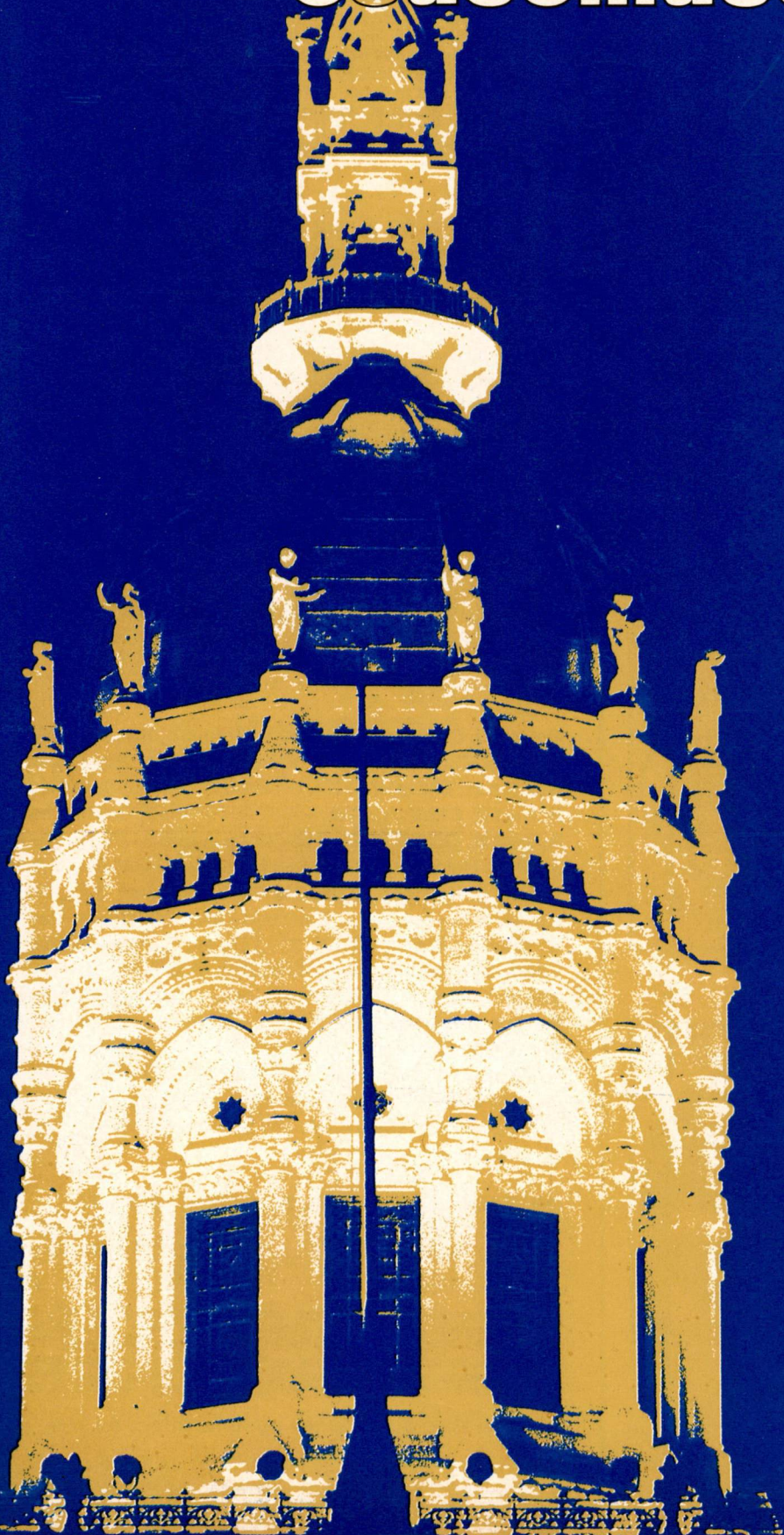




March 1974

the toastmaster



hartford
connecticut

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, educational organization with Toastmasters clubs throughout the world.

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.



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THE TOASTMASTER

features

<i>The Great Reawakening</i>	4
<i>April Invitation Month</i>	5
<i>The Golden Growth Program</i> A look at the new membership building program developed by World Headquarters for the Golden Anniversary Year.	7
<i>Futurism . . . A Look at What's Ahead</i> Dr. Richard Salzmann takes a look at life in the future and tells what he sees in Part 1 of a two-part article.	10
<i>How to Muzzle the Yakker</i> Sid Diamond offers some suggestions on how to disrupt the constant flow of gab from the nuisance that seems to attend your every speech.	16
<i>"How to" Publicity Ideas</i> An assortment of suggestions designed to stimulate community interest in your club.	20
<i>Convention 1974</i>	28

departments

Town of the Month	6	Hall of Fame	26
Blooper Quiz	23	Anniversaries	27
The Action People	24	New Clubs	30

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 Phil Interlandi **ILLUSTRATIONS**



page 7



page 10



page 25

David A. Corey, DTM

The Great Reawakening

Every year at this time, the sun crosses the equator on its way north, bringing with it the life and color of Spring. This reawakening affects each of us in everything we do, vivid evidence that nothing remains the same . . . nor can it.

So it is in Toastmasters. Club speech contests have been conducted, plans are being made for the spring conferences and Toastmasters everywhere are getting ready for another season, again illustrating the fact that nothing can remain the same . . . nor should it!

I believe there is a reawakening of the Toastmasters spirit throughout our organization. In my travels to the districts and in the many letters I have received this year, I am encouraged by the enthusiasm and inspiration so evident in our leaders. In all the places I have visited, not once have I seen anything which would lead me to believe we are in trouble. To the contrary: the district officers, the club officers, and Toastmasters everywhere are working diligently toward Club Program Excellence and a cause in which they sincerely believe. I compliment every one of them for their participation, because they are what Toastmasters is all about.

In many of the communities I have visited, the question has been asked: "What would you desire most for Toastmasters this year?" That's a good question, one which could be answered in many ways. It would thrill me if every district were to meet its goals. What satisfaction all of us would get if our membership were to increase a great amount. And wouldn't it be great if we added a lot of new clubs?

All of these would be rewarding experiences—not only for me, but for every member in the world and for the World Headquarters Staff, who continually strive to help us do these and other things. Yes, perhaps we could rest on these laurels. After all, isn't that what goals are all about?

Maybe so, but there's a lot more to it than that. We could reach those numeric goals very easily for I'm sure you know as well as I that anything can be sold if advertised well enough and cost is not a prime consideration.

But that's not what we want.

What I would desire most for Toastmasters this year, then, is to reach our goals and to do it through the enthusiasm, inspiration, and dedication I have witnessed in all those Toastmasters with whom I have had the privilege of visiting this year, so that we might grow in size and stature through the philosophy of our Founder, when he said: "It is not a matter of increasing the size of Toastmasters as an organization, but rather of making our training available to a greater number."

What better goal to have . . . and it can be done!

The challenge is great; the reward even greater. But it will not be easy. There is much yet to be done and everyone has an opportunity to participate. The leaders at every level have great responsibility to the members; neglect in any respect would let them down and to deprive them of the experiences for which they came to Toastmasters in the first place. I only wish that every one of our officers could have been with me and shared in the enthusiasm and inspiration I have enjoyed. What a blessing that would be!

As this change of season comes and goes, let us rededicate ourselves to the tasks at hand, with the knowledge that in accomplishing them, we will have made everything just a little better. Let us, as we move on to another time, profit from all the good we have seen and build upon it. Let us also strive to correct those things which are not so good and try to eliminate them. By so doing, we will not only improve our own organization; we will ultimately improve the world. ■

AIM... FOR NEW MEMBERS



April Invitation Month

April Invitation Month should be given special emphasis during this, the 50th Anniversary Year of Toastmasters. There's no better way to build interest and increase club membership than by inviting guests to see the Toastmasters program in action.

Prospects are everywhere. You will find them in your professional or trade associations, church groups, service clubs, civic organizations, social clubs or unions. In short, prospective members can be found anywhere you get together with other people.

After the invitation has been mailed, allow about three days for the prospect to receive it. Then call your prospects. Tell them what your Toastmasters experience has meant to you and what it can mean to them. Tell them how Toastmasters can prepare them for increased income, job advancement, and greater recognition in their profession and community.

Remind them that Toastmasters membership provides affiliation with an international educational association providing tomorrow's Communication and Leadership Program.

Tell them about the programs your club has to offer... programs that include: committee and conference leadership, audio-visual techniques, evaluation, impromptu speaking practice... all conducted in a "learning by doing" atmosphere.

Invite them to visit your club and see the Toastmasters Communication and Leadership Program in action, with an offer to provide transportation to and from the meeting.

After they have attended one of your meetings as a guest, be sure to follow through. Ask them back to the next meeting and be sure to answer any questions they might have about Toastmasters.

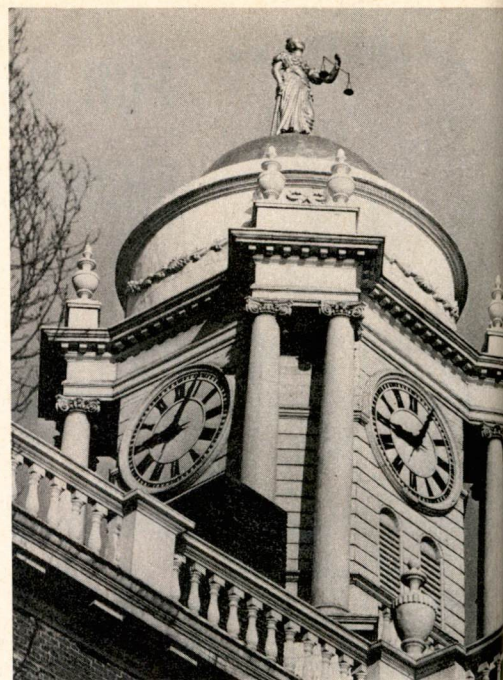
Finally... **ASK THEM TO JOIN!**

Use the following check list to help develop your club's plan for April Invitation Month.

- Plan your meeting. Set up special club programs for your April meetings. Be sure to publicize these special meetings.
- Develop your guest invitation lists and prepare the invitations. If your club needs guest invitation cards and envelopes (No. 344), they may be ordered in sets of 25 for \$1.25.
- Hold your club's "kick-off" meeting in March. Responsibilities for the effective and efficient operation of April Invitation Month should be assigned here.
- Mail the invitations.
- Be sure to follow-up by phoning all invited guests.
- Check with all your meeting participants in advance to assure quality meetings.
- The Club Meeting. Each guest should have a host and should be given literature and an explanation of the total Toastmasters program, with a period dedicated to questions and answers.
- Follow-up with the aid of letters and phone calls. Answer any questions the guests have about the meeting and invite them to the next.
- Ask your guest to join. ■

town of the month

Hartford, Connecticut



HARTFORD'S OLD STATE HOUSE

The city of Hartford, Connecticut, was first settled in 1623 as a Dutch trading post called "House of Hope." Control swung to the hands of the English in 1636 and, a year later, the new village was named "Hartford" in honor of the birthplace in England of the Reverend Samuel Stone, a prominent clergyman among the settlers.

Known to the Indians as "Suck-iag," meaning black earth, Hartford



CIVIL WAR MEMORIAL ARCH

was the scene of pioneer experiments in interchangeable parts, notably by Samuel Colt. The experiments carried on in Hartford laid the foundation for assembly-line production and the pre-eminence of precision manufacturing in this area. The colonists also established the beginnings of what is now the largest concentration of multiple-line insurance underwriting in America. The city became an insurance giant and a financial center.

Today, Hartford is a national leader in the production of aircraft engines, bearings, highly sophisticated components of missiles, spacecraft, space suits, nuclear and domestic boilers, firearms (M-16 rifle), liquor distilling, and is famous for its insurance companies, which have grown in number and size since the early days of their inception.

A marketing center, Greater Hartford is the hub of a 33-town region which is within a 300 mile sphere of influence and contains a consumer market of 26% of the total U.S. Effective Buying Income and a population of over 50 million people.

Greater Hartford ranks second in

New England (behind Boston) total retail sales by dollar volume, making it New England's second largest shopping center.

There are six Toastmasters clubs in Hartford: Travelers Evening-13, Travelers Noontime-2532, Aetna-3610, Stag-2908, G. Fox & Co.-3610 and the Hartford National Bank Club. It was chartered this month by President David Corey, at the Presidential Dinner held in his honor.

The Hartford Clubs, comprising Area 5 of District 53, are very active in the community, supporting a state-conducted project of "Reading for the Blind" onto magnetic tape, holding Youth Leadership Programs for the three Hartford public high schools and conducting Speech Programs in the community.

Support for community projects in the form of speakers is provided yearly for United Fund Drives, Junior Achievement Programs and many other activities. In addition, speaker training, guidance and judges are provided for the Jaycees Speech contest.

Congratulations to Hartford, Connecticut—the Toastmasters Town of the Month! ■

Golden Growth



Introducing A Program For Strengthening Your Club

Membership sales in 1974—a key program in the Golden Anniversary Year—is “Golden Growth,” an ongoing membership building effort.

Replacing Project Fun, Golden Growth will feature awards and recognition much like Project Fun of the past two years, using some of the same techniques.

Membership sponsors will receive their choice of Toastmasters educational materials or supplies through a gift certificate plan. For every five new members sponsored, a Toastmaster will receive a Golden Gift Certificate worth \$5.00 in educational materials or other Toastmasters club or member supplies at catalog price. There will also be major prizes for Salesman of the Year and runners-up for the title.

Salesman of the Year, the one Toastmaster with

the largest total number of new members sponsored during calendar year 1974, will receive a portable color television set, round-trip convention air fare (within continental United States) to the 1975 International Convention in Washington, D.C., plus three nights single room accommodations at the convention hotel.

The five runners-up will receive an AM/FM portable radio and, if they are in attendance at the 1975 International Convention, three nights single room accommodations at the convention hotel.

All six winners, if in attendance, will receive free registration tickets to major convention func-

come into Toastmasters clubs only after individual and club efforts are made to publicize the Toastmasters program and club program techniques, so they will want to join once they have visited.

Consequently, the success of Golden Growth hinges on a joint effort in community awareness (people knowing the Toastmasters program) and club programming (something worth their time).

All members, clubs, areas, and districts have been given ideas and materials for special programs and projects for the Golden Anniversary. The observance was kicked off with Project Spot, where each district was provided a kit containing radio and television spot announcements. Each club wa



tions. Golden Growth reflects the total new member effort for 1974, the Golden Anniversary Year.

To be effective, Golden Growth must be coupled with extensive club efforts and follow-up by districts in the anniversary celebration "Forward From Fifty... To Club Program Excellence."

Improved club programming, which will attract visitors and convert them to membership, and extensive community publicity and promotion of the Toastmasters program during the anniversary year, are the only techniques that can make Golden Growth membership sales successful.

Clubs and districts are encouraged to set up their own competition within the Golden Growth project to encourage full participation by the members and clubs. It is an established fact that new members

given a 50th Anniversary promotion kit and anniversary ideas have been featured in *The Toastmaster* magazine, *TIPS*, and at district and regional conferences.

The International Convention at the Disneyland Hotel (in Anaheim, California) will be a major highlight of the 50th Anniversary Year. Toastmasters who have participated in the first months of Golden Growth will be recognized at the convention, while participants for the entire calendar year will be recognized at the 1975 convention.

Recognition procedures for Golden Growth participation are outlined on page 9. New members sponsored any time between January 1, and December 31, 1974, can be claimed for credit in Golden Growth. ■

RECOGNITION PROCEDURES

1. For a sponsor to receive credit, every new member application (No. 400) must include the name of the sponsoring Toastmaster. The new member must join in calendar year 1974. December new member applications must reach TI World Headquarters by January 8, 1975, and credit must be claimed by the Golden Growth sponsor by January 31, 1975.
2. Recognition is based upon the number of new members who pay the new member service fee, charter members, and reinstated members. Transfers are not included.
3. The sponsoring Toastmaster submits his five members for a Golden Gift Certificate by using the sponsor certificate form on page 9 of this issue of the magazine. (This form will be reprinted periodically in the magazine and TIPS.)
4. Golden Gift Certificate applications will be processed by World Headquarters and the certificate forwarded within 30 days.
5. The Toastmaster may redeem the Golden Certificate any time during the year 1974, and through June 30, 1975. It will be honored only in payment (up to \$5.00) of the order submitted with it. No credit or rebates will be given.
6. Clubs, areas, and districts will receive recognition in the Hall of Fame and through credit in the Distinguished Club Plan and the Distinguished District Program. No separate club, area or district awards will be given for Golden Growth.

Golden Growth

TOASTMASTER HAS SPONSORED MEMBERS INDICATED: (PLEASE PRINT)

COMPLETE & MAIL TO WHQ

TOASTMASTER	NAME: _____		
	ADDRESS: _____		
	ZIP: _____		
	CLUB: _____	DISTRICT: _____	
NEW MEMBERS	_____	CLUB NO.	_____
	_____		_____
	_____		_____
	_____		_____
	_____		_____

DATE _____

SIGNATURE: _____

FILL OUT AND MAIL TO WHQ

FUTURISM

A Look At What's Ahead

by Dr. Richard Salzmann



At the 42nd Annual Convention in Houston, Texas, Dr. Richard Salzmann spoke on the subject "Futurism . . . A Look at What's Ahead." While you may not agree with Dr. Salzmann, his ideas serve as prime examples of what could possibly transpire in the near future.

I would like to discuss two concepts we have all heard a lot about in the past decade or so: one of them is change—the other is the future. Much has been said about both and it would be hard to come up with anything all that new. What I do want to suggest as a starting point is the fact that change will be at the heart of the future; the processes we've lived with in the fairly recent past will, in the longer run, not slow down. Secondly, because I believe this is true, I suggest for your consideration not a Sunday supplement list of things to come to delight or dismay you, but rather to suggest a posture, a point of view toward the decades that lie ahead.

The descriptions of this new time into which we are coming are well known. Sir George Thompson, the British physicist and Nobel prize winner, suggests that "the nearest historical parallel with today lies in the invention of agriculture in the

neolithic age." Professor Daniel Bell, of The Commission of the Year 2000 calls it the Post-Industrial Era. Brzezinski of Columbia University calls it the Technocratic Age. A short time ago, *Fortune* magazine ran a series entitled "The Age of Uncertainty." The poet, W. H. Auden, wrote of it as the Age of Anxiety. The most elaborate statement of the theme has come from the eminent economist, Kenneth Boulding, who says, "The first transition in the history of mankind was from pre-civilized to civilized society. Even as the first transition was approaching completion, however," he goes on, "the second great transition is treading on its heels and may be called the transition from civilized to post-civilized society. Our century," he suggests, "represents the great median strip running down the center of human history."

In order to develop the point of view toward the future I have in mind, it might be helpful to est

sh first of all some points of reference. I would like to do so with a series of economic projections to set the background against which the future will be played out.

Despite the current woes: the dollar in trouble, a balance of payments in surplus this quarter for the first time in three and a half years, a sick stock market, and above all a roaring inflation, especially in food prices—despite all this, there's a pretty general agreement that if you look ahead to the rest of the decade and indeed to the end of the century, the U.S. economy will grow in constant dollars to a size to boggle the imagination.

The Growing GNP

The United States Gross National Product—the sum total of the annual amount of goods and services produced—will reach \$1,165 billion this year and by the year 2000, the GNP of the United States will have soared to the astronomical total of \$3.43 trillion annually, a sum so large it overwhelms the credibility threshold of most of us.

It took well over 100 years, from the founding of the nation to the year 1900, for the American economy to cross the one-hundred-billion-dollar mark (in 1970 prices). It took only seventy years after that to cross the trillion-dollar line. Yet it will take only thirty years more to triple that total and move well beyond the three-trillion-dollar mark!

This is not a head-down, damn the torpedoes, bullish projection of where the GNP will be by the end of the century. An annual growth rate of 4.2% per year between now and the year 2000 will achieve this growth. The U.S. did better than this in six of the eleven years between 1958 and 1969; and the decade average for the 1960's is also better than 4.2% per year.

The growth in GNP was reflected in a steady increase in per capita national product. Again in 1972 prices, per capita GNP rose from \$1,377 in 1900 to \$4,780 in 1970; it is projected to reach \$7,260 and \$11,200 for the years 1985 and 2000, respectively.

Take a look at some of the specifics. Take population, first: The 1970 Census revealed a U.S. population of 208 million. By 1980, conservative estimates put the total at 238 million and well over 300 million by end of century. In this decade alone, that means almost 30 million more Americans to be clothed, fed, housed, educated, provided for, and serviced in a great variety of ways. This 23% growth in total population will, as it has in the past, account for the lion's share of total economic change during the rest of this decade, including steady growth in all consumer markets.

But the important things about this growth in population are the major shifts in population mix and some of their implications. There are a number of these; let me quickly tick them off for you.

1. A growth lag among teen-agers. This is the first of many warning lights flashing on the youth cult market and means a damper on the teen-age boom that emerged in the late 1950's and continued strong through most of the Sixties. This single fact has the greatest implications also for the mood of the nation, and the fad-like impact on value-structure which occurred when median age was 17 years.

2. An increase in the 55-64 age group, and an even bigger increase in the over-65 bracket. This means a larger population of older people who have different needs and interests which influence the way they spend their money.

3. A decline in the number of persons between 45 and 54. Those not born in the mid-Thirties will be sorely missed as potential managers and in other leadership positions in the mid-Eighties.

4. Very rapid growth of the 25-34 year-old bracket. This is a fact of great significance for the home-oriented market: housing, furniture, appliances, garden equipment, do-it-yourself tools—anything to be used around the house. This is already happening as family formation gets ready for a major take-off.

5. A sharp increase in children under five years of age despite an expected continued trend toward smaller families.

And, there'll be changes in family patterns: Not only will the total number of families in the U.S. grow more rapidly than in the recent past, but young families headed by men between 25 and 34 will grow by a spectacular 60%. The increase will continue through all the years immediately ahead.

Balanced Population

Where they live will change. The historic westward movement will slow down even more than it has already. Instead, populations will balance out more evenly among regions, with previously fast-growing areas slowing down and those with below-average growth rates spurting ahead.

The reasons for this are fairly clear. As population density increases in the newer regions of the country, there is simply less room for the very rapid growth of the past. In the older regions, the slow-down of the westward exodus will mean faster growth. Even in the Plains states, where the rural population is expected to remain almost stable, the

growth of the cities will produce a substantial net population increase.

Within regions, there will continue to be a much faster population growth in the metropolitan areas than elsewhere. By 1980, six of every ten Americans will be living in an area that is urbanized enough to be considered metropolitan. In the Northeast and on the West Coast, the figure will be about eight out of ten. Even in what was formerly thought of as the "rural South," nearly six in ten will be living in urban areas.

But, as has been pointed out before, growth within metropolitan areas will be almost exclusively in the suburban outer rings, not in the central cities themselves. In the older, Eastern metropolitan areas, the central cities will probably lose some population, while elsewhere city populations will grow more slowly than the nation as a whole.

There'll also be a lot more money to spend. The combination of a number of factors—including economic growth, more working wives, and more families in the high-earnings age ranges—will combine to increase family incomes.

Already by 1980, the median family income, in constant 1970 dollars, will be \$11,500 a year. Nearly 60% of all families will be in the \$10,000-and-over income class, while only about one family

By 1980, six of every ten Americans

will be living in an area that is urbanized

enough to be called metropolitan.

in nine will have an income below \$5,000 yearly.

If the combined patterns of family age groups and family earnings develop as expected, there will be an increasing concentration of families in what will then be the middle-income brackets. About 37% of all families will be earning between \$10,000 and \$15,000 yearly.

What about consumer spending? At present, about one-third of all consumer spending on services is in the special category of housing services. This will continue to be true in the future, but the content of this spending will be different.

Many more families will be paying rent or mortgage charges on second homes—either vacation cottages or homes bought with future retirement in mind. A growing proportion of housing outlays also, will go for installment payments on modular or prefabricated housing units—the descendants of today's "mobile homes"—rather than for conventional mortgage payments on completed homes.

The Expanding Consumer Market

Spending for many other types of consumer services will also be climbing rapidly. More will be spent on medical and health services, for example, partly because costs will continue to rise, and partly because new and improved services will be available—but largely because there will be more older persons able to afford better health care. A program of national health insurance is sure to be enacted by then, pushing up health care demands nationwide. Similarly, education outlays will rise faster than total spending, because many more young people will be enrolled in technical schools and colleges, and because many more adults will be engaged in retraining activities to keep up with the pace of technical change and information flow.

Durable goods outlays will claim a steady percentage of total income, but the relative importance of the major groups of durables will change. As income climbs, for instance, the share going to automobiles will shrink, not only because the energy crisis will move us to buy more compact cars but also because there is a limit to how much families can spend on major items like automobiles even with more and more families graduating into the two-car class. And with this need satisfied, the search for alternate modes of travel—both out of necessity and sheer fun—will increase.

Outlays for home entertainment and recreation items should soar. This spending will cover not only electronic equipment for the house (including advance models of a computer for home use that now sells for \$8,000), but snowmobiles, small boats, bicycles, and still other "leisure" products not available.

What will happen in an acceleration from an industrial economy, which produces things, to a service economy?

By 1970, the non-goods producing sectors counted for just a shade more than 50% of total gross national product. Already in 1960, blue collar employment in manufacturing, mining, construction and agriculture accounted for only 40% of total employment. This means 60% of all the employed were busy with non-goods production.

mostly engaged in trade, finance, transporta-
white-collar endeavors in manufacturing, and
sands of other service positions that gain
inence in a highly productive, developed
omy.

the process, the proliferation of specialized
ces has been dazzling, not only personal serv-
that have always been rendered but the brand
category of "services for other services": tax
ees for accountants, lab testing centers for
ors, and, still in its infancy, computerized
mation centers for doctors, lawyers, and
r professionals including a wide range of
archers and experts who themselves service our
ic and private institutions.

ne big increase will come not so much in the
of service offered as in the clients to whom
offered. Services for other services, therefore,
see the greatest expansion as the United States
rs a fully developed service economy.

Consumer Standards

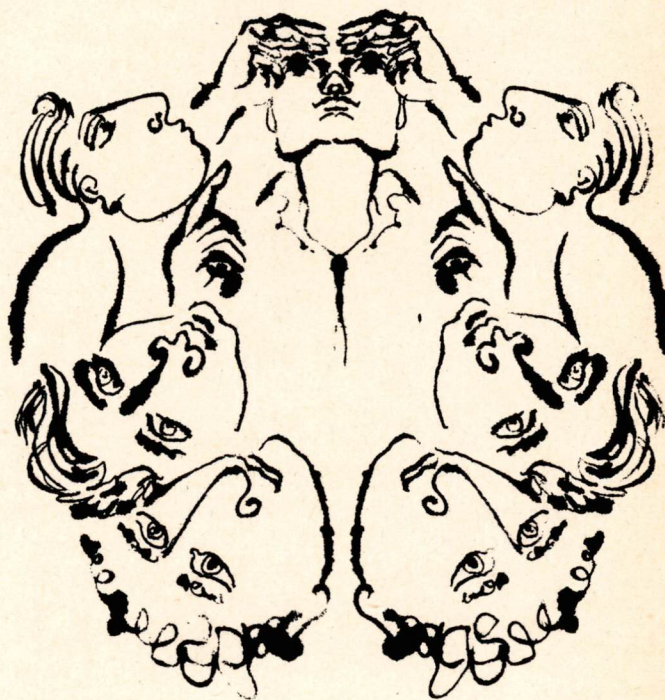
precisely what new consumer services will
ge can be only dimly surmised: whatever
es life easier, more comfortable, more fashion-
more interesting, more changeable, more like
s neighbors, but always just a little different.
venience, culture, entertainment, leisure, edu-
on, personal growth and health are the corner-
es of the \$300 billion worth of consumer
ices that business will be providing in the next
years. And if these are to be properly under-
d, they must be taken not as separate entities,
as much as possible as overlapping services:
ation which is entertaining and easy; leisure
ch is easy, entertaining and convenient; food
ch is healthful, interesting, convenient and
ational; health which is effortless, entertaining
fashionable.

o on the whole, the changes that lie ahead will
taking place against the background of an
anding economic horizon.

ut as we look ahead at this growth, the concern
o many lies not in the fact of growth, but in the
d of the nation as we seek to adjust to a pattern
hange which is producing a turmoil at the heart
our society.

tand back with me for a moment to reflect on
s society of ours as we continue into the last
ee decades of the 20th Century. First, here are
mber of somewhat random observations which
ect the mood. If there is a pattern in them, it
erges in the ambiguity of our present state.

ook back for a moment to where we've been—
he middle third of this century—the years from



1940-1970, a period in which increasingly the ambi-
guity of our human dilemma came home to us with
such force.

The final victory in World War II brought no
peace. Nations freed from the grasp of one tyrant
fell under the heels of another. The defeated
nations shattered beyond repair are today among
the most vigorous in the world. We need but com-
pare the value of the German mark and Japanese
yen to the devalued dollar. And yet, our own growth
in constant dollars has been so great that no one
economist was foolish enough to venture such an
unbelievable prospect. As recently as 1955, the
Central Intelligence Agency's estimate of relative
national growth suggested that by 1970 the Soviet
Union would far have exceeded the total output
of Western Europe and would by now have equalled
that of the United States. Instead, the Gross
National Product for 1972—the sum total of goods
and services produced by the United States today
—exceeds that of the Soviet Union, Germany,
France, England, and Japan combined.

Some measure of our unbelievable growth can
be found in the fact that our personal income after
taxes, the money we spend on goods and services,
exceeds by 50% the total Gross National Product
of the Soviet Union.

But even as our wealth grew during these thirty

years, so too did our discontent. The phrase "rat race" was invented by the well-paid members of the Madison Avenue fraternity long before the hippies began to question the virtue of work.

For a brief period, we thought power would bring peace and found instead that it would bring pain, the pain of Korea, of the airlift to Berlin, the pain of Budapest and Suez, the edge of catastrophe during the missile crisis, the agony of impotence before the Berlin Wall, and finally, the tragedy that was Vietnam. And even now, after the Moscow summit, Nixon's and Kissinger's trip to China, the SALT agreement, the European Security Conference, the shaky cease-fire in Vietnam and the end to the bombing in Cambodia, there is a sense of hesitancy at the shreds of hope these developments

**Coast-to-coast television is already deep
in the process of transforming
our national society.**

imply. We see an administration with one of the greatest landslides in history, only to plummet incredibly, with the end not yet in sight.

But as we look back now, where indeed was our peace of mind most shaken? In embattled frontiers or tranquil laboratories? These thirty years have seen the gods of science and technology flourish, their miracles multiply—the antibiotics, the tranquilizers, the transplants, the defeat of many of man's most ancient diseases, the discovery of the molecular secret of life, the unlocking of the genetic code, the pill, the bomb, the computer, and the beginning of the conquest of space. Each one of these shook the nation's certainty, each one tore at the edges of historic belief, each provided a mixture of progress and problem.

These years have seen television alter fundamentally the content and nature of communications. Coast-to-coast television is already deep in the process of transforming our national society. And, as with so many other technological inventions, this has happened without plan, with hardly a discipline save that imposed by audience size. Today's youngsters are the first generation in all of human history who have been taught as much

or more by a box in the living room as they were by parent or teacher.

As polio and pox have ceased to make their inroads on life, violence has replaced them as the causes of youthful death. Perhaps the most shocking contemporary statistics are these—driven by suicide, vehicular death, and homicide are the leading causes of death among all young Americans from the age of 15 to 24. Even more troubling data tells us that homicide is the leading cause of death among young blacks in the same age bracket.

Farm Mechanization

We have behind us the historic decisions of the Supreme Court which have opened the legal door toward equality for the Black. But we have also the mechanization of the farm which has helped populate the countryside, pouring the displaced farm hands from the South into the great cities. As these interior immigrants, unequipped by ground, training, education or emotion, move out into the suburbs, leaving the vast metropolitan centers of America to deal with the equally massive numbers on welfare, in embattled schools, in overcrowded hospitals, and on the crowded garbage-strewn streets of the new ghettos.

Mobility has been the miracle which has saved America. It is helping now to irreparably divide it. A revolution in man's wants has occurred because of the absence of progress, but often because of the easy promise of it. What only ten years ago was aspiration, ten years ago hope, expectation and today is transformed into despair. Part of the eagerness which produced this was its innocence, its certainty that every problem was solvable, every ill curable, every need attainable and much of that faith rested, of course, on the might of the force we know as our technology and the towering strength of our technology now, in these first years of the '70s, there is an end to our innocence.

On every hand our technology seems either to fail us or burden us. Our power appeared in abundance in Asia. Our autos are increasingly paralyzed on our highways. Our trains, busses and ships are strangled with the mass of humanity they were designed to carry. Our telephones often don't work, our electric power threatens repeatedly to fail as we head into a major shortage of energy. It will be with us well into the 1980's, when alternative power may come in.

We've discovered that there is hunger for energy very midst and we agonize at the increasing

ence that our schools often don't educate, our civilization doesn't civilize, our wealth is over-
atched by the claims against it even as we have
ecome the first trillion-dollar society in the history
the world. There is a sense that property doesn't
atisfy, that work and purpose are not the same,
at schooling and education are two quite different
concepts.

At the very peak of our progress the air is foul,
the water is dirty, the beaches are unclean, the
fishes and rivers die, the plants wither, the birds
die, wildlife disappears, the garbage piles up. The
natural physical temperature near cities rises as
ast-domes enclose us and make a city like Chicago
much hotter than the surrounding countryside
that one must travel as far as Tennessee to find an
equally average temperature.

If there is no certainty to be found in power,
wealth, or science, then the remaining certainty is
oneself—one's appetites, needs, feelings, percep-
tions. With sudden discovery we look around us and
find a third of our campus youngsters smoking
grass, hash, some dropping acid, a happily smaller
number using speed, cocaine, heroin. But still un-
observed is the fact that their parents pioneered
the way with tranquilizers, sedatives, stimulants,
so much so that it sometimes seems we are now a

**A revolution in man's wants has occurred,
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ation trying to get high or low on one of the
infinite number of psychotropic mood and anxiety-
altering chemicals. And in the process, lifestyles
now are fashioned, worn, discarded, as though they
were garments. Weird sects on the margin of our
society—the hippies, the yuppies, or the just-plain-
stoned—act out a kind of simplified mysticism.

Our sensory preoccupations have produced sex
without involvement. And the rootless and imper-
manent nature of the lives millions of Americans
now live have produced families without communi-
cation and marriages without permanence. Distin-
guished students of our society now call this

America of ours "the temporary society," where
friendships must be instantaneous and counter-
quick because they just don't last.

So drastic has been the recent rate of change
that the shock of sudden transformation of an
entire society into this new world is inevitably
resulting in mass disorientation: a kind of social
disorientation as a result of the tempo of change.

Revolutionary Transition

As we seek to adjust to a different set of cues
to react to, different concepts of time, space, work,
love, and everything else—cut off from any hope of
retreat to more familiar social landscapes—the
culture finds itself in a constant turmoil of revolu-
tionary transition with few new clues as to what
kind of behavior is rational or absurd under the
radically new circumstances. All this is the pros-
pect that man now faces as a consequence of accel-
erated change—the prospect of dislocation far
more subtle, complex and continuous than we have
known. Change is avalanching down upon our
heads, and most people are utterly unprepared to
cope with it.

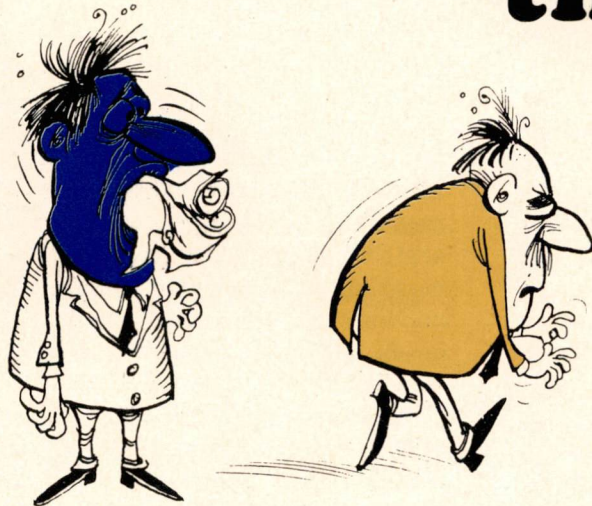
What seems to have happened is that a number
of the accepted rules of behavior in our society are
seen by many people to be counter-productive or
irrelevant to the new situation in which we live.
The very authorities who promulgate the code have,
too often, violated it in the most obvious ways.

We are told that life is sacred, and yet the last
30 years have been marked as the most violent and
bloody in human history. We are told that to work
and to save is the path to success and happiness,
and yet we live at a time when, in an affluent
economy, 80 percent of the people no longer put
the old forms of economic need at the top of their
priority list. We live at a time when the very idea
of work itself is under re-examination.

So, that's the first part of my thesis: Techno-
logical change has been so rapid that it threatens
the value-system built up as the core of our view of
life. (*Ed. Note: In the April issue, Dr. Salzmänn
reveals his thoughts on how communication and
leadership will affect the technological revolution.
Don't miss it!*) ■

Dr. Richard Salzmänn is Director-Editor of Research
for the Research Institute of America. A former vice-
president of the People to People Foundation, Dr.
Salzmänn has spoken to business and association
conferences and conventions throughout the United
States on the subject of the future.

How to Muzzle the Yakker



By Sid Dimond

You'll find him at every meeting. The nuisance who won't shut up; who talks through speeches, presentations, award ceremonies. Here are some ways to stop his disrupting flow of gab.

All meeting chairmen have had the experience. It's time for the session to begin. You stand at the lectern for several seconds looking around. Responding to this signal the audience gradually settles down.

You then introduce the guest speaker. He plunges into his warm-up. The audience starts to respond.

Suddenly, in the back of the room an anonymous yakker comes to life. He's just remembered a hilariously funny experience, which must be passed along instantly to the man next to him. He starts into his narrative, loudly and enthusiastically.

The speaker is distracted; the audience disgusted, but our friend the yakker, undaunted and unno-

ting, ploughs endlessly forward.

What, if anything, can be done about this kind of obnoxious indiscretion; this insult to the speaker?

Many things.

But you should first understand that the unwanted activity of the yakker has its roots in one or both of two basic causes.

These can be defined as mechanical and human.

Mechanical Factors. By mechanical, we mean the various elements of the meeting which can be planned and controlled—or ignored and mishandled.

The public address system, for example.

Public address systems in hotels and elsewhere, too frequently are an exercise in frustration. The normal procedure is to turn the

and pre-set the levels prior to meeting. At that point anyone familiar with the system seems to be on the scene. The control panel is set up and the key thrown away, or some curious nut plays with the dials just for kicks.

The result, when the meeting starts, is a PA system which is a) too loud for the group in the room; b) on the verge of or in an ear-splitting feedback situation; c) too soft, so only the front few rows can hear, or d) erratic or totally inoperative.

You do your speaker a great disservice when you ask him to battle an inferior or poorly operated PA system. Programs which can't be heard are an open invitation to potential yakkers.

Suggestions:

- 1) Insist that the PA system be adequate to your needs and in good operating condition.
- 2) Make sure someone in your

group becomes familiar with the system, including location of the controls, extra mikes, cords, and the other accessories.

3) If more than one mike is to be used experiment with placement prior to the meeting. Remember that an open mike, when pointed toward an open PA system

speaker, inevitably produces feedback.

4) Turn on the system and let it warm up before the meeting. Check all volume levels carefully to be sure the entire meeting area is covered.

5) If possible, have all speakers talk into the mikes to determine the proper speaking distance for each.

6) If all else fails, and you continue to have PA system problems, invest in your own portable unit. There are several on the market, reasonably priced, self contained, with easily accessible controls.

Other Mechanical Factors. Other mechanical factors which can be controlled include arrangements for seating, elimination of outside noises, traffic control, ventilation and room temperature.

If you have a choice, seat your audience at square or long, two-sided tables. There are more

**If you have a choice,
seat your audience at
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How to Muzzle the Yakker

chances for audience discipline in this type of arrangement.

Round tables frequently become remote and tight little islands of separate groups, each with its own conversational interests.

Prior to the meeting someone should be delegated to control loud talking in the corridor outside the meeting room, background music systems not turned off, hissing radiators, and other intrusions.

How many times have you suffered through a meeting in a room which progressively became stifling hot, and smog-thick with cigarette and cigar smoke?

Windows and doors can be opened or air conditioning turned on, to correct this situation which will result in restlessness and again provide an opening for the yakker.

But somebody has to be aggressive and interested enough to do it, without embarrassment or delay.

The Human Factors. We can view the human factors which spawn yakkers from several different perspective points.

The ostrich emulator lowers his head and eyes slightly, covers his mouth and chin with his hands and makes believe he is paying attention, even as he is engaged in frantic whispering.

The meeting chairman, for instance.

His attention to his homework will insure effective flow and pace of the program. One of his assignments is to slice away unnecessary or unwanted preliminaries which cut into the available time for the speaker.

The chairman should also be

aware that there is at least one kind of yakker he can handle easily.

This is the ostrich emulator, the fellow who lowers his head and eyes slightly, covers his mouth and chin with his hands, and makes believe he's paying strict attention, even though his eyebrows are commuting from east to west as he frantically whispers.

He's playing infantile games with himself, not with the speaker or his neighbors. And he's not fooling anybody. Except himself.

He reminds me of the child who hides his face and figures if he can't see you, you can't see him.

The ostrich, as you know, is a rapid runner; a nervous, rather timid bird.

An intent, earnest gaze, from the chairman in his direction, will put him to shame and shut him up.

We'll assume the chairman has adequately taken care of preliminaries. He's carefully selected the speaker, knows he has something of interest to say and can say it

well. He has sent him, far in advance, all the details of the meeting.

He's found out how to pronounce and spell correctly the speaker's name, and has practiced saying it. He's published, in the preliminary promotion, some pertinent biographical material on the speaker.

He's written a brief introduc-

tion to the speaker, unless the speaker has prepared his own. His introduction does not duplicate what's already been circulated. It establishes the authority of the speaker for his subject, which helps set up and prepare the audience and discourage the yakker from putting in his two-cents.

The Featured Speaker. Now let's talk about the featured speaker himself, and what he can do to combat the yakker.

First of all, he can be prepared. Speakers who don't prepare their material richly deserve whatever happens to them. If a speaker has 20 minutes, and wanders aimlessly through a meaningless disconnected serving of potpourri, he hasn't wasted 20 minutes when he sits down. He's wasted 20 minutes times the number of people present.

If there are only 50 people attending, that's a total of almost 17 hours!

And how about the speaker who when he's introduced, whips out a sheaf of papers that looks like a listing of the national debt and proceeds to address himself completely to the script?

He's just pleading for yakkeritis. And for the constant low buzz in the room, which sounds like a bunch of mosquitoes having a family reunion, and which signals the end of group attention.

The Audience Itself. Only one involved group remains. The audience itself. The audience has the power and should have the will to exert self discipline and also internal discipline. Every member should realize that group conversation, once started, spreads like prairie fire across a room.

Audiences don't have to tolerate yakkers. They have it in their power to embarrass them and force them to be quiet.

And they should.



If they become aware that the yakkers they can handle can be divided into three groups, they will be able to act properly with each.

1) The Frustrated Thespian.

This is the man who has a compulsive urge to put on his own performance, regardless of what else is happening in the room.

He's probably the sort of fellow who quickly would silence his own child at home, if the youngster interrupted anyone else who was speaking.

Dull, disinterested stares, from people near him, should shut him up.

2) The Arrogant Expert.

Here's a man whose scope of knowledge is unlimited. He provides a continuous, authoritative commentary on any subject being discussed, at any meeting. The speaker can be discussing "Our Sales Potential in Upper Slobobvia," and the arrogant expert will tell everyone within earshot about the peasants there. If the topic is "Incentive Vacations to the South Sea Islands," he'll expound on the corruption and poverty in that part of the world.

If the people sitting at his table would only look him straight in the eye, say nothing, and grin

broadly throughout his dissertation, he'd rapidly close his vocal apparatus.

3) The Coordinator.

Necessary to the proper operation of all conventions, this is the conscientious fellow who senses the need for committee meetings while all the committee members are available.

Unfortunately, this is apt to occur at a given table while a seminar, or other program, is in progress.

A quiet suggestion from one of his colleagues that he join the LTR Group may do the trick.

Leave The Room Group, that is. And he can take his committee members with him.

A final word to the yakker:

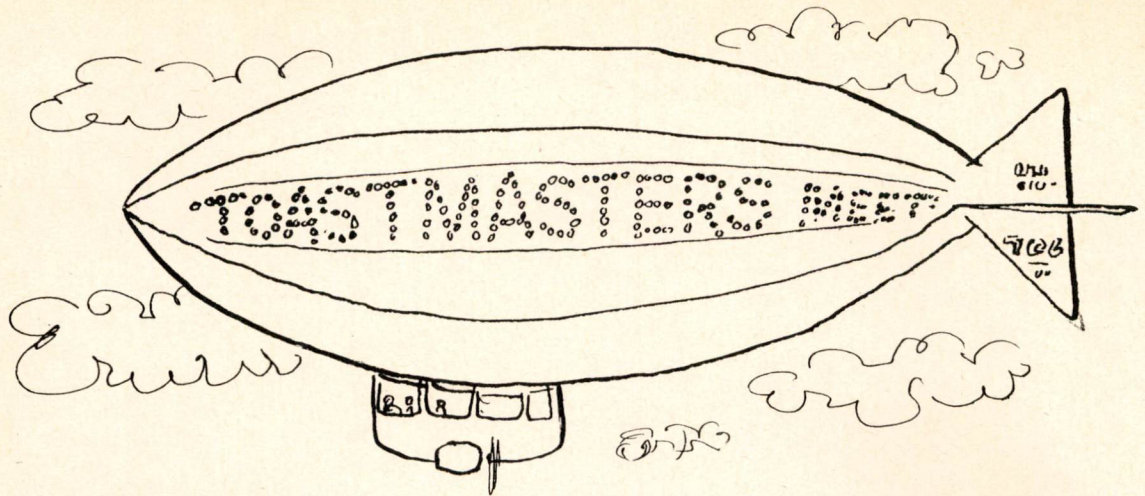
Be sure your brain is in gear before you open your mouth.

And if, by chance, you should have a friend who is bugging you because he is a yakker, place a copy of this article in a plain envelope, type his name and address on it and send it. ■

Sidney A. Dimond has been a professor, journalist, broadcaster and lecturer. He is founder and senior partner of Sid Dimond Associates, Inc., a Boston communications consulting firm.

1974 DIRECTORY AVAILABLE

The new directory has been printed and mailed to all club presidents of record. If you would like to obtain a copy for your personal use, send 25¢ to World Headquarters to cover postage and handling costs.



“HOW TO” PUBLICITY IDEAS



constructive suggestions, submitted to us by other clubs, which may work for your particular club and add new dimension to your total Toastmasters experience during this Golden Anniversary Year.

The first suggestion comes from President Walter Ruefli of the Brass City Toastmasters Club 1628-53 of Waterbury, Connecticut. Mr. Ruefli's suggestion covers a subject that should be of interest to all Toastmasters clubs... free advertising.

An article appeared in the July, 1973, issue of *The Connecticut Purchaser*, entitled “Can You Sell?” and dealt with the Dale Carnegie Course.

“I read this article several times,” wrote Mr. Ruefli “and realized we are, at present, exposed to Dale Carnegie, but not a continuing program and I felt we (Toastmasters) should have equal time.”

Mr. Ruefli sent a letter to Herbert A. Hamilton, managing editor of *The Connecticut Purchaser*, telling him about the Toastmasters

organization. In a subsequent letter, he also enclosed literature explaining the purpose and development of Toastmasters.

As a result of Mr. Ruefli's endeavors, a one-page article appeared in the October issue of the magazine under the heading “Toastmasters . . . Should Join?”

Although apparently written by Mr. Hamilton, the article serves as a valuable promotion piece and includes a brief history of Toastmasters, as well as a number of addresses in Boston and the address of World Headquarters, in case the reader desires further information.

Through Mr. Ruefli's efforts, Toastmasters was brought before thousands of readers and lists the club that has spread throughout the world, while “the guiding purpose of the organization remained unchanged.”

“As men on the move seek communication and leadership development through better listening and speaking,” concludes the article, “they are turning to the program of Toastmasters.”

Local club publicity will be an important part of Toastmasters 50th Anniversary Year. The idea of getting the word to the people can be more than adequately accomplished at the club level, operating on a one-to-one basis.

Recognizing this fact, the “How to” section of THE TOASTMASTER will attempt to bring you

Club Programming

Past International Director James L. Wu of the FMC Toastmasters Club 2873-4 of San Jose, California, offers a suggestion regarding a club programming idea that worked for his club and may work for yours.

The basic purpose of the program was to impress upon the members the thought that speech organization is vital, but that on any given topic there are many ways to organize the material effectively.

Four speakers were asked to volunteer for the project, with the incentive that the speech material would be provided. From a recent newspaper article on the apparently slowing birth rate, the Toastmaster gave each speaker the same summary of narrative and statistics. We deliberately used this topic because it had a lot of numbers and we were curious as to what they would do with them.

The speakers were not told they all had the same information; one said he was suspicious the morning of the meeting. Actually, the specific subject is probably not that critical, although it was easier having a subject everyone was more or less interested in.

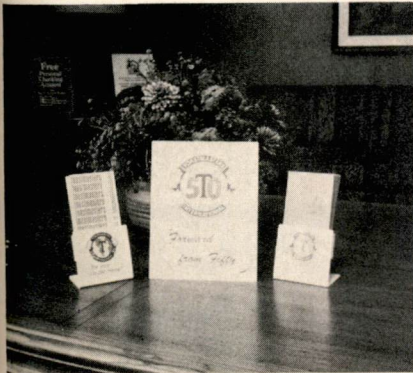
Our meeting started with the four speeches. All speakers were kept outside the meeting room and brought in one at a time. Of course, each speaker was allowed to stay after he delivered his speech.

Table topics followed, with the Topicmaster fulfilling the advanced manual assignment on

leading a discussion when he conducted a general session on the topic of population growth, etc. I served as general evaluator. Individual evaluators were assigned for manual entries only; the oral evaluation was also discussion-style. Members were asked to compare the four speakers in key areas, such as general approach to the topic, use of statistics, effectiveness of visual aids, and interpretation or conclusion (the article did not give any definitive answer as to what the latest birth rate data showed).

The speakers all did quite well; the educational aspect was in seeing one man use a lot of figures (too many), another taking an environmental approach, another becoming very philosophical and personal about the subject.

It is difficult to put into words the workshop atmosphere a project of this type creates in the club. Judging by comments from members, the Toastmaster and I felt the effort needed to create the program was well worth it.



One way to get the Toastmasters message across during this 50th Anniversary Year is through the use of displays distributed throughout your city at key locations.

A display need not be a complicated and time-consuming project to develop. All that is required is some Toastmasters literature, a suitable location and a few minutes of your time.

Often, the leaders of many busi-

nesses, banks and shopping centers welcome the idea of Toastmasters displays and will frequently assist you in the actual placement of them. These people often realize the value of the Toastmasters experience and what it can do for their associates and customers. You'll find, in many instances, that these business leaders are already or have been a member of Toastmasters and are aware of what the program can do for the individual.

Many displays, like the one shown in the accompanying photograph, placed in the Santa Ana branch of the First Western Bank, simply require the little bit of energy and time to set the material up in an attractive manner. The rest is easy.

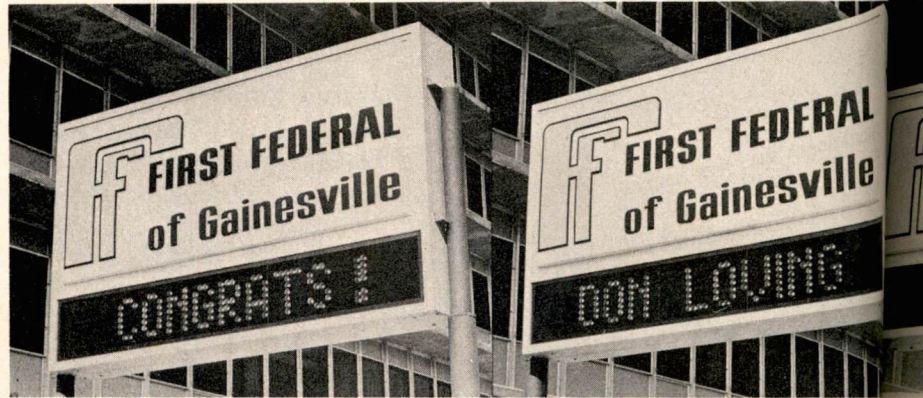
People will stop and read the material, many becoming very impressed with the Toastmasters program. The display has worked. They will want to join!

Toastmasters Displays

Bright Lights

Although important, installation of new club officers will rarely attract much public attention. The mere listing of names, unless known to the reader or viewer, tends to become dull and obtrusive. But, as demonstrated by the Gainesville Toastmasters Club 2520-14, it can become a valuable asset to not only the club, but also to the Toastmasters organization as a whole.

The Gainesville Toastmasters Club of Gainesville, Georgia, came up with a fascinating idea of how to effectively publicize the installa-



tion of new club officers. As demonstrated in the accompanying photos, the event was enthusiastically hailed in bright lights by a local banking institution on its outdoor message board.

Gainesville's First Federal Savings and Loan Association sponsors the message board that highlights a different subject every day. Following each cycle of its daily message, the sign flashes the current time and temperature.

With the help of Dick Folger, the new sergeant-at-arms of the Gainesville Club, the message

reading: "Congrats!—Don Lovin — New — Toastmasters — President," was flashed constantly on the board for 24 hours after the installation ceremony.

Through this imaginative use of an otherwise forgotten medium, thousands of passers-by were exposed to part of the Toastmasters program and to the very existence of the organization. It is through the use of subtle publicity, such as this, that interest and membership can be increased throughout this very special year.

President Roy Mitchhart, of the Seven Hills Club 1578-40, offers a suggestion regarding next month's yearly observance of April Invitation Month, an event that should carry special significance during this Golden Anniversary Year.

We are having each member bring one name and address of a person he has talked with about Toastmasters to every meeting.

We then send each person (about 20 each meeting) an official Toastmasters invitation. This is followed up by a phone call and an offer to pick up the guest and drive him to the meeting. We feel

the "pick up" is very important, as it assures having a friend with him at the meeting.

We are contacting personnel directors of companies in the Cincinnati area and asking them to send out management personnel to observe our meetings and see if they would encourage other management personnel and potential employees to join.

We are also contacting all the Dale Carnegie Courses in the area and telling them that this is the way to practice what they have learned on this, the 50th Anniversary of Toastmasters. ■

April Invitation Month



Time again to test your grammar with Toastmaster Billy Bloop as he presents another collection of slips of pen and lip by world leaders.

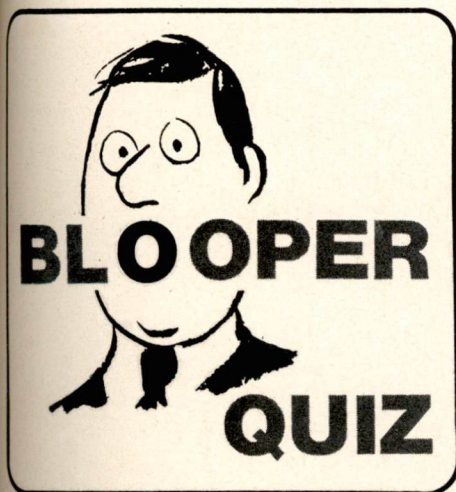
Test your BQ (Blooper Quotient) by circling the incorrect word or phrase.

1. "The time has come to look this thing in the eye, call a spade a spade, and let the chips fall where they may . . ."
2. "Response to a funny stimuli . . ."
3. "He assaulted me in Union Station and carried my luggage."
4. "The announcement is eminent . . ."
5. "The end result . . ."

ANSWERS:

1. You've done it! You put together a triple mixed metaphore! Please select one.
2. Is that anything like responding to funny **criteria**? The Latin (now English) singulars in both cases are **stimulus** and **criterion**.
3. Please, a gentleman can perform only so many services! You meant to say, someone **accosted** you . . .
4. The announcement, sir, may be **emminent**, but I suspect it is **imminent**.
5. You have uttered one of the classic redundant expressions; please say **the result**.

SCORE: 5 correct — perfect; 4 correct — excellent; 3 correct — good, below that, keep reading the Quiz!





the action people

Although Toastmasters is primarily a communication and leadership organization, it is also dedicated to the concept of becoming a part of its surrounding community and its people. Toastmasters Bob Heise and Jack Holt of the **Reveille Toastmasters Club 2971-25** of Fort Worth, Texas, will attest to that.

While serving a prison sentence at the Federal Correctional Institution in Fort Worth, Heise became part of the Family to Family Program, a program designed to foster love and trust between residents and those of the community.

The program was based on a successful project begun several years ago at the Utah State Prison, matching FCI residents with surrogate families from the community. In effect, the resident becomes a member of the family, receiving whatever benefits there are and reacting to the responsibilities which the relationship entails.

Once in the program, he met and became friends with Jack Holt, also a member of the Reveille Toastmasters Club and now Area II Governor in District 25.

Holt first became interested in residents at FCI three years ago through his work in the Toastmasters club. Later, his wife Dora and his two boys also began to visit the residents. The family became friends with Bob Heise after he was transferred to FCI from the prison at McNeil Island, Washington, in March, 1972.

Holt remembers when he first met Heise: "Boy, you weren't ready to come out!" he told Heise. The men soon developed such a rapport that there were times when Heise wouldn't talk to his case-worker, but he would listen to Holt.

Now on parole, Heise said that sometimes he felt that he needed a friend 24 hours a day, and that the Holt family answers that need.

The Holts share enough common

interests in Christianity and personal philosophy with Bob Heise to consider him a family member.

"Bob was scared to death the first day out," said Holt. "He practically said 'Let me sit here in your chair and hold on to the chair arm.'" Soon afterwards, Holt invited him to join the Reveille Toastmasters Club and Heise was soon elected vice-president.

"Because Jack and Dora help me," said Heise, "I have opportunities now I didn't have. And because they expect me to be able to handle these opportunities, I try my best."

Both Jack Holt and Bob Heise serve as shining examples of what the Toastmasters organization is all about. ■

Toastmasters has also proved to be beneficial to P.R. (Tony) Tonelli, past president of **La Habra Toastmasters Club 2164-F** in La Habra, California... especially after signing contracts for a television spot with NBC sportscaster Joe Garagiola.

The commercial, which highlighted Dodge, was first aired with the opening of the Mets-Athletics World Series games which were televised nationally last October.

Tonelli's rise to "stardom" began with the purchase of a Dodge Dart Swinger. This was followed by a call from Detroit, asking him to participate in a commercial with Mr. Garagiola. That was followed by a call from a Hollywood ad agency, asking him to report to a Dodge dealer in San Diego for the taping. Only 15 candidates were actually taped, with only four or five actually used in the national commercial broadcasts.

Tonelli, of course, attributed the reason for his selection to the fact that he had been involved in Toastmasters for several years, but he did confide that out of 75 persons selected for possible taping, he had

discovered that Joe Garagiola and he shared mutual friendships dating back several years that included several umpires. After all... Toastmasters does extend beyond its formal platform to include conversational discourse! ■

1. Famed adventurer and newsca Lowell Thomas is shown with presidents and officers representing eight Toastmasters clubs of District 46, who acted as judges and officials in the annual Boy Scouts of America Eagle Scout and Explorers Public Speaking Contest of the greater New York Scout and Explorers Councils. Thomas was the keynote speaker at the event held at the New York Explorers Club.

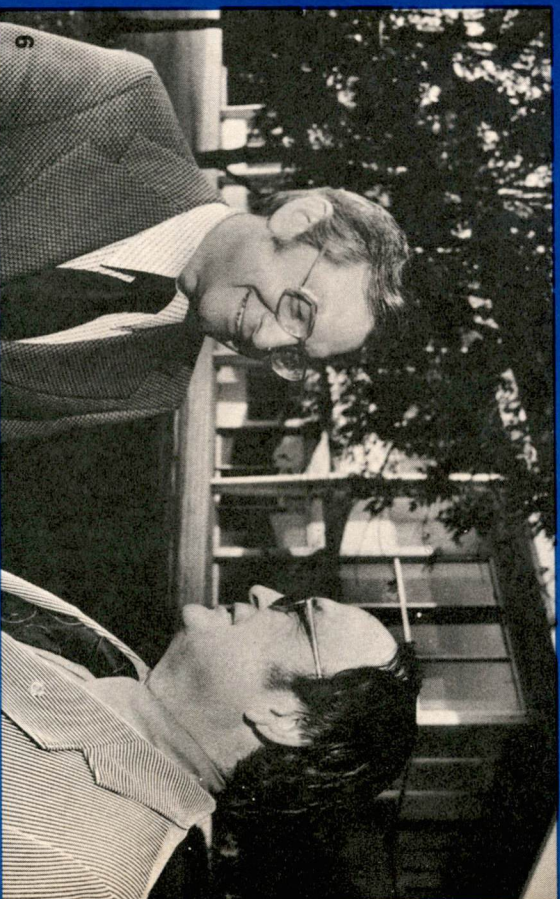
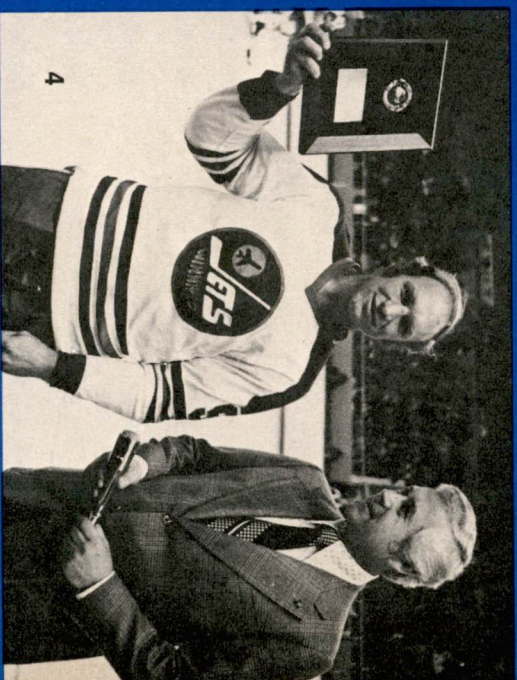
2. Executive Director Robert T. B. Engle was recently visited by Mrs. Helen A. Turk, international president of Quota International, a civic service club of women holding executive positions in business and the profession. Like Toastmasters, Quota International is also celebrating over half a century of service.

3. Members of the Wissahickon Toastmasters Club 1856-38 are shown as they appeared last October during a half-hour television program aired on Channel 12 in Philadelphia, Pennsylvania. The program, coordinated by Area 13 Governor Sam Neely, was designed to tell the television audience what Toastmasters is all about.

4. Bobby Hull, coach and player of the World Hockey Association's Winnipeg Jets, holds the Communication and Leadership Award presented to him by Director Eric Stuhlmuel of ATM. The presentation was made at the center ice of the Winnipeg Arena prior to a game between the Jets and the Cleveland Crusaders.

5. Leadership seems to run in the Johnson family. Mr. Hudson is president of the Skyway Toastmasters Club 3301-60. Not to be left out, his wife Eunice is president of The Wellington Square Toastmistress Club 2056.

6. Congressman Andrew J. Hinston of Orange County's District 39, congratulates Executive Director Engle on the beginning of Toastmasters' 30th Anniversary celebration. Congressman Hinston met with Mr. Engle at World Headquarters and discussed plans for the upcoming year.



hall of fame

DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

James C. Anderson
Farmington Valley Club 2975-53

John Graham
Monroeville Club 2954-13

William Paul Hinkle
Northwestern Club 2946-37

LaVern G. Lee
Kearfott Club 3156-46

George J. Ott
Presque Isle Club 2493-13

Kenneth P. Petersen
Council Bluffs Club 2114-24

Hashim S. Shawa
Astoria Club 775-7

Jacob L. Wissbaum
O Fallon Club 994-8

ABLE TOASTMASTER (ATM)

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

A. G. Adamson
Foremost Club 507-11

Paul B. Bergquist
Cosmopolitan Club 515-6

Donald R. Biddy
The Cop Outs Club 3481-5

Thomas H. Bossler
Monroeville Club 2954-13

Wayne F. Bower
Blue Ox Club 1235-7

Franklin P. Brown
Longview Club 180-7

J. Wayne Cadigan
Butte Club 387-17

John J. Chapiesky
Seven A.M. Club 3391-58

Charles B. Clark
Athens Club 1779-14

J. B. Clark
San Diego Brd. Rltrs. Club 1808-5

Robert W. Clayton
Limestone City Club 3045-61

William J. Climie
Forest City Club 2729-60

James W. Cobb
Wichita Falls Club 305-25

James E. Conlon
Westinghouse Air Arm Club 3026-18

Robert K. Cowhig
Northeast Club 3412-14

Malcolm G. Currie
Douglas Santa Monica Club 2279-1

Ronald W. Curties
Telespeakers Club 2328-21

Robert C. Dawson
Toastmasters Club 2866-3

Harold P. Dickinson
Red Bank Club 2091-58

Ralph Everett
USNAD Club 746-16

Newton T. Freeman
Southwest Club 2066-16

Edward R. Gee
Tun Tavern Club 2325-38

Ferris E. Gentzler
Early Bird Club 2174-58

Philip T. Grindley
Monoway Club 2372-2

Bernard F. Haviland
Orange Breakfast Club 3822-F

Charles M. Herrlein
Knights of Columbus Club 1273-36

Ralph L. Hoffman
Mid Town Club 283-8

Toshio Hoshide
A.T.C. Club 3660-36

David Husband
North Bay Club 1698-60

Carl A. Johnson
Moundbuilders Club 511-40

Gene L. Jones
Red Bank Club 2091-58

Richard J. Jundt
Carondelet Club 286-8

Charles S. Lockman
Helmsmen Club 770-F

Morrison Loewenstein
Athens Club 1779-14

Ray C. Lopez
Northwestern Club 766-28

Jack Mauro
Carondelet Club 286-8

Al McClellan
Natural Gassers Club 1875-44

Billy Jack McKinney
Thursday Thirty Club 1530-63

Robert I. McLead
Cosmopolitan Club 673-29

William Horton McNall
Exec TM Breakfast Club 3622-5

Elton H. Moore
Beaver Dam Club 310-35

Elmer Morud
Peninsula Club 3409-32

Philip R. Noe
Early Bird Club 2174-58

David S. Nohra
Capital Club 1684-43

Melvin C. Ossowsky
Carondelet Club 286-8

Jerry D. Partain
Richardson Noon Club 2146-25

Sol I. Pavlosky
TM Breakfast Club 2387-F

Errol D. Petersen
Council Bluffs Club 2114-24

Eldon Phillips
Marion Club 2020-10

Sol H. Putzel, Jr.
Maple Drive Club 2789-14

John E. Reichen
East Portland Club 710-7

Hollis M. Richardson
Picatinny Club 3547-46

Carl W. Richter
Navy Finance Center Club 3502-10

Robert Rivera
Gavellers Club 1277-52

John W. Rodgers
Clifton Club 2664-46

Walter A. Rogers
S E C Roughriders Club 1876-46

John V. Ryan
Revenooers Club 3653-36

Donald LeRoy Sarbacker
The Real-Time TM Club 3922-28

Tom E. Schmid
Cosmopolitan Club 515-6

Lew Selby
Uncle Joe Cannon Club 127-54

Wolfe Sherwood
Water & Power Club 3629-52

Adam Smith
Bellringers Club 3134-22

Henry L. Stover
White Rock Club 1495-25

Louis J. Sunyich
Bay Cities Club 3645-1

Joe Swanay
Redstone Club 1932-48

Charles Tatman
Rocky Mountain Club 739-26

John S. Waldie
Circle T Club 3093-42

Ronald H. Weidner
Seven Hills Club 1578-40

Donald P. White
USNAD Club 746-16

Francis C. Williams
Coraopolis Club 2338-13

George T. Williams
Indian Trail Club 3823-35

J. C. Wong
Los Gallos De La Bahi Club 3400-4

Norman E. Woodward
Aiken Club 1355-58

Errol G. Wuertz
Hays Club 2609-22

anniversaries

45 YEARS

Santa Barbara Club 5-33
Santa Barbara, California

35 YEARS

Owatonna Club 134-6
Owatonna, Minnesota

30 YEARS

Mount Vernon Club 258-2
Mount Vernon, Washington

Coos Bay Club 249-7
Coos Bay, Oregon

Rancho Club 263-52
Burbank, California

25 YEARS

Vapor Trails Club 203-5
San Diego, California

Granite City Club 679-6
Saint Cloud, Minnesota

East Portland Club 710-7
Portland, Oregon

Chinook Club 40-9
Yakima, Washington

Capitol Hill Club 709-16
Oklahoma City, Oklahoma

Norfolk Evening Club 698-24
Norfolk, Nebraska

The Big D Club 713-25
Dallas, Texas

Joliet Club 692-54
Joliet, Illinois

Santa Rosa Club 182-57
Santa Rosa, California

Capitol City Club 639-62
Lansing, Michigan

20 YEARS

Elgas Club 1508-5
San Diego, California

Dan Patch Club 1280-6
Richfield, Minnesota

Sunrise Club 1492-7
Portland, Oregon

White Rock Club 1495-25
Dallas, Texas

Ft. Miami Club 1442-28
Toledo, Ohio

Tri-City Club 1438-35
Wisconsin Rapids, Wisconsin

Allis-Chalmers Club 1480-35
West Allis, Wisconsin

Eskimo Club 1445-42
Edmonton, Alberta, Canada

Saint John Club 1479-45
St. John, New Brunswick, Canada

Hardware City Club 1461-53
New Britain, Connecticut

Whiteside Farm Bureau Club 805-54

Morrison, Illinois

Port City Club 1424-62

Muskegon, Michigan

Elmira Club 1498-65

Elmira, New York

Tidewater Club 1469-66

Norfolk, Virginia

15 YEARS

Overlake Club 2889-2

Bellevue, Washington

Greater Cleveland Club 2825-10

Cleveland, Ohio

Kannapolis Club 241-37

Kannapolis, North Carolina

Navcom Club 2883-57

Concord, California

10 YEARS

De Witt Club 3744-19

De Witt, Iowa

Engineering Club 3724-24

Lincoln, Nebraska

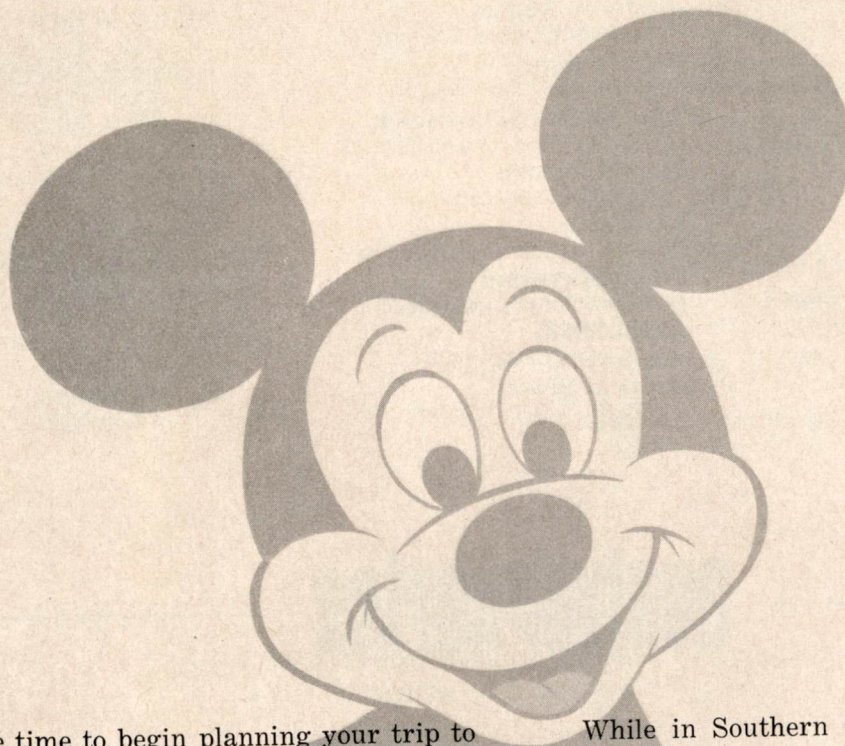
Boeing Vertol Club 3716-38

Philadelphia, Pennsylvania

Crosswinds Club 3708-39

Vacaville, California

CONVENTION '74



Now is the time to begin planning your trip to the 43rd Annual Toastmasters Convention, August 14-17, at the Disneyland Hotel in Anaheim, California.

Complete the following registration forms and mail them today, to insure you and your family a place at what promises to be one of the greatest conventions Toastmasters has ever seen...very appropriate for the 50th Anniversary!

Plan your vacation around the convention and spend your leisure time in the attraction capital of the world...Southern California.

While at the convention, visit Disneyland, perhaps the greatest tourist attraction in the world. Take a leisurely tour down Main Street, explore Adventureland, browse through the elegant old shops in New Orleans Square, pioneer the Old West in Frontierland, see dreams come true in Fantasyland and experience a preview of the future in Tomorrowland.

From Disneyland, it's only a short drive to Knott's Berry Farm, Movieland Wax Museum, Japanese Village and a tour of World Headquarters (dates to be announced later).

While in Southern California, you're free to explore close to Hollywood, the "entertainment capital of the world." See the famous Sunset Strip and Hollywood Blvd. Visit NBC Television and Universal City Studios. Both offer tours, available at low cost.

In no other part of the world could you see the grace of underwater creatures at Marineland of the Pacific and, on the same day, the strength and courage of the animals inhabiting Lion Country Safari.

Orange County and Los Angeles International Airports offer flights leaving regularly to San Diego, San Francisco, and exciting Las Vegas with many low-cost package deals available for each city. Ask your travel agent for further details.

Only in Southern California are you a few hours' drive from the beach, mountains and desert. Enjoy the California sun in what is truly one of the country's finest vacation spots.

Make plans now to be a part of Toastmasters' 50th Anniversary celebration and enjoy Southern California at the same time by attending the 43rd Annual Convention in Anaheim, California, August 14-17. See you there! ■

P.O. Box 10400
Santa Ana, Ca. 92711

DISNEYLAND HOTEL
1150 W. Cerritos Ave.
Anaheim, Ca. 92803

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1974-75.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

_____ Member Registrations @ \$8.00	\$ _____
_____ Ladies Registrations @ \$2.00	\$ _____
_____ Youth Registrations (9 years and older) @ \$1.00	\$ _____
_____ Tickets District Governors' Luncheon @ \$5.50 (Wednesday, noon, August 14)	\$ _____
_____ Tickets "Roaring Twenties" Party @ \$11.00 each (Thursday: Dinner, Dancing and Entertainment)	\$ _____
_____ Tickets President's Dinner Dance @ \$12.50 (Friday: Dinner, Dancing and Program)	\$ _____
_____ Tickets Hall of Fame Breakfast and International Speech Contest @ \$5.50	\$ _____
TOTAL \$ _____	

Check enclosed for \$ _____ (U.S.) payable to Toastmasters International. All advance registrations must reach World Headquarters by August 2.

(Cancellation reimbursement requests not accepted after Aug. 2)

(PLEASE PRINT)

CLUB NO. _____ DISTRICT NO. _____

NAME _____

WIFE'S FIRST NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

NO. CHILDREN ATTENDING (Elementary School Age) _____

(Jr. High School Age) _____ (Senior High Age) _____

If you are an **incoming** district officer (**other than district governor**) please indicate office _____

(PLEASE PRINT)

To WHQ

Please reserve _____ single standard room(s)	at \$22.00
Please reserve _____ single standard room(s)	at \$26.00
Please reserve _____ single deluxe room(s)	at \$30.00
Please reserve _____ single deluxe room(s)	at \$33.00
Please reserve _____ double twin bed standard room(s)	at \$26.00
Please reserve _____ double twin bed standard room(s)	at \$32.00
Please reserve _____ double bed deluxe room(s)	at \$33.00
Please reserve _____ double bed deluxe room(s)	at \$38.00
Please reserve _____ triple or quad standard room(s)	at \$32.00
Please reserve _____ triple or quad deluxe room(s)	at \$38.00

All rates European Plan (no meals included).
One and two bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately _____ a.m. _____ p.m. on August _____, 1974. (Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I will depart on August _____, 1974.

I am sharing the room with _____

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

To be assured accommodations at the Disneyland Hotel this form must be received at the hotel by July 23, 1974.

Toastmasters International

43rd Annual Convention

August 14-17, 1974

Anaheim, Calif.

To Hotel

new clubs

2334-6 NORTHWEST COMMUNICATORS CLUB

Minneapolis, Minnesota — Mon., 6:30 p.m., Tally-Ho Restaurant, 5216 W. Broadway (537-7656). *Sponsored by Sunrisers Club 2140-6.*

1472-10 LUNCHTIMER LINGUISTS CLUB

Warrensville Heights, Ohio — Wed., 12:00 Noon, Front Row Steakhouse, 4616 Warrensville Ctr. Rd. (575-6306). *Sponsored by Forest City Club 1185-10.*

1612-11 GUIDE-LAMP CLUB

Anderson, Indiana — Thurs., 6:30 p.m., Guide-Lamp, 2915 Pendleton Avenue (646-4411). *Sponsored by Del Rey Club 265-11.*

1713-16 LAWTON CLUB

Lawton, Oklahoma — Wed., 12:00 Noon, Quality Inn, Montego Bay Motel, 1125 E. Gore Blvd. (357-6100). *Sponsored by Satanta Club 2761-16.*

2482-21 PARSNIP CLUB

Mackenzie, B.C., Canada — Wed., 7:00 p.m., Alexander Mackenzie Hotel (997-3559). *Sponsored by Cariboo Club 786-21.*

2697-23 TUCUMCARI CLUB

Tucumcari, New Mexico — Tues., 6:30 a.m., Dells' Restaurant (461-0092). *Sponsored by Joe Covell, ATM.*

1756-28 ARTHUR YOUNG & CO. CLUB

Detroit, Michigan — Wed., 5:45 p.m., Arthur Young & Co., 1000 First National Bldg. (965-6460). *Sponsored by District Governor Ray C. Lopez, ATM.*

2530-30 WINDJAMMERS EAST CLUB

Chicago, Illinois — Wed., 12:15 p.m., Sears Tower (875-6005). *Sponsored by Windjammers Club 3576-30.*

611-36 KOHOUTEK CLUB

Washington, D.C. — Sat., 7:30 p.m., George Jones residence, 3870 Carpenter Street (582-2731). *Sponsored by Parklawn Club 502-36.*

1007-38 PHILADELPHIA LOCAL VOCAL CLUB

Philadelphia, Pennsylvania — 12:00 Noon, Travelers Insurance Company, 5th Floor Conf. Rm, 3 Parkway (972-5600). *Sponsored by DPSC Club 3403-38.*

3446-39 AQUARIANS CLUB

Reno, Nevada — Mon., 12:00 Noon, U.S. Bureau of Mines, 1605 Evans Avenue (784-5416). *Sponsored by Area Governor John Sinelio.*

438-42 GOLDEN GAVEL CLUB

Calgary, Alta., Canada — Tues., 8:00 p.m., Calgary Public Library, 616 Macleod, Trail, S.E. (271-3791). *Sponsored by Harold C. Bickel.*

2928-42 KITOWIN CLUB

Red Deer, Alta., Canada — Wed., 8:00 p.m., The Valley Hotel, 5017 - 49th Street (346-7801). *Sponsored by Jim Ockley, Russ Holmbert and Harold Bickel.*

2290-46 A.R.E. CLUB

New York, New York — Sat., 7:30 p.m., New York A.R.E. Center, 34 W. 35th St. (947-3885).

1777-48 WOLVERINE TUBE CLUB

Decatur, Alabama — Wed., 12:00 Noon, Wolverine Tube, 2100 Market N.E. (353-1310).

839-56 DAYBREAKERS CLUB

Houston, Texas — Thurs., 6:45 a.m., Pacesetter Restaurant, Galleria Mall (498-3171). *Sponsored by Uptown Club 1458-60.*

3815-60 FIRST YORK CLUB

Toronto, Ontario, Canada — Tues., 6:30 p.m., Hot Stove Lounge, 425 Church Street, Maple Leaf Gardens, Toronto (231-3122). *Sponsored by Toronto No. 1 Club 1289-60.*

3202-61 FORT TOWN CLUB

Prescott, Ontario, Canada — Tues., 7:30 p.m., RCA Conference Room (925-2841). *Sponsored by Carlingwood Club 3319-61 and Thousand Islands Club 2374-61.*

2842-69 NOONTOASTERS CLUB

Brisbane, Qld., Australia — Mon., 1:00 p.m., Canberra Hotel, Ann Street. *Sponsored by other Brisbane clubs and District Lt. Governor.*

1851-70 FRANKSTON CLUB

Frankston, Victoria, Australia — Tues., 7:45 p.m., Pier Hotel, Nepean Highway (783-7429).

896-U NELSPRUIT CLUB

Nelspruit, Rep. of South Africa — Thurs., 8:00 p.m., Drum Rock Hotel (Nelspruit 3903). *Sponsored by Pretoria Club 2199-U.*

2636-U COUNTRY CLUB

Johannesburg, Transvaal, South Africa — Wed., 7:15 p.m., Johannesburg Country Club, Auckland Park (22-4897).

3854-U TOASTMASTERS CLUB OF DAVAO

Davao City, Philippines — Mon., 7:00 p.m., Mac's Fried Chicken and Steak House, San Pedro St. (7-4821). *Sponsored by Makati Club and Mr. Cirilo O. Sagrado.*

your 1973-74

district

governors

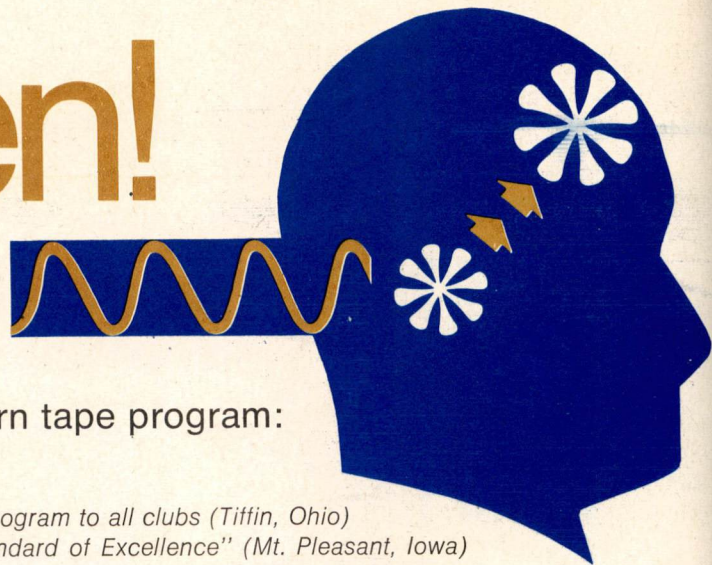
- F. John B. Whittle, Box 862, Idyllwild, Calif. 92349
1. Howard E. Chambers, ATM, 3922 Emerald St., Apt. #83, Torrance, Calif. 90503
2. George C. Tostevin, 12555 - 37th Ave., N.E., Seattle, Wash. 98125
3. William D. Hamilton, DTM, 6416 E. Sheridan, Scottsdale, Ariz. 85257
4. Vit Eckersdorf, ATM, P.O. Box 5705, Redwood City, Calif. 94063
5. Richard A. Freedman, 8479 Scarf Place, San Diego, Calif. 92119
6. Don A. Plaskett, DTM, 428 S. Norah St., Thunder Bay, Ont., Canada P7E 1N9
7. James R. Bales, ATM, 21175 S.W. Vermont, Beaverton, Oregon 97005
8. Josef Seidel, 12674 Grandin Lane, Bridgeton, Mo. 63044
9. Harry A. Popp, Sr., ATM, 1112 South 28th Ave., Yakima, Wash. 98902
10. Edward N. Belt, ATM, 3260 E. 134th St., Cleveland, Ohio 44120
11. Floyd O. Swathwood, ATM, 2521 Abbey Drive, Apt. #2, Ft. Wayne, Ind. 46815
12. Peter P. Pierotti, ATM, RD #1, Box #1, Perryopolis, Penn. 15473
13. P. Gregory McCarthy, ATM, 807 Springdale Rd., N. Augusta, S.C.
14. Marvin E. Kline, ATM, 529 Sykes Drive, Idaho Falls, Idaho 83401
15. William G. Maxwell, ATM, 1002 Canterbury Rd., Enid, Okla. 73701
16. James D. Towey, 3445 N. Hillcrest Dr., Butte, Mont. 59701
17. Bharat J. Gajjar, ATM, 1421 Drake Rd., Wilmington, Dela. 19803
18. Andy O. Norton, ATM, Box 494, Ottumwa, Iowa 52501
19. Eddie V. Dunn, 3106 - 7th St., N., Fargo, N. D. 58102
20. Robert D. Bennett, 396 King George Terrace, Victoria, B.C., Canada
21. M. Norman Hogue, ATM, 6608 West 101 Terrace, Overland Park, Kan.
22. Milton H. Klein, 911 Alamosa, Carlsbad, N.M. 88220
23. Donald D. Smith, DTM, 7 East Ridge Dr., Council Bluffs, Iowa 51501
24. Jack Ligon, 2508 S. Jennings #2, Fort Worth, Texas 76110.
25. Dean Kleinkopf, 1022 Beech Dr., Lakewood, Colo. 80228
26. Ray C. Lopez, ATM, 1862 Henrietta, Birmingham, Mich. 48009
27. George E. Deliduka, DTM, 9 Dogwood Dr., Shalimar, Fla. 32579
28. Louis M. Kiriazis, 1329 S. 61st Ave., Cicero, Ill. 60650
29. Roger Boyington, ATM, 65 Coburn St., Lynn Mass. 01902
30. Paul B. McKinley, 5219 - 28th Ave., S.E., Lacey, Wash. 98503
31. Larry L. Lee, 1604 Cameo Way, Modesto, Calif. 95350
32. William J. Hayes, III, DTM, 1056 E. Lexington Blvd., White Fish Bay, Wisc. 53217
33. William O. Miller, DTM, 12101 Hunters Ln., Rockville, Md. 20852
34. Joe A. Ellisor, DTM, Route 3, Box 903-J, Greensboro, N.C. 27410
35. Frederick W. Romig, Jr., 1406 Bonnie Dr., Bethlehem, Penn. 18018
36. Nirmal S. Cheema, ATM, 717 Hazel Street, Livermore, Calif. 94550
37. Lester J. Lucas, ATM, 2301 Potts Lane, Zanesville, Ohio 43701
38. Dale M. Cooley, Box 3125, Rapid City, S.D. 57701
39. Frederick G. Lawson, DTM, 13709 - 64 St., Edmonton, Alta., Canada T5A 1R8
40. John E. Clements, ATM, 1564 Rabb St., Memphis, Tenn. 38117
41. Ramon E. Laird, Jr., ATM, P.O. Box 7537, Midland, Tex. 79701
42. Frank R. Gardiner, 16 Katahdin St., Bangor, Maine 04401
43. LaVern G. Lee, DTM, 878 Seneca Rd., Franklin Lakes, N.J. 07417
44. Karl E. Righter, DTM, 710 E. Michigan Ave., Apt. #40, Orlando, Fla. 32806
45. Donald N. Murray, ATM, 314 Neal Ave., West Point, Ga. 31833
46. John H. Covey, Jr., 95 - 491 Kaulia Pl., Mililani Town, Hawaii 96789
47. Van Barcus, ATM, 2135 Pass Ave., Burbank, Calif. 91505
48. James C. Anderson, ATM, 1 Fairchild Rd., Tariffville, Conn. 06081
49. Raymond W. Wakefield, ATM, 22 White Place, Bloomington, Ill. 61701
50. Edward V. Dylla, 10919 Janet Lee, San Antonio, Tex. 78230
51. Frank Medcalf, 112 Hackett Ct., Vallejo, Calif. 94590
52. William D. Loeble, 5879 Woodvine, Columbia, S.C. 29206
53. Doug A. Barclay, ATM, 5426 Winston Rd., Burlington, Ont., Canada
54. Stephen J. Evans, ATM, 100 Rothwell Dr., Ottawa, Ont., Canada K1J 8L9
55. Donald J. Hassen, ATM, 8489 N. River Rd., Freeland, Mich. 48623
56. Clinton Hobbs, Box 519, Madison, Tenn. 37115
57. John N. Tyler, 126 Guay Ave., Winnipeg, Man., Canada R2M OC1
58. Stanley A. Stevens, 31 Rosemont Dr., Amherst, N.Y. 14226
59. Rex Tillotson, P.O. Box KJ, Williamsburg, Va.
60. George H. Peirce, 715 Camp St., New Orleans, La. 70130
61. Geoff Phillips, P.O. Box 970, Brisbane, 4001, Qld., Australia
62. David C. Murfet, 19 Freeland Cres., Launceston, Tasmania 7250
63. Geoffrey S. Barker, 12 Lynn Close, Elstow, Bedfordshire, England
64. B. S. Palmer, ATM, 28 Hallberry Rd., Mangall East, Auckland, New Zealand

CLUB OFFICERS

If you are not receiving the bimonthly TIPS from World Headquarters, it means we don't have you listed as a club officer. Ask your club secretary to send us a current club officer roster, with names and addresses, and you will be on the mailing list.

Listen!

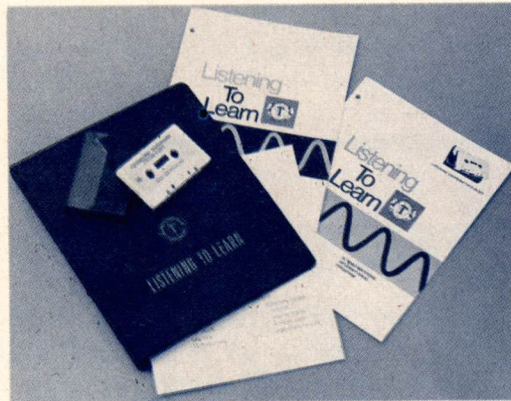
to what Toastmasters
say about the
new Listening to Learn tape program:



*Strongly recommend use of this program to all clubs (Tiffin, Ohio)
Should be a requirement for "Standard of Excellence" (Mt. Pleasant, Iowa)
Badly needed and a welcome addition to our program (Winnipeg, Manitoba)*

Tested by Toastmasters clubs throughout North America, the Listening to Learn tape program has received enthusiastic response from all who participated. The program contains five sessions in the club meeting, usually replacing the Table Topics period, in which members take an active role in developing their effective listening skills. The material is contained on a cassette tape and in the Listening to Learn manual. As an aid to learning, question and answer periods, speeches, and evaluations are included in the program. Complete procedures are given in the Listening Coordinator's Guide, and the package comes in an attractive blue plastic binder.

Your Listening to Learn program contains:



**Ten Listening to Learn Manuals
Ten Listening Response Sheets
The Listening Coordinator's Guide
The Listening to Learn Cassette Tape
A Blue Plastic Binder for the program**

LISTENING TO LEARN PROGRAM (Code 1202.3)\$20.00 (includes packing and shipping)

**Additional Listening to Learn Manuals ordered with the Program.....\$1.00 each
Additional Listening Response Sheets (package of 25)\$1.00**

Each member of your club should have a Listening to Learn Manual (1200) and a Listening Response Sheet (1202.1) in order to participate in the program.

California orders add 6% sales tax.
Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A. 92711