

THE TOASTMASTER

JANUARY



1969

CFB COLD LAKE, ALBERTA
Toastmasters Town of the Month



New Programs For You — Don't miss "Viewpoint '69", Page 2.

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 76,333.

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, 92711.

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 35 NO. 1



JANUARY, 1969

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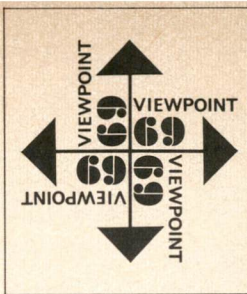
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NEW PROGRAMS FOR YOU

New and improved programs now have been made possible due to the recent per capita dues increase.

Convention delegates' approval of the increase prompted immediate response from our board of directors and World Headquarters, and now, in keeping with its pledge to you, the board has approved the preparation of several new programs for Toastmasters. Steps have been taken by World Headquarters toward making them available to you by mid-1969.

Work already is underway on a new communication and leadership program. This will combine our *Basic Training*, *Leadership Through Speech*, and *The Advanced Speaker* manuals into one program of two comprehensive volumes: *Communication and Leadership* and *Advanced Communication and Leadership*. This program will include projects to provide you experiences in all facets of oral communication.

Progress also is being made in the preparation of three other new educational programs. The writing has commenced on an audio-visual manual that includes a discussion of all types of audio-visual techniques, their uses, illustrations and a bibliography.

A parliamentary procedure manual, outlining the principles and use of parliamentary law and summarizing current Toastmasters parliamentary procedure materials, now is being prepared.

An exciting, new program in listening is being prepared especially for Toastmasters. It will provide studies in the prin-

ciples, theory, and techniques of listening, tape recordings of listening exercises, and a listening evaluation program.

Still another new and valuable program is being prepared for Toastmasters. It is an executive development program that will stress management and program planning. This excellent training program for district officers is being expanded and a separate program for use within the district to train club officers is being prepared.

To further improve the standard of excellence in our club management and programming, World Headquarters presently is preparing brand new club officers handbooks. The district officer and area governors' handbooks also are being expanded and updated.

New educational materials are being prepared, many others have been developed, and existing programs are being improved in content and appearance. All these advancements, and others to come, are directed toward providing programs for which you have expressed a need and interest, and to meet the needs and interests of those yet to become Toastmasters.

An improved speech evaluation handbook is being prepared and will be ready for publication soon. It will be a valuable addition to your Toastmasters training. The *Humor Handbook* is being given a fresh, new look; the *Debate Handbook*, introduced just a year ago, has been a big help to creative club programming; the new *Guide for a Successful Club* is a major improvement upon the old *Club Operations Guide* and one your club will want to acquire now.

The recently introduced handbook *Members, Meetings and Meals* provides clubs and members an excellent aid for planning special meetings, conferences, banquets, and conventions, and an extensive revision and updating of *The Amateur Chairman* has been expanded into our new *Mr. Chairman* manual, which every Toastmaster will want to have.

Toastmasters International is on the move to provide you and your club with resources to achieve a new standard of excellence. Become a man on the move in your club and ask your educational committee to put these new programs to use in your club programs.

Earl M. Potter
International President

In This Issue...

AN EXCELLENT COMMUNITY ACTIVITY — A Toastmasters public forum series on local election issues is declared by county government officials as a “necessary preliminary to making up one’s mind on the issues.” See Page 6.

SURVEY REVEALS TOASTMASTERS’ OPINIONS—What attracted you to join your Toastmasters club? What challenges do experienced Toastmasters seek? See Page 14.

A DIFFERENT APPROACH—New ideas about how to put the audience into a receptive frame of mind for a speech. See Page 16.

FOR YOUR LIBRARY — Recently published books about communication, and which you might want to add to your library, are noted. See Page 21.

DON’T WASTE YOUR TIME! — You can talk “at” an audience, but it’s a waste of time if you don’t talk your way “into” your listeners. See Page 22.

AUDIENCE UNDERSTANDING — The ultimate test of a speech is whether it contributes to audience understanding. How do you achieve it? See Page 26.

PROGRAMS, GUESTS, AND MEMBERSHIP — It’s not difficult to develop a well-run, challenging schedule of varied club programs. New ideas for club programs are offered each month as a member-club service from World Headquarters. See Page 32.

MEMBER-CLUB MATERIALS — Here’s a sampling of the materials available for member and club assistance. They’re educational and informative. See Page 39.

CFB COLD LAKE, ALBERTA

Toastmasters Town of the Month



CANADIAN FORCES BASE COLD LAKE, ALBERTA, is located on a 4,000 square-mile tract of muskeg, timberland, and lakes straddling the Alberta-Saskatchewan border in west-central Canada. Nearby are the communities of Cold Lake and Grand Centre, while Edmonton is 200 miles to the southwest.

CFB Cold Lake has been an operational training base since it was opened in 1954 and is the home of the 417 Strike/Reconnaissance Squadron, a Satellite Tracking Unit, and the 42 Radar Squadron, with the 448 Test Squadron and base hospital stationed there as lodger units.

In the early days, the base had a somewhat grim reputation as an isolated outpost offering few of the creature comforts and a severe climate; the lowest temperature on record occurred in January 1964 when the mercury dropped to -55 degrees. The mean January temperature is -1 degree.

Today the base offers some of the best accommodations and recreational facilities available to the armed services anywhere. Winter’s impact has been softened by the many winter activities pursued under excellent conditions, such as curling, skating, skiing, and bowling.

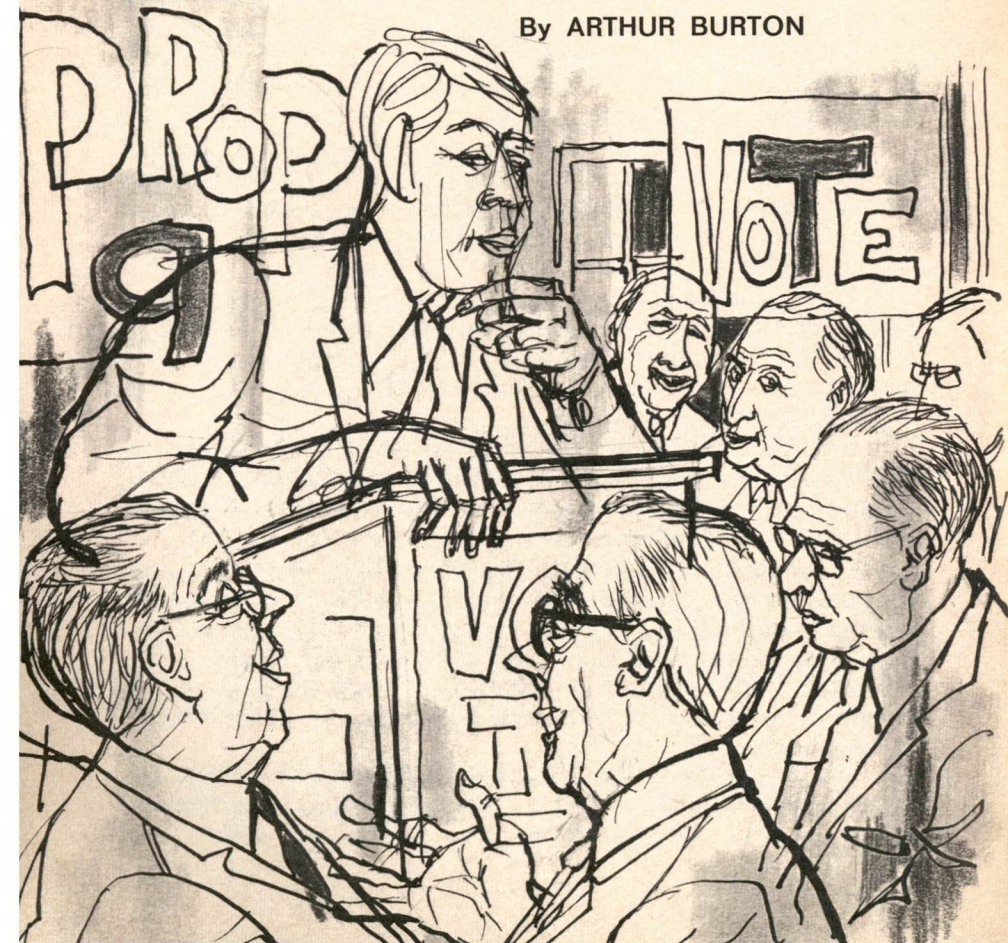
Today’s Cold Lake Meteorological Section participates in the only radiosonde program operated from a Canadian air base, the only rocketsonde program in the Canadian Armed Forces, and the only bird activity forecast program in the world.

The Satellite Tracking Unit works directly for the United States Air Force Space Detection and Tracking System by obtaining positional information on earth orbiting objects, payloads, and debris. CFB Cold Lake also has a significant role in a United States-sponsored program of high altitude atmospheric investigation by conducting launches of Arcas rockets three times a week.

There are three Toastmasters clubs at CFB Cold Lake: Cold Lake Officers Club 1394-42, Sergeants Mess Club 1959-42, and Starfighter Club 1048-42.

Toastmasters Spark Public Interest In Ballot Issues

By ARTHUR BURTON



An opportunity for your club

To be a leader in community affairs

In Tamalpais Club 1775-57 in San Rafael, Calif., we applied democratic procedure to controversial topics with startling success.

Members of our club have gained new experience and enthusiasm because we shared with our community what we had learned and practiced in our club.

This was the thinking behind our public forum venture. Our hope was that one of the side benefits would be that people attending the forum would recognize the value of better speaking, listening, thinking, and would associate it with Toastmasters clubs.

Favorable Points

A number of points were in our favor in launching this project when we did. We had a clear field; no one else was sponsoring a project in this format. Another was that Lothar Salin was concluding his term as Toastmasters International president and was able to function as Toastmaster-moderator for the forums.

Another favorable point was that we had experience with forums as part of our club educational programs. We use the discussion technique for Table

Topics, as explained in the Table Topics booklet (Form 1315). The most successful session occurred when a special interest group asked to present its partisan cause. We permit such a presentation, but only in a debate format to keep our non-partisan character. After our guest makes his presentation, a Toastmaster argues the opposite point of view, and then the floor is opened for questions and discussion, along with evaluation of the two speakers. These are stimulating programs and invariably attract five to 10 guests. This club activity then developed into our public forum series.

Here's How

Here's how it worked:

If we were to bring our program to the public, we would have to attract more than 10 to 20 guests. Otherwise we would end up speaking to ourselves, which would defeat the public participation aspect.

The job included getting meaningful and controversial subjects, convincing well-known speakers from special interest groups to debate each other (without honorariums other than a platform to ex-

pound their views), and obtaining a proper meeting place.

We pooled ideas and came up with these potentially explosive topics for presentation in four programs:

- Should firearms be registered?
- A tax reform measure on the California ballot this fall.
- Abortion — A woman's right?
- Capital punishment?

These types of issues raise a lot of heat and passion from both sides. If we could demonstrate the Toastmasters method of discussing them, we could show how dialog works against trying to solve issues by violence and disruption.

Our Function

Our function was to be a catalyst, with spokesmen for special interest groups debating, and an experienced Toastmaster as moderator. This would open the arena of discussion and get the public interested enough to attend.

It was a challenge to obtain a proper meeting place. It is better to think big and work down from there, and we approached the College of Marin because it had the largest and best-equipped facility in our area. When the request got to the desk of the director of the college's community education

program, both he and the college trustees seemed lukewarm to the idea. However, after a few calls from Toastmasters, they became sold on the idea and agreed to furnish their main auditorium.

The moment approval was given, the faculty publicized the proposed Toastmasters-conducted program on page one of the college's fall bulletin. It was clear they had grown from lukewarm to enthusiastic. You can understand our feelings of elation on reporting back to our club.

Ironies of Life

Now came one of those ironies of life noted by the poet Robert Burns in one of his opening stanzas on "The best laid plans of mice and men ..."

The college administrators had become more enthusiastic, but some of our Toastmasters had begun to doubt. Originally, this program had been approved unanimously by the club's executive committee and the membership, but there was a considerable time lapse between its approval and the conclusion of negotiations with the college.

Negative feelings were expressed as we were arranging our first program: "If I wanted public forums I would have joined a public affairs group

or a civic affairs council."

"I joined Toastmasters to learn how to speak at Toastmasters meetings and gain confidence."

"Are we ready for all the risks that are involved in public meetings on controversial topics?"

"Maybe there will be heckling, disruption, and all sorts of other incidents."

Most of the objections were worth serious consideration.

Risk Involved

It is true there was risk involved, there was the gamble that we would fall flat. The only objection without substance was that this program displaces Toastmasters training programs. Significantly, this type of objection was raised by a few new members, and their confusion was understandable.

Educational Vice-President Tom Hart explained that our public affairs project is an extension of Toastmasters, just as our Youth Leadership Program, Speechcraft, and speakers bureau. Our Toastmasters meetings go on as before; our training is not interrupted.

Club President Lou Harding explained that changing times require people who can adapt to these changes; otherwise we become fossilized.

Past International Presi-

dent Salin pointed out that ability to speak in public and conduct public meetings is part of our training. What better opportunity than to put them into practice through this type of program?

Either you have the courage of your convictions or you do not. Behind our protected enclave, isolated from the outside world, we pat each other on the back and ruminate about the good things we are doing and learning in Toastmasters. Isn't it about time we brought these convictions to bear on the crises developing around us, Salin asked.

Being Practical

However, these were theoretical arguments in a sense. Perhaps the most telling argument was a practical one coming from a bank manager, Elmer Wolff, our vice-president for organization. Mr. Wolff brought a bit of banking ideology to bear on this subject in a unique way.

Mr. Wolff said, "I also have second thoughts on this, like a number of those who are now objecting to the idea. However, the club did negotiate a contract in good faith to conduct four programs. Let us at least complete these programs and *then* evaluate whether this is a proper sphere of activity for us."

This concluded the discussion. Clearly there was no turning back without betraying the fine faculty members at the College of Marin who went to bat for us before their own trustees.

Path Cleared

The path cleared for concrete preparations for our first forum. President Harding prepared a statement on the program and mailed it to all organizations in our county. The list of organizations was obtained from the Marin County Chamber of Commerce.

Mr. Salin prepared and mailed a news release to the local media. An attractive poster, announcing subject, speakers, and sponsors, and inviting public participation, was prepared and placed in store windows, public libraries, the county civic center, and churches. Because the issue involved gun registration, Toastmasters met with representatives of "Citizens for Gun Registration" and "Citizens Opposed to Gun Registration" and invited them to attend and express their views.

Club volunteers contacted other Toastmasters clubs and pointed out that this project was not advertised as one club's project, but was in the name of all Toastmasters clubs in the county. The Toastmis-

tress clubs also were contacted and asked to help.

President Harding obtained a supply of Toastmasters promotional material from World Headquarters. This material was brought to the forum and distributed.

Our total expense was about \$30 for the posters, made by a commercial sign company. However, the College of Marin art department produced about 50-60 more for us at no cost.

Receptive Audience

Attendance at the forum was 110. This figure represented success. The success was in increasing the number of our guests from the previous five or 10 to some 100; this achievement speaks for itself. The public was receptive and justified everything we had done and hoped for.

Another important success was that the forum brought us an extraordinary amount of news coverage. One local newspaper gave us front-page headlines and repeated our news release verbatim. Other papers published parts of the release, and all mentioned Toastmasters and the College of Marin as co-sponsors. We reached at least 100,000 people through this publicity, some of it on radio.

We received double expo-

sure because the most widely read newspaper gave full space to reporting the forum after it took place:

"The debate, sponsored by Toastmasters clubs and the college, featured County Supervisor Peter H. Behr speaking in favor of gun registration, and Jerome F. Downs, attorney who lives in Mill Valley, opposing the legislation. Lothar Salin of San Rafael Toastmasters was the moderator," reported one newspaper.

Perceptive Comment

In the course of this article, the reporter slipped in this perceptive comment which enhances our image as a non-partisan catalyst:

"Salin had difficulty in keeping the floor debate from becoming one-sided, since the majority of the speakers were against the registration proposal."

This showed newspaper readers that the Toastmaster-moderator was interested in fair play, that he was determined to give both sides an equal hearing, and that he would not allow one side to take over by virtue of "packing" the meeting with supporters. As one member of the audience said, "If this is how Toastmasters works, it must be a great organization."

After the debate we sent let-

ters of thanks to both speakers. We later received a letter from one of them complimenting the club for the public service it performed in arranging this meeting in behalf of the electorate.

Supervisors' Praise

Our second debate concerned a property tax proposal in California known as Proposition #9. The Marin County Board of Supervisors was asked by many citizens to take a stand on Proposition #9 before election day, but the supervisors declared they would rather wait for our forum, that they would attend as individuals to get more information, and then make a decision. Unbelievable but true, and here is the story from the newspaper:

"Administrator Alan Bruce reported that a public discussion of the propositions will be held at College of Marin on the night of October 24.

"Maybe we can support this meeting and attend ourselves as individuals," suggested Ernest N. Kettenhofen, chairman.

"Supervisors decided it was a good idea."

Another local newspaper gave substantially the same story:

"The supervisors then decided to attend a debate on

Proposition Nine which is to be held on the evening of October 24 in Olney Hall, College of Marin, which is being jointly sponsored by the college and the Toastmasters club."

Place To Go

The supervisors pointed to our forum as *the place to go* and as *the necessary preliminary to making up one's mind on the issue!* This was the result of just one program, our previous forum on gun registration!

Some hidden benefits have begun to accrue to us. The director of the college community education program was impressed with the Toastmasters' handling of the forum. He asked that a Toastmaster serve as a representative of

the public on a new college education committee being set up to get ideas about more meaningful curriculum to meet student demands. Our club's educational vice-president, Dr. Thomas Hart, now serves with distinction on this committee.

On The Map

What other benefits may accrue we cannot anticipate. Whether our other forums add to our success, we are in no position to determine, but this can be said with certainty:

In one bound, Toastmasters has been placed on the map in Marin County, California. We have received more publicity and attention through our public forum than in all our previous years in this area.



Arthur Burton is a past president of Tamalpais Club 1775-57 in San Rafael, Calif. He is district salesman for Chalk Metal Co., Inc., of Los Angeles, and was educated at Brooklyn College and San Francisco State College.

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 numbers 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, Box 10400, Santa Ana, California 92711.

Honor Roll



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

ABLE TOASTMASTER (ATM)

Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

- | | |
|---|--|
| F. J. Stubbart, ATM
Greater Muskegon (Mich.) Club
952-62 | L. S. Hathcock, ATM
Aero Club 2795-40 |
| R. H. Cannon, ATM
Grand Central Club 3061-46 | G. T. Ivey, ATM
Downtown Club 1386-37 |
| M. DeLay, ATM
CPA Club 1470-25 | W. D. Mitchell, ATM
Lexington (Nebr.) Club 3024-24 |
| R. E. Cates, ATM
University Park (Tex.) Club
2984-23 | L. L. Dahms, ATM
Marshalltown (Iowa) Club 1857-19 |
| F. Zuhling, ATM
Victoria (B.C.) Beaver Club 790-21 | F. D. Shirah, ATM
Aerospace Club 3368-14 |
| W. R. Cannon Jr., ATM
Marin Club 890-57 | B. J. Fares, ATM
Youngstown (Ohio) Club 1986-10 |
| K. Urquhart, ATM
Los Caballeros Club 322-50 | W. L. Schuckel, ATM
Bend (Ore.) Club 2999-7 |
| B. L. Szymczak, ATM
Christopher Club 958-6 | J. E. Chinnis, ATM
Solar Club 2183-5 |
| | O. S. Santos, ATM
Capitol Club 194-U |

LEADERSHIP THROUGH SPEECH

Certificates of Progress

- | | |
|--------------------------------|-------------------------|
| F. M. Tenenholz 3261-38 | G. L. Smith 31-7 |
| | J. W. Hose 92-U |

THE ADVANCED SPEAKER

Certificates of Progress

- | | |
|---------------------------------|---------------------------------|
| R. Kuenzel 476-65 | P. K. Fain Jr. 997-63 |
| P. Heft 1771-56 | R. D. Landis 944-55 |
| D. A. Hernandez 2715-52 | H. Wu 322-50 |
| P. L. Larson 1283-50 | J. A. Richards 1398-50 |
| C. S. Allen 1932-48 | C. W. Puckett 1991-48 |
| J. H. Shanahan 3003-47 | J. Boddington 1452-42 |
| I. D. Brubaker 1418-40 | O. D. Remme 2917-39 |
| R. F. Kasmire 3337-39 | M. Little 2578-36 |
| A. J. Stillman 614-30 | B. E. Sumner 2552-29 |
| C. C. Babcock 1412-19 | T. T. Surprenant 2898-18 |
| W. W. Hunt 3026-18 | J. A. Gimbel 2211-17 |
| D. E. Crumpacker 2042-11 | J. Carr 525-8 |
| R. W. Stillwagon 271-6 | R. D. Nicholson 1526-6 |
| W. R. King 2401-6 | O. Redington 27-4 |
| R. H. Selover 3400-4 | C. L. Hockema 3425-F |

Survey Provides Guidelines To Strengthen Your Club



Three out of four new Toastmasters joined our organization after they had been personally invited to attend a meeting and because they are determined to improve their oral communication ability.

Three of four Toastmasters with two years' experience are seeking to refine their communication ability and want new audience speaking opportunities.

These and other findings were gleaned from a survey conducted during September and October by World Headquarters. Some 1,300 new Toastmasters and 1,400 experienced members were selected at random to participate.

The responses identified how new members heard about Toastmasters and what their goals are in the club. The responses also indicated the needs of the experienced Toastmasters.

One-third of the experienced members rate the Toastmasters basic and advanced training programs highest of all TI activities and services. One-sixth rate *The Toastmaster* as tops, while evaluation, speech materials, Table Topics, speaking opportunities, and leader-

ship training are other high-popularity programs. Experienced Toastmasters said that their clubs would better meet their members' needs by providing new speaking opportunities, higher standards of evaluation, and more experience with parliamentary procedure.

The following is a breakdown of the 457 responses to questions posed to experienced Toastmasters:

"What do you feel are the most important items that you want from Toastmasters NOW?"

- Speaking improvement—346
- Outside audience—233
- Complete all three speech programs—112
- Community programs—110
- Club, area, district office—67
- Other — (Gain more self-confidence, more Speechcraft, leadership training, more parliamentary procedure experience, qualified and experienced evaluations, and debate)—51

(Total: 919 due to multiple responses.)

"What materials and services do you like best about

Toastmasters programs?"

- Basic and advanced training programs—139
- The Toastmaster*—78
- Evaluation—42
- Speech Materials—41
- Table Topics—27
- Opportunity for speaking experience—18
- Leadership training—14
- Fellowship—9
- Speechcraft—9

(Total: 377 responses.)

"What have you failed to receive from Toastmasters that would be of value to you?"

- Outside speaking assignments / experience / large groups—40
- Better evaluation standards within club—31
- Parliamentary procedure—25
- Leadership training—14
- More comprehensive evaluation manual—10
- Speechcraft training—10
- Projection into community programs / community service opportunities—10

(Total: 140 responses.)

Action is being taken to meet these members' needs. See International President Potter's "Viewpoint '69", Page 2.

A breakdown of the 635 re-

sponses to two questions posed for new members follows:

"How did you first hear about Toastmasters?"

- Personal invitation—406
- Employer—115
- Own efforts—88
- Other—(Friends, relatives, other organizations)—77
- Toastmasters news—28
- Speechcraft—17

(Total: 731 due to multiple answers.)

"What do you expect to gain from Toastmasters?"

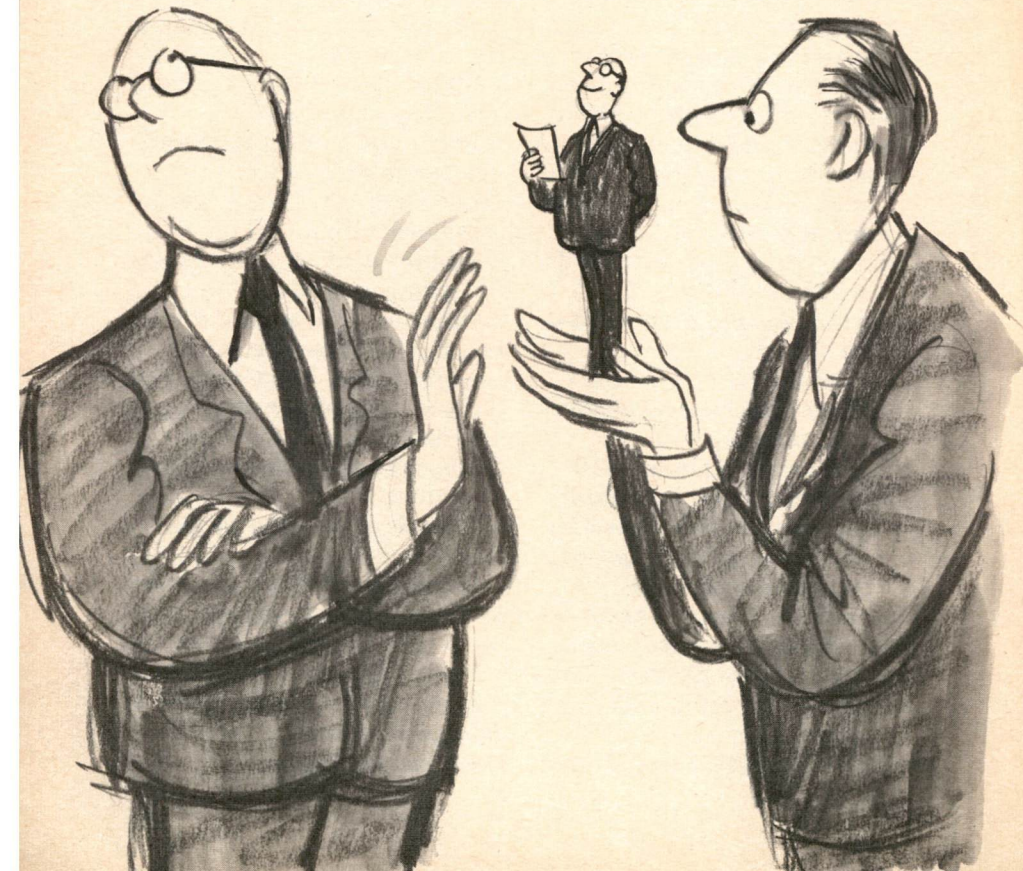
- Improved oral communication ability—405
- Leadership training—374
- Fellowship—114
- Involvement in community projects—82
- Other—(Job advancement, public exposure, improve grammar, learn to listen, parliamentary procedure, develop an executive image, opportunity to air views)—76

(Total: 1,051 due to multiple responses.)

Survey your club's members to determine other needs. Added to the World Headquarters survey, your own membership canvass will be the basis to raise the standard of excellence in your club.

You Can Keep Him, Mr. Toastmaster

By DR. ROBERT C. LARSON



At the end of my performance as Toastmaster of the meeting one night, I was basking in the warm glow of what I considered a job well done when the general evaluator called me up short.

"You do that biographical bit so smoothly," he said. "Why don't you use a different approach when you introduce your speakers the next time?"

A different approach? I didn't know there *were* other possibilities. I always thought a resume of each speaker's *curriculum vitae* and the subject of his speech were enough to do the job.

The remarks of this general evaluator, a new man who had transferred into our club, bugged and intrigued me at the same time. I decided to have a closer look at this matter of introductions.

Standard speech texts let me down. Most of them discuss introductions in the sense of the first part of a speech. Some books categorize introductions as speeches of courtesy, and one even comments that they seldom are done well. (I was beginning to understand why.)

I went back to the general evaluator of that meeting and asked him for specifics. "What did I fail to do with my introductions that evening?"

"You failed to accomplish your main purpose," he said.

"Namely?"

"To put the audience in a receptive frame of mind for the speeches to come. Just saying who the speaker is won't do unless you point out why he is particularly well-qualified to talk about the subject."

"Well, how do you do that without giving biographical details?"

"Don't misunderstand me," he cautioned. "I'm not trying to disparage giving biographical information. You have to, because there always will be guests present who know nothing about the speaker. But only essential information should be presented — at the right time. What you should emphasize is the topic of the speech. You should try to structure your introduction around it, if at all possible."

"That's fine," I agreed, "but just how does one do this?"

"There are several ways. You might try an anecdote or a story, or, perhaps a news clipping that is related to the subject. Once you have done that, it is important to identify the speaker with the topic. What qualifies him to discuss it? (At this point you can bring in brief biographical data about education and job experience.) Did the speaker choose the topic himself or was it an assignment? If he did the choosing, *why* did he pick that

particular subject out of an infinite wealth of possibilities? This sort of information builds interest in the topic."

"Perhaps," I said, "but I don't buy that bit about qualifications. That usually leads to a lot of sugar-coated, insincere hyperbole such as 'No man alive today is better qualified to talk about flying saucers than our own George Smith'—when everyone in the club knows that George is far from expert on the subject."

"Perhaps flying saucers are his hobby," the general evaluator said.

"Don't knock hobbies," he warned. "One night I was able to build all of my introductions around that theme. While gathering background data from my speakers, several days before the meeting, I discovered that one raised racing pigeons, another carved ivory, and a third taught karate. Believe me, I had no difficulty in getting the audience interested in the speakers that night!"

"You mentioned a theme," I said. "You're suggesting, then, that the Toastmaster might wish to build his introductions around a central theme, or something that is common to all speakers on that occasion?"

"Now you're getting the idea. You also can take the opposite tack by pointing out

something that is unique to each speaker. For example, their progress with speech training might be at widely diverse levels. On the same schedule you might have a speaker giving his Ice Breaker, someone who is half way through Basic Training, and someone in one of the advanced programs. It is important to point this out to the audience."

I nodded. "It also is valuable to remind the listeners what the specific requirements are of the speech project each speaker is working on, so that they, and the meeting's evaluators, will have sound criteria in mind when they listen critically."

"Good point. But the important thing to avoid on all occasions is contrivance or artificiality. You must be careful not to force your speakers into your own preconceived pattern, just for the sake of novelty or variety. Remember, you're supposed to be the best man, not the groom. Don't steal a speaker's thunder and, above all, don't embarrass him."

"For example?"

"Well, don't try to tie a speaker's accomplishments or his personal affairs to a joke, just for the sake of humor. This is usually a flop with the listeners, as well as in bad taste. Sometimes it uninten-

tionally can be offensive, and then you've done nothing but get everyone mad at you."

"You're against using anecdotes in introductory material?"

"Not at all. But if used, they must be used well, and the speaker should know what you intend to say. I once used in my introduction of a speaker the same story that he had selected as the end of his talk. He was so flustered and frustrated when he got up to talk that his speech was a fiasco. We're still not the best of buddies."

"How do you avoid a *faux pas* like that?"

"By coordinating in advance with the speaker. Give him a regular interview when you gather information for your introduction. You never know what will turn up that you can use effectively. Too many Toastmasters can't be bothered preparing their introductions, and the people who really suffer from this apathy

are the speakers of the meeting."

"In other words, a Toastmaster should put as much time and effort into his introduction as a speaker puts into his talk."

"Exactly. After all, a proper introduction is really more than just a matter of courtesy—it's vital to a successful meeting. Many a brilliant speech has lost its edge because of a half-hearted introduction."

"One more thing I'd like to know," I said. "How do you know if your introduction doesn't put the audience in a receptive mood?"

"There's one good indicator," said the general evaluator. "When you reach that point in your introduction that goes 'Fellow Toastmasters, I give you So-and-so . . .'"

"Yes?"

"Well, if the audience looks at you as if you could *keep* him, then you've failed."



Dr. Robert C. Larson is a past president and co-founder of Heidelberg Club 1632-U in Germany. The chief of publications for headquarters, U.S. Army, Europe, Dr. Larson earned a doctorate in Germanic philology from the University of Bonn, Germany.

President's Program Progress Report

In response to the president's membership building challenge, the following 31 clubs showed outstanding member gains during the month of November :

Tax Commission High Noon Club 3714-7, Salem, Ore. (17)	Executive Club 1783-25, Dallas, Tex. (7)
Union League Club of Chicago (Ill.) 760-30 (16)	WIIS Club 3411-2, Seattle, Wash. (8)
Burrard Club 1892-21, Vancouver, B.C. (15)	Cactus Gavel Club 120-5, El Centro, Calif. (8)
Beaver Club 1421-21, Vancouver, B.C. (13)	Daybreakers Club 814-6, Edina, Minn. (8)
Portland (Me.) Club 288-45 (12)	Monsanto Club 1267-8, Creve Coeur, Mo. (8)
Gavel & Glass Club 1693-60, Toronto, Ont. (12)	Ottumwa (Ia.) Club 663-19 (8)
Capital Club 3318-47, Tallahassee, Fla. (11)	900 Club 3566-22, Wichita, Kans. (8)
Dauphin (Man.) Club 2991-64 (10)	Prince Albert (Sask.) Club 1318-42 (8)
Pan Am Management Club 1652-47, Miami, Fla. (8)	Yawn Club 3387-26, Denver, Colo. (7)
Beaver Club 1744-60, Toronto, Ont. (8)	Northwestern Mutual Club 2191-35, Milwaukee, Wisc. (7)
Lakeshore Club 1860-61, Dorval, Que. (8)	Beacon Club 2421-40, Dayton, Ohio (7)
Purchasor's Club 3021-61, Montreal, Que. (8)	N.A.I.T. Club 2291-42, Edmonton, Alta. (7)
Sphinx Club 2215-64, Winnipeg, Man. (8)	Brampton (Ont.) Club 2347-60 (7)
Manama (Bahrain) Club 2916-U (8)	C-I-L Club 2577-61, Montreal, Que. (7)
WIIS San Francisco (Calif.) Club 3548-4 (7)	Engineers Club 2579-61, Montreal, Que. (7)
Winnipeg (Man.) Club 250-64 (7)	

The following areas within the designated districts registered four or more Youth Leadership Programs between July 1 and November 30, 1968 :

District 47, Area One (11)	District 30, Area Three (5)
District 28, Area Nine (8)	District 47, Area Four (5)
District 48, Area Two (6)	District 47, Area Nine (4)
District 47, Area Eleven (4)	

The following districts had the most new clubs recorded between July 1 and November 30, 1968: **TCA** and **District 14** (five each); **District 5** and **District 56** (four each); **District 46** (three).

BOOK NOOK

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

SPEECH PERFORMANCE

by Bert Bradley

This paperbound book explores the development of a communicative attitude, an understanding of stage fright, methods of presentation, platform behavior, and physical preparation and adjustment. It is concerned with the total act of presenting a speech. Wm. C. Brown Company, Publishers.

HOW TO CONDUCT MEETINGS

by Wesley Wiksell

A programmed instruction manual on parliamentary procedure is presented in this paperbound book. It is designed to encourage active rather than passive learning. Harper & Row, Publishers.

BASIC TYPES OF SPEECH

by Ralph Borden Culp

This book focuses on strategy as much as tactics. Emphasis is placed on inventing, arranging, phrasing, and presenting ideas and images to a specific audience. Speechmaking is examined in the precise situation in which the speech itself must take place. Wm. C. Brown Company, Publishers.

SISSON'S WORD & EXPRESSION LOCATER

by Dr. A. F. Sisson

A book of 100,000 words and expressions for the speaker who wants to improve his vocabulary and add many more picturesque words to his speaking. Parker Publishing Company.

Seven Ways To Make Your Audience "FEEL" Your Speech

By ARTHUR R. ROALMAN



THE listeners in an audience hear—more or less—any speech. Mechanically, they can't avoid it, unless, of course, they fall asleep or get up and leave. Or the speaker's voice is so weakly carried that it doesn't reach them.

But making an audience hear you is almost incidental to the success of your speech. Your speech will not be memorably successful if your audience hears, mechanically, what you say but isn't moved emotionally. You can talk "at" an audience, but that is a waste for you and your listeners if you don't talk your way "into" them, reach down inside them, stir around in their emotions, excite them, and get them aroused and ready to act.

The key to any successful speech is, "How do you get them to feel your speech, as well as hear it?"

After 20 years of platform

presentations, reading thousands of speeches, and listening to hundreds, I offer seven suggestions that help me. Each has been tested extensively and represents a well-researched distillation.

Feel your speech yourself . . . Projecting emotions is itself a difficult enough task. It's impossible, unless you have a base of emotions from which to project. If you don't believe in a subject, you're not going to get many in your audience to believe in it. The speaker is pathetic if he speaks about something because he knows about it but doesn't necessarily believe in it. He's wooden. He isn't utilizing one of the most exciting human factors: the electricity and power of emotions. To excite your audience, you must be excited.

Don't lean on logic . . . Among the more boring speeches are those that are log-

ical, well-organized, and nicely polished to move from hard fact to hard fact. They are precise mosaics that fit together well. But they are not fused together into an exciting whole. They are parts that fit neatly into place, but they aren't exciting blends of emotional thoughts.

Don't abandon logic when you prepare a speech; your thoughts must hang together well. But don't rely on logic and organization to stir the emotions of your audience.

Say what you believe . . . Too many speakers are shy about saying, forthrightly, what they believe. They sugar coat their raw beliefs. There are few who admit to being gung ho Republicans . . . or Democrats. It's more popular—and less exciting—to be ill-defined independents, which means many don't work hard to improve either party. They're not committed. They're not exciting others with their beliefs, because they don't believe. Maybe, inside, they believe in the Republican or Democratic party, but heaven forbid, they don't come right out and say so. They try to make logical presentations that woo people to their point of view without ever really saying what their point of view is.

First, believe in something.

Then, admit to your belief.

Don't read your speech . . . Nothing is so depressing to the spirit of an audience as a speaker who steps up and reads what he has to say. He obviously doesn't believe what he says, so why should his audience? He isn't excited enough about his subject to be speaking from his stomach and his heart, so why should the audience allow itself to be invaded in those vital places? Don't—don't—don't read your speech!

Dramatize. Do you believe a point strongly? Very strongly? Then say so. Scream it out and really say so. Use an exclamation mark once in awhile! *Underscore*. Hit the subject with blunt, short words. Make the subject look larger than life, don't just stand there and say your country is right. Or wrong. If that's what you really believe, that's something important enough to shout about, to ram home to your audience, to pound the lectern about, to emphasize, to belabor, to yell about.

There are some critical points in even the most logical of speeches, and these are worth bringing out of the grey and ordinary, worth coloring a little more brightly, worth puffing up a bit, worth extra time, restatement, and re-emphasis.

Use words that excite . . .

Tell somebody you saw a "pretty sunset," and they'll probably nod politely and say, "Oh, nice." But tell them you saw the "most glorious, awe-inspiring sunset, one which you'll remember almost forever because of its exciting reds and oranges and blacks—its pale blues and vivid pinks," and you'll probably get a different response. The listener will feel something of what you felt. He'll "feel" what you are saying.

Say something "bothers" you, and your audience may shift slightly in the seats. Say that you are "sick, repulsed, and intensely offended" by something, and the audience will pay attention. If you're mad about something, let your emotions show; if you're strongly in favor of something, show it and say it.

Change that pace . . . Yell at some points in your speech if you feel like yelling. Or whisper at other times. Use short sentences. Or single, tough

words. Then, to relax the audience once in a while, use some relaxing sentences, ones that are a little easier to digest. Surprise your audience with a change in style, just like Denny McLain throws a side-arm curve once in a while to catch the batter who might have become a little too much "in the groove" after seeing a couple of overhand fast balls or sliders. Punt on third down once in a while or throw a pass when the audience is expecting you to run. Such switches in style keep your audience from falling asleep.

Change your pace. Dramatize, speak from your heart, not notes; use words that excite, say what you believe; don't use logic as a crutch; and most important, believe intently in what you are saying. These are the keys to plugging your speech into your audience—poking a little electricity into your speech and, more important, into your audience.



Arthur R. Roalman is director of communications for CNA Financial Corporation in Chicago, and the author of a recently published book "Profitable Public Relations." Mr. Roalman is a past president of Glen Ellyn (Ill.) Club 156-30.

The Speaker's Page



POINT OF EMPHASIS

Many Toastmasters have as one of their goals the ability to express themselves better in conversation, on the telephone, and in prepared talks. To help them accomplish this goal, Speech Construction, the Point of Emphasis for February, can be highlighted during your meetings. A member of the educational committee can speak on the different methods of constructing a speech. Speech construction also can be the theme for Table Topics, with each member speaking about his own method of preparing a speech.

In the **Basic Training Manual**, Speech No. 11, "Construct Your Speech," offers five steps as the framework around which to construct your speech: attention, need, satisfaction, visualization, and action.

February is an excellent time to stimulate your members to move ahead in achieving their goal of better speech construction. Urge them to bring their manuals to meetings. You can find other ideas for highlighting speech construction in **Club Program Planning**.

HOW'S YOUR EYE CONTACT?

Your eyes have a great deal to do with your effectiveness as a speaker. In speaking, the eyes do two major things: they tell you about your audience, and they tell your audience about you.

If you fail to look at and see your audience, you have difficulty in knowing how effective your speaking is. As a speaker, you want to know the gross reactions that come to you—applause, laughter, shuffling of the feet, sighs, etc. You also want to know some of the more subtle effects. Members of your audience will smile, will sit forward to listen carefully, will lean forward to hear better, will sneer, will do many things unconsciously. A good speaker must watch and interpret.

Equally revealing is the eye contact of the speaker. If a speaker looks at the ceiling or out of a window or down at the floor, we say he's unsure of himself, he's not talking to us, he doesn't really care whether we listen or not. Ask members to watch your eyes the next time they listen to your speech.

Make eye contact a point of emphasis for your evaluator.



ONE SPEECH C.O.D.

By DR. WILLIAM S. TACEY

“**S**PEECH-MAKING is easy,” the cheap textbooks say, if written by authors whose eyes are on the profit. “Seven Easy Steps to Speaking” is another popular myth.

“Buy my book of speeches,” begins another come-on, “and you’ll never have to write another speech. The looseleaf binding allows you to slip out the pages you’ll need, and the blanks provided can be filled

in with the names of local people and places.”

“There’s no trick to writing a speech,” declares a man who teaches speech commercially. “Just read an article in the *Reader’s Digest* several times until you are sure of its facts, then stand up and give your speech with strong feeling and deep sincerity.”

Only the gullible can be expected to believe such tripe. Only the dishonest will take

advantage of such gullibility, and only the charlatan or completely naive person will appear on such low-quality advice before an audience.

There’s no effective C.O.D. speech of this type.

There is, however, a C.O.D. speech which will be successful if you spend sufficient time in preparation. It consists of three elements: Content, Organization, and Delivery.

Each Is Important

Each is as important to the speaking process as is any one of the legs of a three-legged stool.

Content requires breadth and depth of knowledge of your topic. For every pound of speech, at least a barrel of information is required. The expert in a field realizes his limitations and makes modest claims. The novice dares make strong statements because he knows so little about his topic that he cannot foresee pitfalls. Key words are mispronounced, statistics are distorted, and illustrations which are not typical becloud the speech of an ignorant speaker. In his ignorance he remains unaware of the faulty content of his speech, curiously wondering at the lack of appreciation shown by his audience.

The qualified speaker, when choosing a topic for his speech,

picks his own brain carefully to discover what he already knows about the subject. He makes note of what he needs to learn and checks facts for accuracy or figures for prudence.

Memory has a way of twisting familiar quotes. For example, it’s not “Money is the root of all evil,” but “The love of money is the root of all evil.” The careless speaker not only may err in quoting when he trusts his memory but may change his whole philosophical approach.

Ask An Expert

One of the better ways to become more familiar with a subject is to interview an expert in it. For any topic there are many specialists or experts for you to interview. A carefully compiled list of questions can elicit a wealth of information from the man eager to talk about his specialty. The advantage of interviewing instead of reading is that you can ask further questions when previous answers remain unclear. Enthusiasm with which answers are given can be catching, later revealing itself as the speaker uses the information in his speech.

The questioner should prepare carefully for the interviews. What are the qualifications of the expert? What has he written that is readily avail-

able for study? Are questions based on it, or is the speaker trying to have the specialist do homework for him? Are questions an outgrowth of some familiarity with the topic, or are they too elementary to draw from the depths of the interviewee's knowledge?

Some means of recording answers need to be available. A portable tape recorder is ideal, but fast writing on a note pad can serve well. The main concern is to get first-hand information and opinions which can be useful as basic information for your proposed speech.

Observation Technique

Observation is a technique for discovering content closely related to personal experience. Are you preparing a speech on men's styles? Haunt the men's shops, your town's leading hotels, the local airport, or wherever else you can observe what stylesetters are wearing.

To understand the difference between *seeing* and *observing*, answer quickly: how many steps must you climb to reach the second floor of your house? Who were the authors of the last three magazine articles you read? What are the names of the first five streets you cross on your way to work? What percentage of the autos which you see every day are of foreign manufacture? If you

can answer all of these quickly, you've been observing carefully. If not, you've been only seeing and will have to be careful to get your facts right when you use them as support in a speech.

Source of Facts

Reading seems to be the most frequently-used source of information by speech writers. Newspapers, periodicals, and booklets are plentiful and convenient. Each has its own strengths and weaknesses. Beware of relying too heavily on any one source. If a newspaper favors one political party, read it, but also read the opposition to try for a more balanced viewpoint. News magazines are worthwhile sources for much valuable data. Remember, too, that every field has its professional journals which are authentic and complete.

Government pamphlets give complete reports, such as the surgeon-general's report on cigarette smoking, on which numerous newspaper and magazine articles are based. Going to the original reports can help assure you that you are getting an account from which little is missing, an undigested factual account that usually is reliable.

Relying on a variety of sources can help assure you that the content of your speech

is reliable. You will amass great quantities of materials that you will be unable to use, but by the time you have studied and analyzed all of it you should be confident that you have the depth of knowledge to give a speech competently.

Analyze Material

Materials selected for speech content must be analyzed so you can grasp their full meaning. Be sure, too, that accuracy of statements or figures has been checked. Any question of whether authorities are reliable must be answered, and the validity of the conclusions they have drawn must be determined. Only after the speech materials have been analyzed carefully is it safe to begin to synthesize—to put the materials into speech form.

Organization of the materials which research and analysis have turned up is the second important step in developing the speech. Ask yourself, "What is the specific purpose of my speech, why am I making it?"

Following the discovery of an appropriate answer, you need to ask yourself, "What shall I say to the audience? What is the main idea of my speech?"

After these questions have been answered, and the purpose and main idea are in

agreement, your choice of main points should be made. Be sure these points actually divide the idea and further the specific purpose. Don't hurry; time saved here will be wasted later. Rewriting or revising your specific purpose, subject sentence, and main points takes little time compared with rewriting a complete outline.

Once the basic general statements of your outline are developed (preferably in complete sentence form) the time has come to insert illustrations, statistics, testimony, and other supporting details. These facts need to be chosen with great care, for they are the heart of the speech. They carry most of the meaning and help the audience understand what the main points of the speech signify.

Catchy Title

Once your outline has been completed it's time to write a catchy title, an interesting introduction, and an authoritative conclusion. Each of these is significant, the first two helping to assure that the audience's attention is caught and directed to the main idea, the conclusion designed to drive home your main idea so each listener can remember and be impressed.

Organization of a speech helps assure you that your ideas are clear and logical, that

each part of the speech is strategically placed, and that the complete package is designed to make the audience do or believe what is expected. A well-developed outline also can help you choose the best of your materials, arranging them to suit your specific purpose more precisely.

Delivery is the most noticeable of the C.O.D. elements, but is of no greater significance than the others. Experimenters often have told us that better delivery and a lower degree of stage fright are assured when a speaker has much of value to say and when his speech is well prepared. Thus, good delivery hinges upon well-selected content and careful organization.

Rehearse It

Once an outline is completed (and perhaps a manuscript written), you need oral rehearsal to help you master your material. Your aim should be to speak so well and be so free of notes that your listeners will think you have great ability as an impromptu speaker. Even the speech you read should sound as if you are engaging in conversation.

Effective delivery is marked by close visual and vocal contact with your listeners. By looking at your listeners you can find inspiration and a sense

of well-being which springs from the friendly attitude of most audiences. As you look at each person, note from facial expression, head movement, and wriggling on chairs the messages which listeners are giving in response to your message.

Important Feedback

Such feedback is important. It will help tell you whether you are speaking effectively. Excessive reading from notes can hide audience response and break eye contact with listeners. If you do not look up, members of the audience find that paying attention is difficult.

Speak loudly enough so you can be heard by everyone. To assure yourself that all can hear, you may want to post a monitor in a back seat to signal when your volume is weak. To make direct vocal contact, keep an enlarged conversational style. To hold attention and please your audience, vary your volume from soft to loud, rate from slow to fast, and pitch from low to high. Each change is determined by the meaning of your words and is designed to keep audience attention and convey understanding.

Use gestures for two purposes: to illustrate remarks and to amplify them. Gestures must spring from inner feel-

ings, from the enthusiasm and concern which are generated as you study your subject. Gestures are assured with deep knowledge of your subject. They can't be rehearsed lest they seem contrived and faulty in their timing. They must precisely and competently supplement the thought being uttered as each gesture appears.

Visual Aids

Visual aids are used for similar reasons and must be carefully prepared. Are they visible to everybody? Before the speech try reading charts or graphs from a rear seat. While speaking watch the audience to learn if all can see. Let them look at the exhibits. Hold objects, such as models, high enough so that even people in the back seats can see. When visual aids are not supplementing your speech they should be

kept out of sight. Put models on the floor or behind the lecturer and drop a curtain over charts or maps to prevent them from distracting the attention of the audience.

Ultimate Test

The ultimate test of your delivery is whether it contributes to audience understanding. Any part of your delivery which tends to distract a listener needs to be modified.

Careful attention to Content, Organization, and Delivery will help assure greater success in your communications.

An old and successful preacher, when asked what his methods of preparation were, answered: "First, I read myself full. Next, I pray myself hot. Then, I rear back and let go." He, too, realized how a speech comes C.O.D.



Dr. William S. Tacey is professor of speech at the University of Pittsburgh and a previous contributing author to The Toastmaster. He earned his doctorate in speech at Penn State University and authored the Toastmasters International "Humor Handbook."



Your Club Programs CAN Build Membership

Do your club programs encourage club growth?

Are they interesting and challenging enough to attract and retain new members? Your guests are your club's most critical evaluators. They are looking at your club from a much different viewpoint than you, who are accustomed to the routine of your meetings, and they decide on the basis of these observations whether their participation would be of interest and value to them.

Clubs which maintain a high standard of excellence in operations and programming have much better results in interesting and keeping members than clubs which allow each meeting to be a carbon copy of last week's humdrum sameness.

It is not difficult to develop a well-run, challenging schedule of varied club programs. New ideas for club programs constantly are being offered to your club each month as a member-club service from World Headquarters.

These suggestions and ideas are sent to all clubs in a monthly publication, TIPS, which

now is mailed directly to the club officer. The ideas and suggestions in this publication are not just for your club officers; they are for *all* club members. If you haven't seen a copy of TIPS, ask a member of the executive committee to let you read his. Then, encourage your educational committee to schedule these beneficial programs.

Recent meeting ideas circulated to your club in TIPS include: devoting an entire meeting to explaining the functions and goals of your current administration's committees, scheduling a special holiday season meeting for recognizing community leaders who supported the club during the year, and planning a program in which members discuss what they want to know about their district's plans, activities, and educational programs.

Program planning suggestions offered in TIPS are designed to help the leaders of your club provide you programs of merit while stimulating club growth. Make your club programs a membership builder.

TM TOPPERS



Torii Club 2502-U at Kadena Air Base in Okinawa annually presents this Spark Plug award to the member who does the most to promote club programs and community activities.

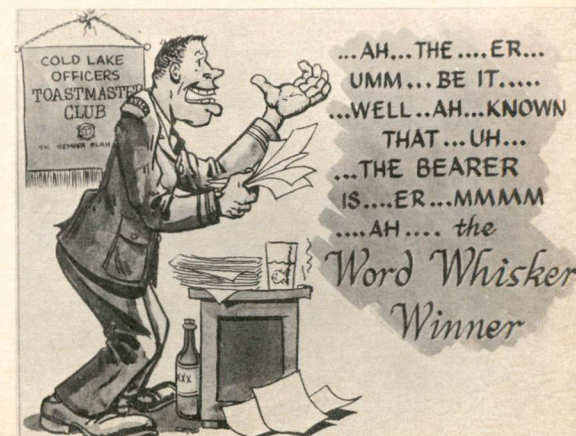


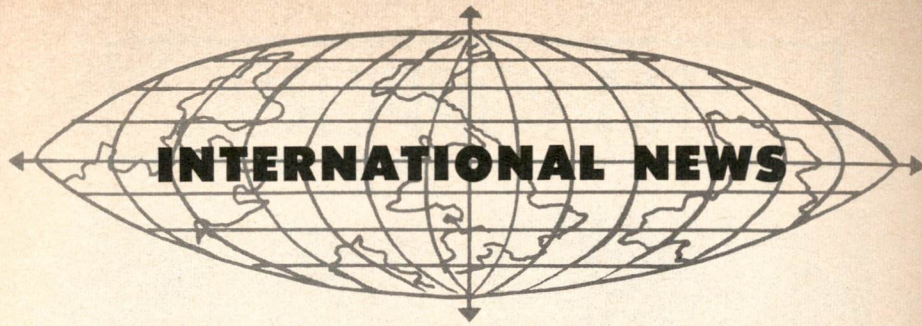
A gasping scuba diver and his catch are displayed on this Er's and Ah's Award to emphasize a need for speech delivery improvement by a member of Lualualei Club 3010-49 in Pearl City, Hawaii.

Too many audible pauses in a speech by a member of Bellwood Club 3282-66 in Richmond, Va., earns him this Wizard of Ah's trophy.



The weekly Ah Award is a cleverly illustrated prize that is presented to a member of Cold Lake Officers Club 1394-42 in Medley, Alta., as a memento of a shaky performance and a reminder to do better the next time.





British Isles Toastmasters on the Move

Toastmasters in Industry, a day-long orientation seminar about Toastmasters, was presented to management trainees of 35 London-based companies by the **Toastmasters Council of the British Isles**. The steering committee for this big event was composed of Eric M. Leitch, TCBI president; former Oklahoma District 16 Governor Gaylord Giles, now of South Ruislip (Eng.) Club 2212-U; Dennis Ryan, director of studies for the British Institute of Management; and Khogu Das of TCBI London. Their goal is 35 new clubs—700 new members—in the Greater London area.

TCA Convention Nears

The **Toastmasters Council of Australia** will conduct its tenth annual convention May 16-18 in Manly, New South Wales. "The Toastmaster" incorrectly reported in the November issue that the convention site was Newcastle. Toastmasters around the world are invited by TCA President Walter Roberts to attend the convention if their business or pleasure trips take them to Australia in mid-May. Details on the programs and activities of the convention can be obtained by writing to Council President Roberts at 4 Viburnum Rd., Loftus Heights 2232, N.S.W., Australia.

Meeting—North America

When Toastmasters from North Dakota, Minnesota, and Manitoba, Canada, observed their second annual **Hands Across the Border** event, North Dakota Governor William L. Guy, a former Toastmaster in Fargo, N.D., sent his official greetings and the occasion earned local news coverage. International Director Les Sutton attended the event, hosted by Peace Garden Club 3152-20 in Bottineau. Plans already are underway for the 1969 program.

Club Hosts Speakers

White Sands Club 3422-23 at the White Sands Missile Range in New Mexico has invited government and contractor management personnel at the range to address the club on problems in communication that they have encountered on the job. The talks are educational and have been beneficial in gaining new members.

In the News

Hazleton (Pa.) Club 2405-38 not only prepares news releases about club activities, but provides the news media with articles about events occurring in the club's Youth Leadership Program. Among the young people's newsworthy activities are their participation in community affairs and appearances on local radio.



DUAL CHARTER PRESENTATION—A dual charter presentation banquet was conducted at CFB Cold Lake, Alta., Canada, for Starfighter Club 1048-42 and Sergeants Mess Club 1959-42. Here District Governor Ronald Chapman (center) presents charters to Lloyd Kuhn, Starfighter club president (right), and Alex Johnston, Sergeants Mess club president.



YOUTH LEADERSHIP IN HAWAII—Decked-out in colorful leis are graduates of a Youth Leadership Program conducted in Honolulu, Hawaii, by MCAFAN Club 737-49 in cooperation with the Koko Head Job Corps. The program's success was attested to by these young men and by Job Corps Training Center personnel.



HONORARY MEMBER—Maj. Gen. A. J. Beck (right), commander of the Warner Robins Air Materiel Area, receives an honorary membership in Aerospace Club 3368-14 at Robins Air Force Base, Ga. Presenting the membership certificate is club President Norris J. Black.

BEARDS ARE 'IN'—Bearded and mustachioed members and guests of NRL Thomas Edison Club 3617-36 in Washington, D.C., devoted a meeting to the history and fascination of beards. Some of the guests now are Toastmasters. This photo was published in the "Naval Research Labstracts" newspaper.



On Radio

A combination Toastmasters interview-demonstration was conducted by **Holloman Club 1580-23** at Holloman Air Force Base, New Mexico, on an Alamogordo radio station. Response to the program was very favorable and a tape recording of the broadcast is being shared among other clubs.

Unusual Situation

Members of **Woodland Club 3051-12** in Santa Barbara, Calif., walked out one-by-one on a humorous speech being given by club President Ross McCoy, but they were merely testing his reaction to an unusual speaking situation. Toastmaster McCoy did so well that he earned the "best performance" award of the meeting.



CLUB ANNIVERSARIES — FEBRUARY

30 YEARS

Business Men's Club 100-F
Santa Ana, Calif.
Modoc Club 98-7
Klamath Falls, Ore.
Pioneer Club 97-55
Casper, Wyo.

25 YEARS

Miles City Club 239-17
Miles City, Mont.

20 YEARS

Magic City Club 572-48
Birmingham, Ala.
Faribault Club 372-6
Faribault, Minn.
Puyallup Valley Club 551-32
Puyallup, Wash.
Port Glasgow Club 529-TCBI
Port Glasgow, Scotland

15 YEARS

Nora Club 1183-11
Indianapolis, Ind.
Scenic City Club 682-19
Iowa Falls, Iowa
Mainliner Club 1213-4
South San Francisco, Calif.
Blue Ox Club 1235-7
Portland, Ore.
Shelton Club 1236-32
Shelton, Wash.
Piedmont Club 1214-37
High Point, N.C.
West Hills Club 1249-40
Cincinnati, Ohio
Mid-South Navy Club 1228-43
Memphis NAS, Tenn.
Hempstead Club 1105-46
Hempstead, N.Y.
Navesink Club 1227-46
Fair Haven, N.J.
Vallejo Club 956-57
Vallejo, Calif.

These clubs are invited to use this opportunity to gain community recognition and send photographs and a story of your special club anniversary event to *The Toastmaster* magazine.

TOASTMASTERS IN THE NEWS



Toastmasters Week

Athens, Ga., Mayor Julius F. Bishop proclaimed **Toastmasters Week** in honor of the Toastmasters International 44th anniversary, and to recognize the three Toastmasters clubs and the University of Georgia graduate student Gavel Club in Athens. Mayor Bishop presented the proclamation to A. A. Fleming, **District 14** governor.

In Company Newspaper

Toastmaster **Alvin S. Kaplan's** appearance with other District 46 Toastmasters on the Alan Burke television show in New York City, N.Y., was the basis for an article in "Chemical Chronicle," a publication of the Chemical Bank New York Trust Co. The article highlighted the benefits which Mr. Kaplan, an area governor and bank employee, has gained from his Toastmasters training.

Impromptu Lecturer

Gerald C. Frewer, secretary of Boeing Atlantic Test Center Club 3965-47 at Cape Canaveral, Florida, spent part of his recent vacation in Great Britain on an impromptu lecture tour for the **Institution of Engineering Designers**. He told audiences of 200 to 380 engineers in London, Birmingham, Newcastle, and Stevenage about the United States' space programs. He also appeared twice on British television and twice on radio. Earlier last year, he earned citations from the Eau Gallie, Fla., American Legion and Rotary Club for his Memorial Day address "Our Most Precious Heritage." Toastmaster Frewer attributes much of his success to his Toastmasters training.



TOASTMASTERS DAY—As part of the Toastmasters International 44th anniversary observance in Broward County, Florida, County Commissioner Earle Kraft proclaims Oct. 22, 1968, as Toastmasters Day. Witnessing the signing is Toastmaster Mike Shane, president of Fort Lauderdale (Fla.) Club 2004-47.

Featured In Article

Harvey (Ill.) Club 1589-30 was the "toast of the town" when a two-page, illustrated article by that title was published in the "Calumet Times" Sunday supplement. Harvey Club Toastmasters provided the newspaper feature writer with lively examples of why people need to improve their communication skills and how the Toastmasters club training meets this need. A typical club meeting provided material for an entertaining and informative feature story.

Realtors Elect

Elected as 1969 director of the largest real estate board in the world, the **San Fernando Valley Board of Realtors**, was Toastmaster **Edward R. Casper** of Van Nuys (Calif.) Club 172-52. Mr. Casper has served as educational vice-president of the Van Nuys club, as an area secretary, and as liaison chairman of the District 52 speakers bureau. He also writes a weekly article about Toastmasters activity for "The News," a Van Nuys newspaper.

Campaign Aide

George F. Haney, a former educational vice-president of ESSO Club 3195-46 in New York City, N.Y., served as assistant director of "Volunteers for Nixon-Agnew" during the 1968 presidential election campaign and was coordinator of the Nixon-Agnew listening post.

Toastmasters on the Move

Toastmasters International Executive Director **Buck Engle** is serving as a 1969-70 member of the American Society of Association Executives educational committee . . . **Dr. J. Frausing-Borch**, educational vice-president of Encino (Calif.) Club 303-52, has been named Man of the Year by the San Fernando Valley chapter of the California Landscape Contractors Assn. . . **Clifford A. Roberts**, educational vice-president of Fair Oaks (Calif.) Club 1481-39, has been named Foothill Farm Improvement Assn. citizen of the year. Mr. Roberts was FFIA president in 1966. . . **J. C. Fisher**, president of 21st Century Club 3746-46 in Bound Brook, N.J., is serving as plant chairman for the United Fund campaign at the Bound Brook plant of Union Carbide . . . Past International Director and New Mexico Republican state finance chairman **George W. McKim** has been re-elected to the board of directors of the National Association of Mutual Insurance Agents . . . **M. E. Schirmer**, mayor of Sioux Falls, S.D., is a former member of Sioux Falls Club 210-41, and **Dr. Dean F. Berkeley**, director of the bureau of field services of the School of Education at Indiana University, is a former member of Sodak Club 224-41, also in Sioux Falls . . . **Anthony C. L. Bishop** of Executive Club 412-50 in Los Angeles, Calif., has been appointed executive director of the Society of Logistic Engineers. Mr. Bishop was winner of the Toastmasters International speech contest in 1964.

Are You Using These Items?

Mr. Toastmaster and Mr. Club Officer, from time to time member materials and club programs will be listed on this page. These materials are made possible at minimum or no cost as part of the service provided by your per capita fees. Make your membership meaningful and maintain a standard of excellence in your club operations and programs by putting these suggestions to use. You will want to check the *Supply Catalog* frequently for other educational or club program aids which will be of benefit to you. Please see your club secretary to consult the catalog for instructions on ordering.

MEMBERSHIP OPPORTUNITIES

	Code No.	Price
What to Talk About	B-16	\$.85
A 71-page booklet providing "1001" ideas for speeches. Thirteen pages are devoted to Table Topics suggestions.		
Saying Grace	929	1.00
Fifty-five forms of giving thanks before meals. Compiled, adapted, and in part written by Dr. Ralph C. Smedley, founder of Toastmasters International.		
The Legislator— Parliamentary Slide Rule	171	1.25
Pocket-size slide rule, guide covers 40 points of parliamentary law. Handy for quick reference.		

CLUB PROGRAMS

Membership Building Program Kit	1159	NC
Kit contains numerous ideas for attracting new members and obtaining club publicity. No charge for first kit, additional kits 25 cents each.		
The Flying Squad	1020	NC
A new speaking experience and a membership builder. It explains how to organize and conduct a 30-minute Toastmasters program for presentation to civic and social clubs and to groups desiring to organize a Toastmasters club.		

NEW CLUBS

As of Nov. 30, 1968

- District 3** VOICE OF MOTOROLA Club No. 2083-3. Meets Wed. 6:15 a.m., Motel 6 Rest., SCOTTSDALE, Ariz. Contact: 273-4631.
- District 11** STATE FARM Club No. 2872-11. Meets alt. Thurs. 4:45 p.m., State Farm, 2550 Northwestern Ave., WEST LAFAYETTE, Ind. Contact: 743-3866.
- District 13** BUCKHANNON Club No. 3615-13. Meets 2nd-4th Tues. 6:00 p.m., Jenkins Hall, W. Va. Wesleyan College, BUCKHANNON, W. Va. Contact: 472-3100.
- District 18** HYDRO-SONICS Club No. 3910-18. Meets Tues. 12:00 noon, Westinghouse Elec. Corp. OR & EC Div., ANNAPOLIS, Md. Contact: 765-5620.
- District 19** YMCA Club No. 3247-19. Meets Tues. 6:00 p.m., YMCA, 101 Locust St., DES MOINES, Ia. Contact: 288-0131.
- District 22** PURCHASING MANAGEMENT Club No. 346-22. Meets 2nd-4th Tues. 6:30 p.m., Brown's Cafeteria, 545 N. Hillside, WICHITA, Kan. Contact: MU 7-2758.
- District 23** ESSAYONS! Club No. 427-23. Meets 1st-2nd Tues. 11:30 a.m. and 4th Thurs. 7:00 p.m., Federal Bldg., 517 Gold Ave. SW, ALBUQUERQUE, N.M. Contact 843-2795 or 282-3990.
- District 38** VINELAND Club No. 3241-38. Meets 2nd-4th Tues. 7:30 a.m., White Sparrow Inn, N. Delsea Dr., VINELAND, N.J. Contact: 691-0350.
- District 40** SOUTH CHARLESTON Club No. 1528-40. Meets Thurs. 6:15 p.m., Rose City Cafe, 220 Seventh Ave., SOUTH CHARLESTON, W. Va. Contact 744-1581 Ext. 7430.
MEAD Club No. 3808-40. Meets 2nd-last Mon.-Fri. 12:05 p.m. Temporarily at Dayton Engineers Club, DAYTON, Ohio. Contact: 222-9561.
- District 44** BROWNFIELD Club No. 261-44. Meets Tues. 7:00 p.m., Joe's Rest., BROWNFIELD, Tex. Contact: 637-3767.
- District 46** 970 CLUB TOASTMASTERS CLUB Club No. 3385-46. Meets alt. Wed. 3:30 p.m., Federal Bldg., 970 Broad St., NEWARK, N.J. Contact: 645-2644.
- District 49** HONOLULU JAYCEES Club 2980-49. Meets alt. Wed. 5:30 p.m., Honolulu Jaycee Hall, 1210 S. Queen St., HONOLULU, Hawaii. Contact: 573-192.
- District 56** ANTLERS Club No. 2947-56. Meets 1st-3rd-5th Tues. 7:00 p.m., Zuider Zee Rest., 6837 San Pedro, SAN ANTONIO, Tex. Contact: DI 1-2469.

DISTRICT GOVERNORS 1968-1969

- F. C. A. (Bud) Welch
 2. Angelo K. Geary
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 4. William L. Stark
 5. Robert A. Thomas
 6. Loyd Goolsby
 7. Ronald E. Ragsdale
 8. Robert E. Downing
 9. William H. Fate
 10. William R. Armstrong
 11. Robert B. Millikan
 12. Alex M. Gunn
 13. Eugene E. Friedline
 14. Attie A. Fleming
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 26. Kenneth M. Garry
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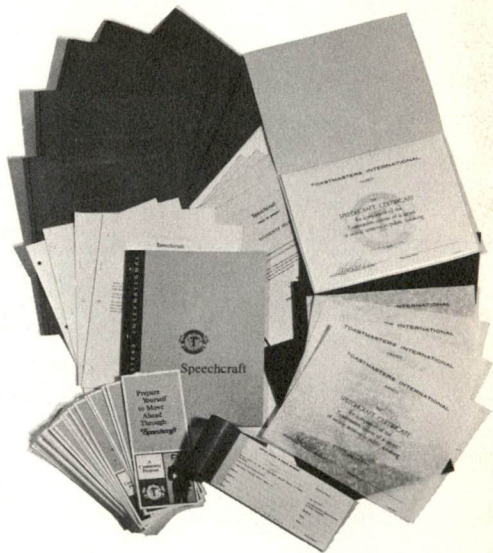
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