama 232-7544
- 878-4 U.S.N.S., TREASURE ISLAND, SAN FRANCISCO, California, *Lee Helmsmen*, Wed. 11:00 a.m. - 12:15 p.m., Acey-Deucy Club, U.S. Naval Station, Treasure Island, San Francisco 765-5812
- 1115-U CAMBRIDGE, New Zealand, *Cambridge*, 7:30 p.m., Thurs. Federated Farmers Building, CNR, Dick & Queen St., Cambridge Cambridge 5261
- 1777-U FINEGAYAN, Guam, *Finegayan*, (time, day and place announced at each meeting) 55587
- 1882-4 SANTA CLARA, California, *Memorex*, Mon. 11:45 a.m., Mariani's, 2500 El Camino Real, Santa Clara, California 248-3344
- 2067-17 HELENA, Montana, *Helena Jaycee*, Mon. 6:30 a.m., Scheffi's Pancake House, Helena, Montana 442-9810
- 2130-TCA LIVERPOOL, N.S.W., Australia, *City of Liverpool*, Wed. 7:00 p.m., Hunt's Motel, Hume Highway, Liverpool South, N.S.W., Australia 602-8845
- 3436-F FULLERTON, California, *Yaun Patrol*, Tues. 7:00 a.m., Beckman Instruments Cafeteria Conference Room, Fullerton, California 871-4848 Ext. 1098 or 1647
- 658-U JOHANNESBURG, South Africa, *S.A.I.M.*, 2nd. Wed. & last Thurs. of each month, 7:30 p.m., Sturrock Park Recreation Club, Johannesburg 728-3495
- 2130-TCA LIVERPOOL, N.S.W., Australia, *City of Liverpool*, Wed. 7:00 p.m., Hunt's Motel, Hume Highway, N.S.W. 602-8845
- 2329-56 BAYTOWN, Texas, *Baytown*, 1st-3rd Thurs. 6:30 p.m., Tower Restaurant, Baytown, Texas 583-1759 Ext. 462 or 3451
- 3678-66 CHESTERFIELD COUNTY, Virginia, *Chesterfield*, Wed. 7:30 p.m., Commonwealth Motors, Inc., 133 Belt Blvd., Richmond, Va. 275-8208

DISTRICT GOVERNORS 1966-1967

- F. William W. Irwin 901 E. Sycamore Ave., La Habra, Calif. 90632
2. Chin T. Hung 6548 55th Ave. NE, Seattle, Wash. 98115
3. Garth Saager 7837 E. Oak, Scottsdale, Ariz. 85257
4. Lyle O. Schuelke 3342 Melendy Dr., San Carlos, Calif. 94070
5. Joseph Sawaya 5366 Chollas Pkwy., San Diego, Calif. 92105
6. Bernard L. Szymczak 1612 37th Ave. NE, Minneapolis, Minn. 55421
7. Jack Ouchida Rt. 1, Box 70, Gresham, Ore. 97030
8. Adam F. Bock R.R. 2, Lincoln, Ill. 62656
9. John W. Rigsby N. 6205 Winston Dr., Spokane, Wash. 99208
10. Dwight Simpson 221 E. Liberty, Wooster, Ohio 44691
11. Arthur T. Ottman 411 N. Barker Ave., Evansville, Ind. 47712
12. Marion Henry 738 Walnut St., Paso Robles, Calif. 93446
13. Richard Ellsworth 5242 Ranchview Pl., Pittsburgh, Pa. 15236
14. Richard A. Saam MEMQ 9207-A MCSC, Albany, Ga. 31705
15. Royal C. Mursener 2846 Glen Oaks Dr., Salt Lake City, Utah 84109
16. Russell Fisher 2132 Carroll Dr., Lawton, Okla. 73501
17. Leslie A. Patzer 1300 Ave. -B- NW, Great Falls, Mon. 59401
19. Owen J. Newlin 3315 48th Place, Des Moines, Iowa 50310
20. Thomas D. McCarty 714 Ave. -B- W, Bismarck, N. D. 58501
21. Roy Jolly 723 Handsworth Rd., N. Vancouver, B.C., Can.
22. Al Acker 1909 Sims, Topeka, Kan. 66604
23. O. G. Betancourt P.O. Box 383, Santa Fe, N. M. 87501
24. George Ireland 2510 N. 58th, Omaha, Neb. 68104
25. Robert G. Davis 804 Wateka Way, Richardson, Tex. 75080
26. A. Dale Gregory 215 Denver St., Sterling, Colo. 80751
27. Gary Hislop Early Intake, Groveland, Calif. 95321
28. William V. Smith 4132 Talwood Lane, Toledo, Ohio 43806
29. Harry Hall Star Rt., Box 905, Pensacola, Fla. 32506
30. Ray Eldridge 9646 S. 50th Ct., Oak Lawn, Ill. 60453
31. Albert Nickerson 32 Howland St., Stoughton, Mass. 02072
32. Wesley Hillman 3009 N. 22nd, Tacoma, Wash. 98406
33. Dixon H. Murphy 3815 Mountainview Ave., Yakima, Wash. 98901
34. Byron E. Phelps 7 Santa Anna Dr., Foughkeepsie, N.Y. 12603
35. Robert East 141 W. MacArthur St., Sun Prairie, Wis. 53590
36. Robert A. Bradley 710 Justin Way, Silver Spring, Md. 20901
37. Larry D. Beitel 1213 Strathmore Cr., Winston-Salem, N.C. 27104
38. A. J. Morwald 7015 Shelbourne St., Philadelphia, Pa. 19111
39. Lehel De Krivatsky 2716 -N- St., Sacramento, Calif. 95616
40. Rollo Dawson 461 Twinning Dr., Dayton, Ohio 45431
41. George Moses 706 Main, Rapid City, S.D. 57701
42. Alan B. Ripley 5415 105th Ave., Edmonton, Alta, Can.
43. Robert N. Goodson 40 Primrose Dr., Jackson, Tenn. 38301
44. Jose M. Gaidiano 5606 Golden Dr., Amarillo, Texas 79111
45. Stanley Rhodenizer P.O. Box 175, St. John, N.B., Can.
46. Grafton Dickson 62 Field Road, Clifton, N.J. 07013
47. Win Chesley 1030 S.E. 4th St., Ft. Lauderdale, Fla. 33301
48. Lawrence J. Corwin Qtrs. 704-A, Gunter AFB, Ala. 36114
49. Douglas T. Nakagama 744 Cedar St., Honolulu, Hawaii 96814
50. James Mangham 1125 N. Central Ave., Apt. 19, Glendale, Calif. 91202
51. Albert N. DuFaut Jr. 4559 Gundry Ave., Long Beach, Calif. 90807
52. Ray Frazier c/o Ira N. Frisbee & Co., 1010 N. Main, Suite 720, Santa Ana, Calif. 92701
53. I. William Hollander 816 Center St., Manchester, Conn. 06044
54. Fred E. Lembeck 708 W. Main, Peoria, Ill. 61606
55. David A. Bentzin 904 Oakcrest, Casper, Wyo. 82601
56. Richard T. Irby 3658 Lawnview, Corpus Christi, Tex. 78411
57. Douglas K. McVae 629 Blackberry Lane, San Rafael, Calif. 94903
58. Griffith Orme 106 Cuthbert St., Summerville, S.C. 29483
59. T. E. Shea, Jr. P.O. Box 863, Bijou, Calif. 95705
60. George House 470 Wellington St. N., Kitchener, Ont., Can.
61. Jim E. Childs 43 Du Havre Blvd., Valleyfield, Que., Can.
62. Alfred J. Hinkelman 2616 Niles Ave., St. Joseph, Mich. 49085
63. Walter Douglas 103 Harvey St., Maryville, Tenn. 37801
64. G. E. Tardi 59 Lawndale Ave., Winnipeg 6, Man., Can.
65. John B. Luce 257 Emerson St., Rochester, N.Y. 14613
66. Floyd J. Louquet 118 Odd Road, Poquoson, Va. 23362
67. Maynard Falconer Box 919, Anchorage, Alaska 99501
68. James J. McCloskey Jr. 705 Louisiana Ave., Bogalusa, La. 70427

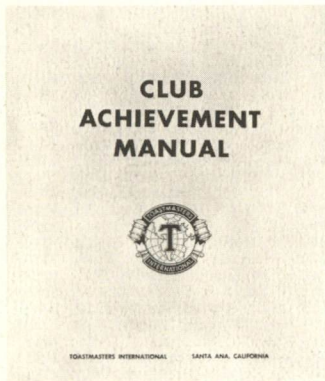
TERRITORIAL COUNCIL PRESIDENTS

Australia — Russ Walkington
British Isles — Coulson Scott

25 Ferndale Road, Normanhurst, N.S.W., Australia
35 Hillcrest Dr., Dunston, Gateshead II, England

337-11-478
V P WHITTEN
1629 STINSON AVE
EVANSVILLE IN 47712

BELONG TO A BLUE RIBBON CLUB



Code #1110Price \$2.50
(Add 10% for packing and shipping.
California clubs add 4% sales tax. In-
clude zip code, club and district num-
bers when ordering.)

PARTICIPATE IN THE CLUB ACHIEVEMENT PROGRAM

USE OF THIS MANUAL

- Provides a yardstick for measuring your club and member progress.
- Provides a variety of ideas for your educational program.
- Reflects the results of the effectiveness of your membership and attendance programs.

SEND FOR YOUR MANUAL NOW!

ORDER FROM

TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA 92702