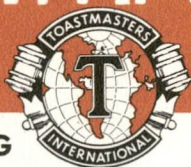


THE TOASTMASTER

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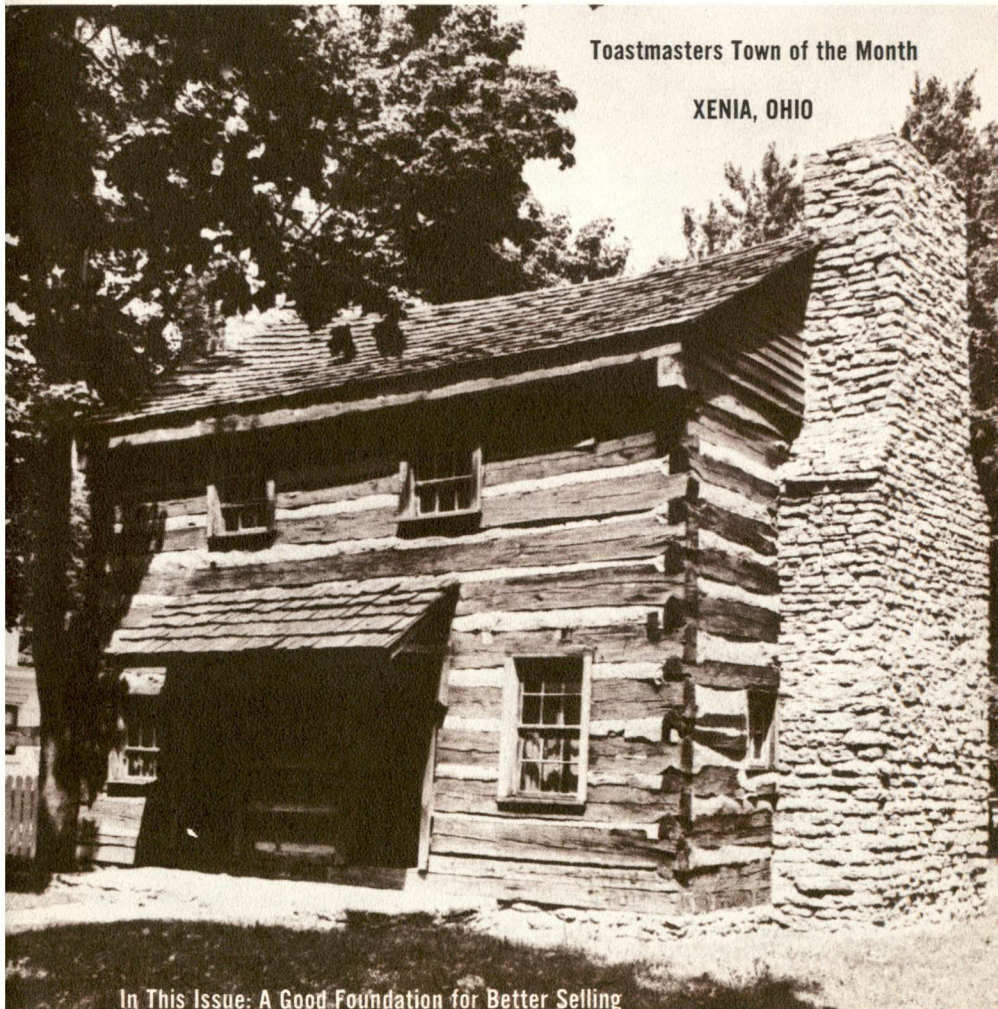


FOR BETTER LISTENING

THINKING • SPEAKING

Toastmasters Town of the Month

XENIA, OHIO



In This Issue: A Good Foundation for Better Selling

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. As of March 31, 1967, these clubs had a membership of 73,608.

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

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

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The TOASTMASTER

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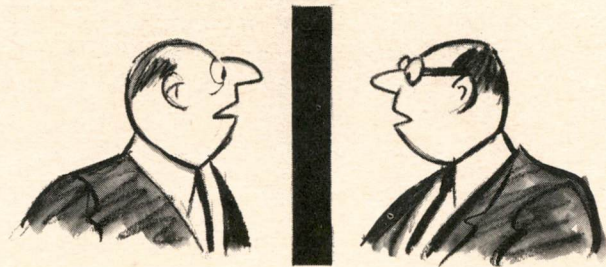
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The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit, educational organization of clubs located in the United States and in other countries and territories throughout the free world. First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92711. The names "Toastmasters" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. Marco Registrada en Mexico. THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright © 1968 by Toastmasters International. Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, Calif. and additional mailing offices. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

WHY Communications Break Down

by ISIDORE STERN



THE "VOICES crying in the wilderness" have never been as many or as insistent as at present. They express the anguish not only of hippies, but also of industrialists, politicians, scientists, and even of military leaders. All complain in one form or another about confusion where there should be meaning, about lack of coordination, about "fouled-up situations," activities, policies, and programs.

One cause for the complaints,

of course, is the difficulty of coping with the informational needs of modern society. As Elton Mayo, former professor of industrial research at Harvard, put it, "We are committed to the development of a high human adaptability that has not characterized any known society in the past."

Although in primitive society collaboration could depend mainly on instinct, adequate communications are essential for

the realization of the complex objectives of modern civilization.

What aggravates our difficulties is that paradoxically there is an expanding cross-germination between the various sciences, and at the same time an increasing need for improving techniques for reporting scientific results and interpretations. In the attempt to keep pace with our acute need for scientific information, a staggering number of books are published every year. Yet even with all the books, the magazines, and the more than 56 million newspapers brought out in the United States each day, insufficient information is assembled and distributed to meet present-day needs.

Nor is it only the lack of techniques for dealing with scientific information that suggests the importance of improving communications. Each day we are exposed to a torrent of words, both verbal and written. We are informed about new developments, urged to do things, asked to cooperate, instructed, advised, warned, and, at times, threatened.

We are human beings, not automatons. We therefore have reason to be concerned about the impact of these messages. As human beings we do not merely react to a signal. We must attempt to understand the nature of our response and then determine our objectives.

But we are confronted with a strange fact. All too often something goes mysteriously wrong with our objectives, and only afterwards is it discovered that the ideas which seemed crystal clear at the time of execution were shrouded in the mists of confusion.

What, then, bedevils our communications?

There can be no doubt about the answer. Communications do not always reflect rationality. Words can be used not only to convey ideas, but also to conceal ideas. Numerous factors affect our ability to understand messages and make the right response to them.

Use of incorrect communication techniques is the most familiar communications barrier. Obviously, a speaker or a writer can perform his function properly only if he has the ability to formulate his thoughts in a way to make them understandable. Communications will be deficient unless he aims at clarity, not fog; at capturing confidence, not hostility; being interesting, not boring; being persuasive, not ignoring the needs of his audience. The ability to formulate thoughts properly is often lacking because of ignorance of communications techniques.

Also contributing to confusion is the deliberate or subconscious twisting of meanings to make communications obscure or to

falsify ideas. It is well known that in totalitarian countries dictators pervert language to make it easier for them to dominate people. But what is not as well recognized is that even when no conscious, malicious intent is involved, people often befog or distort language because of subconscious feelings of weakness. In such cases their real motives may be to make things appear better than they really are and in that way stifle criticism; to create the impression that they possess expert, professional wisdom (by use of a terminology known only to a select few); to make the uninitiated believe that expert handling and knowledge is required and that only a select few are equipped to take care of the problem.

Don't See All Aspects

Another impediment to communications is the peculiar blindness called *lack of perspective*, an affliction that causes people to fail to see all relevant aspects of a problem. There seems to be a natural disposition to get into this state of mind, for as Schopenhauer noted, "Everyone takes the limits of his own field of vision for the limits of the world."

It is lack of perspective, according to one diplomat, the representative of a small country, that explains much lack of agreement in international affairs.

He recently complained on a

television program that international conferences devoted to disarmament had achieved nothing whatever. When asked why this was so, his answer was that all proposals advanced ostensibly in the interests of peace were based on the assumption that disarmament is possible only in a world that has no police functions. Thus, failure of the big powers to pose the right questions led, he said, to proposals that could result only in increased nationalism.

Vision Limits Perspective

This is not the place to discuss the merits of his analysis. It is worth noting, however, that even issues involving matters of life or death can be affected by false emphasis in the interpretation of problems, and that the resultant lack of perspective is easily induced by the tendency to assume that nothing exists outside the sphere of one's range of vision.

Still another impediment to communications takes the form of emotional reactions which interfere with thought processes.

Thus, the exchange of views necessary between people often is thwarted when it means an exchange with a stranger or an enemy. On logical grounds, of course, there seldom is justification for failure to take necessary steps to initiate and maintain communications.

The assumption that, regardless of the point at issue, you have more in common with your friend than with your enemy is often fallacious. Even if you do belong to the same church and the same political party as your friend, there are numerous other matters, cultural or scientific, on which you may find more things in common with an "enemy" than with a friend.

Among notions that block communications are other emotionally motivated assumptions, such as the following: what one does not understand must have substantial validity because it comes from authority; someone who disagrees with you must be stupid and, therefore, there is no point to further discussion; what has been in existence for some time must be correct and should not be questioned.

Assumptions Are Biased

Since most of our assumptions are linked to our own value systems, the emotions galvanized by thoughts that affect our sense of what is important react positively or negatively like the charges which affect electroplated metal. For this reason, there is bound to be lack of adequate communications between countries having points of view as different as those held by the United States and the U.S.S.R.

Obviously, the points of view depend not merely on different

interpretations of fact, but on the values that precede any attempt at interpretations.

In the face of these difficulties, what can be done?

First, communications must aim at avoiding incorrect communication techniques. We must overcome personality traits which might lead to failure to assess the listener's or reader's level of comprehension; readiness to elucidate the obvious; subjectivity masked as objectivity; incompleteness of presentation; wordiness, vagueness, or pomposity.

Like a Chess Game

In general, communications can be compared with a game of chess. As all veteran players of that game know, there are particular techniques for the opening, middle game, and end game. So it is with speaking and other communication techniques. Strategy for the employment of the right techniques is important, especially in enabling one to organize properly the ideas which must be communicated.

In addition to knowing what to do, it also is important to know what *not* to do. More than mechanical application of rules is necessary to make material acceptable for proper interpretation. Attention to techniques helps, but cannot prevent dullness, irrelevancies, and lack of objectivity caused by wrong attitudes.

Very little can be done to alter what is said or written by those who deliberately or unconsciously distort communications. To the extent that counteraction is possible, it must involve measures that can result in a critical state of mind and an appreciation of honesty.

The reasons for this are obvious. When people are capable of critical judgments, they are unlikely to accept unchallenged statements that are contrary to fact. As for honesty, this is an essential ingredient for any system which aims at effective interchange of ideas, for everything that represents a step away from the truth is reflected in deficient communications.

Measures Suggested

To the extent that corrective measures are possible to overcome lack of perspective, they require:

A) *Use of correct language.* Tarzan talk is not just a poor literary product. It constitutes an inadequate framework for the expression of thought. Just as correct use of words provides a basis for mutual understanding, so use of words without regard for precision—as in the growing tendency to substitute obscenities for literal constructions, or in the new language practices that condone distortions in grammar, or in the deliberate distortion of language by totalitarian

states—leads to distortion of ideas.

B) *Awareness of the needs of the intended audience.* Failure of listeners or readers to get a clear picture of what is involved in communications results in distorted views. But what does that signify? Understanding an idea involves more than just knowing the meaning of the words used to express it. There is also the matter of the needs of the intended audience.

Focus Needs Adjusting

C) *Removal of interference with the processes of communication.* As illustrated by the narrow mentality of the average communist, who recites his Marxist dogma and points to economic exploitation as if it accounts for all human motivations, propaganda tends to focus attention on isolated aspects of life without regard for the total picture, and therefore serves as a technique for controlling minds. Counter-propaganda is necessary to overcome this interference with the capacity to see things in proper perspective.

D) *Opportunities for "generalists."* Lack of perspective is, to a considerable extent, inevitable in situations involving specialization—knowing more and more about less and less. Therefore, such situations should be accompanied by activities that can result in an exploration of the

over-all scope of problems.

In her book, *The Essence of Management*, Mary Cushing Niles says: "Each person has responsibility to contribute from his knowledge and skill toward new and better operations or means of handling problems. This, however, does not mean that the contribution of each person is the same. The person at the work bench sees only what is within his range of vision and within his source of information. The specialist, such as the lawyer, sees it from his technical approach. The manager perceives an over-all view. When communication is good, these three pictures may fit together into an excellent guide for action. Neglect of any of them may throw a decision off the track."

Because of the increasing complexity of technology, the present approach to the over-all scope of problems, despite the best efforts

of managers, is usually unorganized and haphazard. There is need, therefore, for a new kind of technician, neither manager nor specialist, capable of handling the work functions which combine various disciplines.

No doubt communications in the future will improve because of the development of techniques that should permit elimination of routine tasks. Yet only a breakthrough in the understanding of human psychology can bring about a truly significant change.

Until such time as that may evolve, instead of merely recognizing communications as a problem for analysis, we have reason to attempt to control, as far as possible, the irrational aspects of life that lead to communication breakdowns.

★ ★ ★

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

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Memo From Your President



Almost every day in one of our cities some civic group gets together and decides to have an "event." A friendly public relations agent is persuaded to donate his time, gives advice on how to do things properly, and prepares copy and pictures for a big splash in the newspaper. And then — nothing!

There is an adage in the public relations business that you can't sell any tickets to such an event without publicity, and you don't sell a single ticket through publicity, either. A good public relations man can create an atmosphere of acceptance, but someone still has to go out and push the tickets. Too often this is forgotten, and disappointment results.

One of the key items in our International program for the year is a *net gain of five members in each club*. A net gain — not just five new members to replace dropouts. As president of Toastmasters International, one of my jobs is to help you with this. With the aid of our staff and consulting experts I spend a considerable amount of time creating favorable public relations for the organization through newspaper, radio, T.V. and other media, and meeting with groups outside T.I. who can be helpful.

Our aim is to create an over-all climate which will make it easier for you to sell a prospect on becoming a member — make his reaction one of "I've heard a lot of good about Toastmasters and am proud indeed that you've asked me to join," rather than "Toastmasters — what's that?" or even worse, "Toastmasters? Isn't that the half dozen guys who meet down at Joe's Bar and tell funny stories?" But creating this atmosphere is as far as it goes. *We can't get the members for you.*

No one will beat a path to your door because he has read something good about T.I. in the press, or because he has just seen the International president on television. Members don't just happen — they have to be asked to join. By YOU. The International challenge is designed to make your club better by adding to its strength. Are you prepared to bring in a new member this month?

Lotha

Lothar Salin
International President

XENIA, OHIO Toastmasters Town of The Month



XENIA, OHIO, county seat of Greene County, was founded in the fall of 1803, the same year that Ohio became the Union's 17th state. The city's name is a Greek word which means "hospitality."

More than 200 years ago the Shawnee Indian nation had its headquarters in a village three miles north of Xenia. The village was the hub of Indian activities, with trails leading to it from Kentucky, northern and eastern Ohio, and other areas. This village is known today as "Old Town."

The famous Shawnee chief Tecumseh was born near Xenia in 1768. Tecumseh organized a confederacy of western and southern Indian tribes that fought the advancing white man for many years. Finally, after having destroyed Old Town four times, the pioneer forces gained control of the territory. The historic heritage of Xenia is preserved in Galloway Cabin, shown on the cover.

Xenia was incorporated by an act of the Ohio legislature in 1817 and became a city in 1834. The arrival of the Little Miami Railroad in 1843 gave the city its first big industrial impetus. It since has prospered as a trading center for one of America's richest agricultural sections. Diversified crop farming and livestock breeding have made Greene County a leading agricultural region. Today Xenia's population is more than 26,000, with a population of more than 100,000 in its metropolitan area.

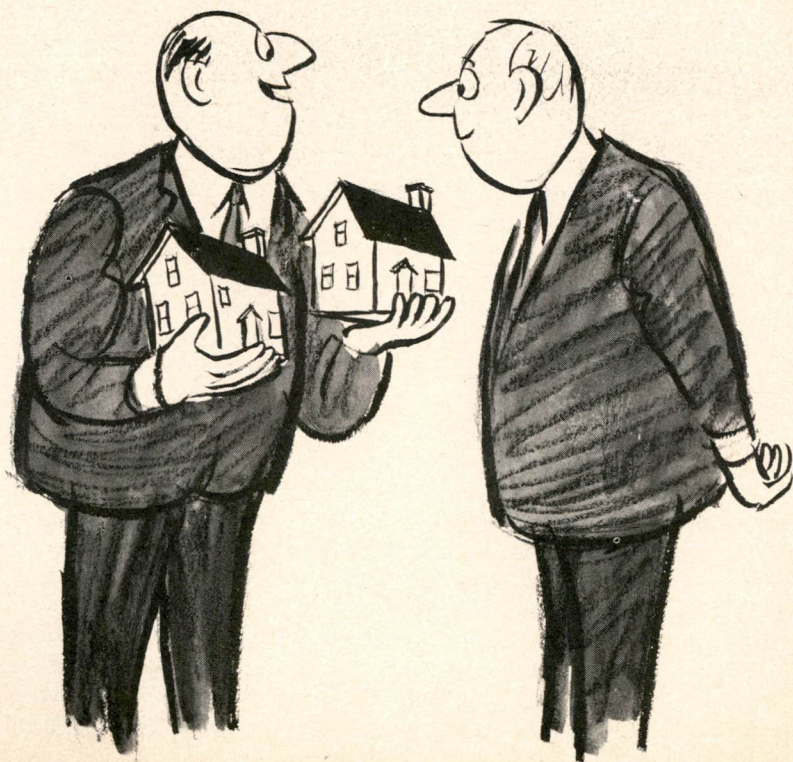
The charm of rural countryside is only a few miles from the center of this bustling city, and five covered bridges still are standing in the immediate area.

Members of Xenia Toastmasters Club 2221-40 have been taking an active part in community affairs of their city. Letters from Xenia's mayor, Chamber of Commerce, the editor of the local newspaper, and the manager of a local radio station attest to the club's contributions to the community. Members have worked on a successful fund-raising drive for a local junior high school, have been active in Y.M.C.A. affairs, and have helped support a local orphanage.

Real Estate Groups Find Many
Benefits From Toastmasters

by LEE DOUCETTE

A Good Foundation For Better Selling



MOST TOASTMASTERS are aware that many companies have benefited from the Toastmasters training that various employees have received and put to good use in their daily activities.

I am certain that a good-sized volume could be written about company advancements directly attributable to the down-to-earth, practical information received in the workshop atmosphere of Toastmasters clubs.

It is not my purpose to restate the benefits of Toastmasters, although I could present a strong argument about why I personally feel Toastmasters is so very important. I do, however, want to pass along some facts about how an entire industry has greatly profited by Toastmasters.

The Greater Minneapolis Area Board of Realtors is a professional trade association of real estate men and women who are engaged in various phases of real

estate. In all, the board serves more than 250 different firms with more than 1,400 real estate salespeople.

Realtors Club 2512-6 was organized in 1962 to help real estate salespeople gain the poise and confidence necessary to be effective in the field of selling. The club was an immediate success among members of the association.

Unlike most clubs, the Realtors Club meets for breakfast. Meetings start at 8:00 a.m. and are over by 9:30 a.m., thus enabling members to have the full day and evening for their work.

Realtors Club membership is made up primarily of men in the real estate business. In all, there are some fifteen different firms represented by the present membership. Men engaged in non-real estate work, however, are welcomed and invited to join our club. There are, for example, sev-

eral insurance men who currently are members.

The enthusiasm of the Realtors Club membership has been high right from the beginning. All members pitched in to earn for the club the "Outstanding Club of the Year" award from District 6 in 1966.

A more important aspect of our club, however, is what it has done for its members.

Looked Bewildered

I remember one young man in particular who came to a meeting looking a little bewildered. His sales manager was an active Toastmaster and had highly recommended Toastmasters to this young salesman. In fact, I think the sales manager made it a requirement for continued employment. When he was asked to stand and introduce himself at this first meeting, our hearts went out to him. This young man was so shy and unsure of himself that he could barely state his name and firm affiliation.

We watched with pride the rapid growth this young man enjoyed in the coming months. We could almost see his growth with each week's meeting. This same man went on to win the Realtors Club speech contest in less than two years. He has been called on by the Board of Realtors on several occasions to speak before industry groups and has always done an outstanding job.

Several of the speeches developed and delivered by members of Realtors Club have been so good they have been used in one of the real estate publications.

In addition to individual accomplishments and improvements due to Toastmasters, we feel that our entire industry has profited.

One of the most important functions of our board is that of education. As part of our over-all educational program, we hold membership meetings on a regular basis. It seems that each year our Board of Realtors president appoints a Toastmaster as chairman of the program committee, which lines up and develops programs.

Toastmasters Serve

During the past four years, four Toastmasters have held the chairmanship of this important committee. The program committee chairman not only is responsible for lining up programs, but also acts as master-of-ceremonies at each membership meeting.

In addition to a regular schedule of membership meetings, we have a continuous need for members of our board to serve on panels and speak to civic and fraternal organizations concerning real estate. The members who are Toastmasters serve as a good source for us because of their improved ability to partici-

pate in various types of programs.

Our experience shows that Toastmasters club participation provides an improved understanding of how a program should be conducted, so whenever a moderator is needed for a meeting, we always consult the Toastmasters roster.

There is an indirect, yet equally important, benefit for the real estate industry. Salespeople from competing firms have gotten to know each other better, which has helped to improve inter-company cooperation in the area served by our members.

One of our proudest accomplishments occurred earlier this year when three members of Realtors Club were elected as officers of the Greater Minneapolis Area Board of Realtors. A fourth officer of the Greater Minneapolis Board of Realtors, while not a member of the Realtors Club, is an active member of North Hennepin Club 2464-6.

Their Toastmasters training has been drawn upon many times since their election to of-

fice. They will, I am sure, continue to find new benefits from their Toastmasters experience as they proceed with their duties during the balance of the year.

Another interesting fact is that, while not done by any particular design, six of the board's thirteen directors either are active or former members of Toastmasters.

Because Realtors Club was so successful and filled such an industry need, a second club, Early Birds Club 3907-6, was organized in 1965. And, more recently, our neighbors across the river, assisted by Past Toastmasters International President Emil H. Nelson, a Realtor, organized St. Paul Realtors Club 1199-6.

We are most pleased with the success that the Minneapolis-St. Paul area Toastmasters clubs have enjoyed and feel this success is reflected in the many contributions to our industry. The Toastmasters program not only assists our members, but these members are better prepared as individuals to make contributions to the real estate profession.



Lee Doucette is a charter member of Realtors Club 2512-6 in Minneapolis, Minn. He has served in various capacities at area and district levels and is presently club extension chairman for District 6. Doucette is executive secretary of the Greater Minneapolis Area Board of Realtors, executive secretary of the Minnesota Association of Realtors, and treasurer-manager of the Realtors Credit Union. He is a member of the executive officers council of the National Association of Real Estate Boards.

Plan Your Family Vacation Now

Miami Beach, Florida, Aug. 14-17, 1968

Miami Beach . . . a vacation paradise for more than 2 million visitors every year. Enjoy the miles of white, sandy beaches, the unlimited choice of fine restaurants and things to see, sunning and swimming, deep sea fishing . . . and above all blue skies and brilliant sunshine that add extra excitement to every pleasure.

Visiting Toastmasters and their families will stay at the famous Deauville Hotel, the 1968 Toastmasters International Convention headquarters. There is dancing nightly, outstanding food served in gracious elegance in the Richelieu Room or the sun-filled Terrace Patio. Enjoy the hotel's 550 feet of private beach and two swimming pools, a short golf course, the Cabana Colony, and the sun decks.

HEADQUARTERS FOR FUN — The beautiful Deauville Hotel, with its 550-foot private beach, two swimming pools, and sun decks will be the home away from home for hundreds of Toastmasters and their families.



A THOUSAND AND ONE LIGHTS — The bright lights of Miami Beach reflect the thousands of after-dark restaurants, night clubs, and entertainment spots open all year. Balmy ocean breezes make the nights in Miami Beach cool and enjoyable.



TREES IN THE BREEZE — Sun and relaxation are everywhere around Miami Beach. Clean white sands and warm ocean waters make Miami Beach one of the favorite resorts in the United States.

PLAN NOW FOR THE POST-CONVENTION TOUR TO TROPICAL NASSAU

Don't miss the chance of a lifetime to see Nassau, Bahamas. A special tour is being arranged for Toastmasters and their families to enjoy this island paradise at low group rates. Enjoy three days and two nights including air fare from Miami Beach, hotel accommodations, meals, and tours. More details later.

PR=

PERSONAL RESPONSIBILITY

by ROBERT B. STEWART



A FORMER UNIVERSITY president once said, "I divide the world into three classes of people — the few who make things happen, the many who watch things happen, and the overwhelming majority who have no notion of what's happening..."

Recent history has proven that Toastmasters are active men, willing, and usually qualified, to make things happen.

I say *usually* qualified because there are too many Toastmasters who are not versed in the art of public relations, and it definitely is an art to be able to relate effectively to the mass public in general.

George Washington said, "Truth will ultimately prevail where there are pains taken to bring it to light."

I question whether all Toastmasters are willing to take the necessary pains to further communicate their personal goals and the goals of Toastmasters.

One definition of public relations is: "Either do what the people like or make them like what you do."

In Toastmasters, we have the best of all possible situations because, in fact, we are doing what the people like: training and developing competent and concerned public speakers, who, in turn, are appreciated and enjoyed by the public.

Now this form of Utopia sounds great, but before you are

lured into a false sense of security, let me profligate your confidence by stating an absolute condition. To attain the goal of good relations in your community, you must have a proper and functioning public relations program within your club!

I have suggested that the initials P.R. stand for personal responsibility, both in and out of Toastmasters. Let me word it differently and say, public relations is *your* personal responsibility.

We are surrounded with hundreds of examples of both good and poor public relations, and there are many Toastmasters that swing to and from both categories, much like a pendulum.

Let us assume, for the sake of reaching a conclusion, that all Toastmasters clubs are striving for effective public relations. Let us also assume that each club has appointed a public relations chairman.

At this point, we must realize that public relations cannot work correctly if we delegate the responsibility to one person. The truth is clear. Effective public relations must be the personal responsibility of *each* member of your club.

Public relations encompasses a great deal more than just publicity.

Public relations is inviting guests and making them feel wanted, welcome and involved.

Public relations is producing

a timely club bulletin which is mailed to people other than club members, such as local newspapers, radio and television stations, community leaders, club guests, and World Headquarters.

Public relations is having each club member assume pride in the Toastmasters program and "talking up" his club and program around his friends, family, and associates.

Public relations is developing and disseminating information on club and individual achievements.

Public relations is taking advantage of materials and programs originating from Toastmasters International.

Public relations is making your community aware of your club, its members and what Toastmasters has to offer, not only to prospective members, but also what Toastmasters International has to offer the community through its programs and members.

Ask yourself what community does not need better prepared and trained leaders to support the growth of its area.

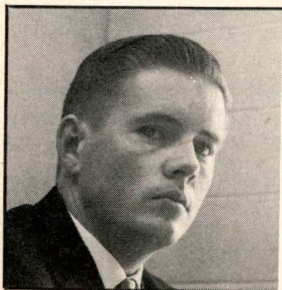
Public relations is offering such programs as Speechcraft and Youth Leadership to your community. By providing these programs to your community you help tell the Toastmasters story in a vivid manner that will evoke a sanguine opinion of your club and its members.

Public relations is recognizing and promoting memorable events and anniversaries within your club and Toastmasters International.

Good public relations is achievable only when each Toastmaster is personally doing his job well and adequate recognitions are recorded in the proper media. The purpose of an imaginative public relations program within your club is to create a climate of "acceptance" for the Toastmasters concept.

Remember, favorable public relations is good performance, publicly appreciated. Toastmasters are doing a job that people think well of, but it is your personal responsibility to intelligently and deftly call it to the attention of others.

It is up to you!



Robert B. Stewart is a member of St. Petersburg Club 2284-47, St. Petersburg, Fla. He is a former president of Winter Park (Fla.) Club 3674-47, immediate past District 47 public relations chairman, and presently is serving as lieutenant governor for the western division. Stewart is director of public relations of Florida Presbyterian College in St. Petersburg.

New Speechcraft Material Now Available

Several new items for helping clubs organize and conduct Speechcraft courses have been developed and now are available from World Headquarters in Santa Ana. The materials were developed in response to the increasing number of clubs that are presenting the eight-week course as a community relations activity and membership building technique.

Clubs that present Speechcraft in their communities report that civic leaders and news media display a great deal of interest in the program as a valuable contribution to the community and that considerable publicity for the club results. Most clubs that have used the program report Speechcraft is one of their best ways to attract new members. A nominal student fee of \$15 to \$25 is generally made by the club. Many of them apply this registration fee toward semi-annual club dues as an inducement to continue as a member.

These clubs have found that business and industry encourage employees to take Speechcraft and that a visit with a personnel director or training director usually results in several potential students. Other sources include adult education programs and groups of professional people such as doctors, attorneys, architects, accountants and engineers.

Several new items, including a presentation folder for the students' completion certificates and a student project handbook, have been made into a kit that will provide the club all the necessary materials to organize and present a successful Speechcraft course. See the back cover of this issue for more details.

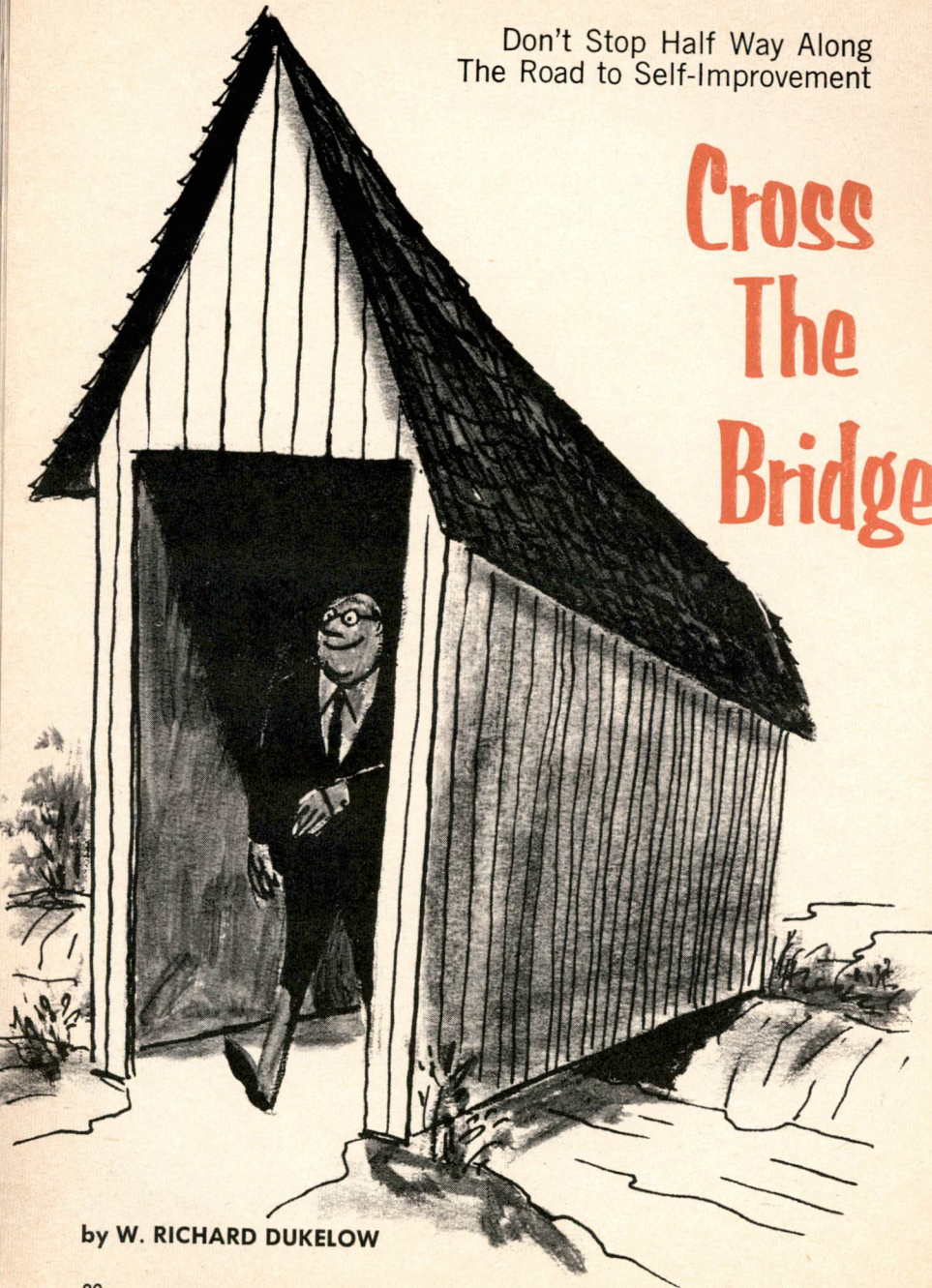
A featured item in the kit is an all-new two-color pamphlet (Form 207), "Prepare Yourself to Move Ahead," designed to attract potential students to register for the course. A quantity of these are included in the kit and additional copies are available for one cent each, plus 10% packing and shipping.

Also available in addition to the Speechcraft kit is a new information sheet (Form 203) that explains how the course is presented and what the benefits are to the club. It will be sent on request.

Be sure to include your club and district numbers when ordering or inquiring about these materials. All materials in the kit are available on order as separate items.

Don't Stop Half Way Along
The Road to Self-Improvement

Cross The Bridge



by W. RICHARD DUKELOW

DISCUSSIONS OF various Toastmasters training programs too often revolve about questions of the value of speech training.

To well-informed Toastmasters the value of this training, including the advanced programs, is obvious. Similarly, the basic content of *The Advanced Speaker* and *Leadership Through Speech* must be considered as sound and informative.

As Toastmasters interested in a dynamic growth of our organization we might best consider the implementation of the advanced programs themselves.

If the value of the advanced programs is obvious, and if they are soundly constructed for maximum educational value, why, then, do clubs exist when only one or two Toastmasters are enrolled in the advanced programs?

Why do we have clubs in which active Toastmasters who have completed the *Basic Training* program continually present "extras" rather than begin an advanced program? More importantly, what can we do to stimulate interest in the advanced programs?

To answer these questions, a questionnaire was sent to all Toastmasters who had completed the *Basic Training* program in Area 22 of District 14. They were asked if they were in one of the advanced programs

and why (or why not). They were asked to indicate if they hoped to complete one or both advanced programs. Finally, they were asked what they could suggest for better utilization of the present programs.

Their answers to these important questions were quite interesting.

Seventy per cent of the Toastmasters questioned were enrolled in one of the advanced programs. Twenty per cent were in a state of transition between *Basic Training* and the advanced programs. (Should this state of transition even exist?) The remaining 10 per cent were in neither of the advanced programs and did not intend to start them.

All of these men were active Toastmasters and intended to remain active with their clubs. All had held at least one club office, and over half had held a club presidency.

Asked why they had initiated the advanced course, most men responded with an answer relating to their job or profession. This is of interest because beginning Toastmasters often relate their motivation to personal development of communicative skills. Their prime interest is to become a better speaker.

It appears that there may be a slight motivational difference for Toastmasters who participate in advanced programs to gain

advancement in their chosen profession, rather than merely attain basic communicative skills.

When they were asked what might be done to attract other Toastmasters into the advanced programs, there was overwhelming praise for the programs as they exist today. One would be hard pressed to deny that Toastmasters enrolled in the advanced programs are enthusiastic about their effort.

These men did indicate that a Toastmaster completing *Basic Training* must overcome a tendency to feel that he has mastered the art of speaking.

Suggestions Made

There was a general tendency to desire a more accurate means of measuring progress in the advanced programs. The beginning Toastmaster measures his degree of proficiency by his progression through the twelve basic training assignments and his evaluations. Advanced Toastmasters are not content with this, and several suggested point systems of evaluation for advanced speakers. Nearly all felt there was a tendency among Toastmasters to "whitewash" the evaluation of the advanced speaker.

Some men suggested the usefulness of a club composed of only advanced Toastmasters, or alternatively, extra meetings for special practice of advanced

Toastmasters. Sixty per cent of the respondents emphasized the need for outside speaking engagements and made reference to the problems associated with continually presenting speeches to the same group of 20 to 30 men (their Toastmasters clubs).

(EDITOR'S NOTE: The Speakers Bureau and Flying Squad programs have proved to be particularly useful techniques for providing speaking engagements for club members outside their own club environment.)

Two men suggested they be allowed to complete advanced program assignments by speaking to other groups with a Toastmaster-evaluator in attendance.

Deal With Past

The foregoing comments are of interest because they represent the opinions of men currently involved in the advanced programs. They are only retrospective in nature, however, and deal with the past. They only indicate the problems without suggesting specific solutions to specific problems.

As area governors, club presidents, or individual club members, we must be vitally interested in what can be done *now* — at the meeting this very week, to emphasize and promote the advanced Toastmasters programs.

Of the suggestions made by the respondents to the question-

naire, three can be implemented immediately:

Use the correct nomenclature for the advanced programs. Let's call them by their proper names. The "Beyond Basic" program was terminated several years ago and replaced by two dynamic and progressive speech programs. Yet many clubs continue to refer to all advanced Toastmasters programs as "beyond basic."

Use of intra-club publicity by the presiding Toastmaster. When an advanced Toastmaster is introduced to speak, announce his name, title, speech assignment, and the advanced program he is in. This will make the beginning Toastmaster aware that several advanced programs exist and, at the same time, inform him of the content of these programs.

Use of active demonstration by advanced Toastmasters. In the advanced programs there is no strict requirement that the speeches be presented in numerical order. By rotating advanced

Toastmasters to different assignments, the complete diversity of the two advanced programs can be emphasized.

The speaker should be required to correctly fulfill the speech assignment, and his speech should reflect considerably more preparation than his earlier speeches. The advanced speaker has an obligation to demonstrate proper skills to younger members every time he approaches the lectern or stands to address the club.

The Advanced Speaker and Leadership Through Speech programs are among the most exciting and stimulating aspects of the Toastmasters program. With their proper use, a club can be strengthened to the point where membership problems are decreased considerably.

How about your club?

Is an advanced Toastmaster going to speak this week?

If not, what are you going to do about it?

W. Richard Dukelow is a member of Cedar Hills Club 751-7 in Beaverton, Ore. An assistant research professor of biochemistry at the University of Georgia, he is currently a visiting scientist at the Oregon Regional Primate Research Center. An article on parliamentary procedure by Dr. Dukelow appeared in the July, 1965, issue of THE TOASTMASTER.



Listen, Think, and Then . . .

Identify With Your Audience

by R. W. O'BRIEN



TELLING A STORY is a good way to begin a speech, and a well-placed story used occasionally to illustrate a point helps keep your speech moving.

If you tell the story on yourself it will be good; if you involve someone in the audience in your story, it will be a better story; and, if you can involve both yourself and the group in your story, it will be the best story of all.

These are three ways to *identify with your audience*.

Let me illustrate. Recently I spoke before a group of ladies. All were grandmothers, and we had little in common. Before I was introduced, the club conducted its regular business session. One woman, appointed chairman of their spring luncheon, gave a lengthy, nervous report and concluded by saying she "had butterflies" about the project.

That was my cue. After I was introduced I looked around the audience and said, "Where is Mrs. Brewster?" She waved her hand. With a big smile I said, "I may be able to help Mrs. Brewster with her butterflies. (laughter) Just remember, ladies, but-

terflies are pretty, and when you get close to them they just fly away." We then had a relaxed meeting.

Another way to *identify with your audience* is to do some homework. Find out what the president or most popular member does for a living and try to work it into your talk in a kindly and humorous way.

For example, I recently spoke to a Kiwanis club where the president was an important Buick dealer. At intervals during my talk on railroad traffic I mentioned Ford products. Each time I did it with a sly glance at the Buick-dealer/president, and after a bit the audience caught on; but he didn't.

Finally, to illustrate a point I was making I said, "and I understand you have a leading Ford dealer in your club." The big man got the jest, laughed heartily and we were all friends. A word of caution here: Be sure the man and the group can laugh with you.

Sometimes you have a chance to do your "homework" right at the speakers' table. If you are the main speaker you probably will

be seated on the podium with the program chairman, president or whoever is going to introduce you. Ask him about the club, its activities, and particularly the men who are in the room.

Throw him leads; then catch and sift the answers. Make notes at the top of your speech outline.

Here is an illustration:

I recently spoke before a large group of men in the capital of one of our southern states. As we were eating, the program chairman leaned over and said, "You've got quite an audience here today — about 75 — and there's the attorney general and the secretary of state. And that fellow over there is Judge M—— of the state supreme court. If you get into any trouble they'll be able to get you out of it."

Then a man within earshot said, "And if they can't take care of you, *I* can!" Everyone around us laughed. I asked the president who the gentleman was, and he said, "Oh, that's Mr. White. He's an undertaker."

To tell it briefly, as I began I mentioned it was very nice to have in the group so many state, county, and municipal officials and I appreciated their offer to help keep me out of trouble and to take care of me. Then, with a glance over my glasses toward Mr. White I said, "and as for our funeral director friend, Mr. White — I CAN WAIT!"

The undertaker howled, and

because everyone in the group knew *him* we had a good laugh. I then launched my talk.

The point here is that it was home-grown, spontaneous humor that everyone in the audience could appreciate. It wasn't a joke or a story. It was just a few sentences that identified with people in the group, but it had the kind of immediate impact that audiences like.

The best way of all to *identify with your audience* is to put yourself in with their purposes or activities. One of the toughest groups I ever addressed was a club of 50 retired telegraphers. They knew telegraphy; I didn't. They knew each other; I was a stranger. They were all retired; I was of another generation.

Frankly, I was worried beforehand that the program would flop. I had my speech prepared and practiced, but could think of nothing that would help me identify with them.

Then, on the morning of the speech I had a flash. Years ago one of my late great-uncles had been a sports telegrapher for the Associated Press. During the talk I worked Uncle Walter in as an illustration.

Much to my amazement one of the elderly men in the audience interrupted me and said, "Was that Walter W. Soergel?" I assured him it was. "I knew him well," said the retired telegrapher. Then another man,

touched by the memory, said: "I used to work for Walter years ago at the AP." By then the audience was nodding and smiling, and we were on our way to a warm, interesting talk and question and answer period.

As a final illustration, sometimes you can use the activity angle to good advantage. A sincerely-made comment on a group's most worthwhile program or club effort can mean a lot to the group, to the chairman of the activity, and to you as the speaker. It must fit, and it must be sincere. Here is how it can be done:

The meeting was a luncheon held at a restaurant owned by one of the leading members of the group. One of their big projects was getting merchants to place gumball machines in their stores. The proceeds were used for children's programs. As I entered the restaurant I noticed one of the gumball machines in the foyer, between the outer and inner doors. Inside I noted a well-stocked candy and gum

counter where the cashier was located.

During the talk I brought up the subject of gumball machines and said, "Right here we have a good example of a man who knows how to do things right. He has a gumball machine located so you pass it before you reach the candy and gum he, himself, has for sale. That is thoughtful and helpful to the gumball project. Secondly, even when the restaurant is closed you can still get something to chew on, and it only costs a penny."

I did not seek laughter, and didn't get any. But they did smile and clapped for their fellow member.

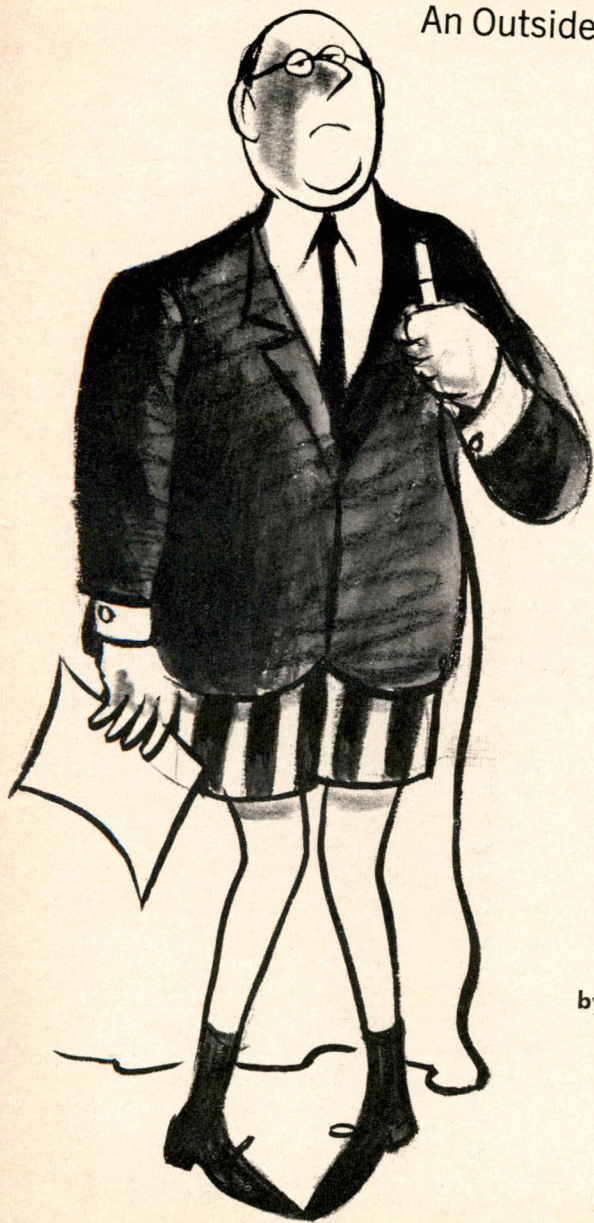
To summarize, *identifying with your audience* can be done three ways: (1) Identify with things the group talks about and tell the joke on yourself; (2) identify with someone in the audience; and (3) identify with the group itself.

Do any of these, fellow Toastmasters, and you will surely *identify with your audience*.



R. W. O'Brien is a member and past secretary of Central Club 96-30 in Chicago, Ill. He has been a Toastmaster for two years and is employed by the Illinois Central Railroad as a public relations assistant.

An Outside Speech Engagement?



Don't Forget The Details

by GEORGE J. BRAZEAL

WHEN A TOASTMASTER accepts an assignment to speak before another organization it can be a gratifying experience and the culmination of months, or even years, of effective speech practice and preparation before his own club.

But the results of this challenging opportunity can either be a rewarding satisfaction to the speaker, or it can be a dismal and humiliating flop. The outcome depends in large measure on how effectively the speaker has performed his preparatory work.

After agreeing to an outside speaking engagement, it is not possible to sit back and gloat over the invitation and merely wait for the auspicious day to arrive. If success is to be attained there are certain requirements which must be accomplished before the "big day," and this has no reference to speech preparation since this is an obvious requirement.

The requirements I refer to could be categorized as non-speaking details and arrangements which must precede the actual speaking assignment.

It is a well known fact that if a speaker is to deliver a successful talk he must possess some knowledge, understanding, and insight about his audience. This does not mean he must know them personally, but he must know certain facts about such

things as their educational backgrounds, age, sex, and social standings. Without this information it is not possible for any speaker to select and present his material so it will achieve its maximum effectiveness.

Also, the intended purpose or objective of this talk must be clearly established; i.e., is it to solicit funds, entertain, or present an award?

Numerous other questions assail the speaker and perhaps appear elementary, yet they are vitally important and must be answered. These are listed below in such a manner that this page can be used as a ready reference and check sheet for future outside speaking assignments.

What is the date of the speaking assignment? Verify this date three days before the speaking assignment.

What is the address (this includes street name and number, building, room or auditorium number) where the speech is to be given? Determine if there are any special details or directions on how to reach your speaking destination.

What time does the meeting commence and what time should you arrive?

How long does it take to travel to your speaking destination?

Who is your contact at the meeting and where are you to meet him?

How long are you expected to

speak? Will there be a question and answer period at the conclusion of your talk?

How many people will there be in the audience?

What is the approximate physical size of the auditorium, hall, or room where you are to speak? If a public address system is to be used, who will set it up, or is this the speaker's responsibility?

When do you participate? Who introduces you? Where are you to sit?

Do you contemplate using a projector or viewgraph and, if so —

1. Determine who will provide the instrument. It is recommended that the speaker furnish his own projector or viewgraph if possible.

2. Who will provide the operator for the instrument?

3. Are the support facilities available at the speaking site to accommodate such instruments; i.e., table, screen and electrical

outlets? When using either a projector or viewgraph, it is strongly recommended that the speaker have available an extra lamp for the machine and an electrical extension cord.

This list is fairly representative of the items to be considered for outside speaking engagements and will suffice for the vast majority of assignments, but occasionally adjustments will have to be made to accommodate your particular assignment, such as type of dress, does the invitation include your wife, will a meal be served, or other things fitting a special occasion.

Remember that even the best-planned and prepared speech can fail when the speaker has been derelict in the performance of these frequently forgotten ancillary pre-speech details, but if he has diligently prepared his speech and has adhered to the above suggestions he will experience the pride and satisfaction which accompanies a successful speech presentation.



George J. Brazeal is educational vice-president of Point Mugu (Cal.) Club 1075-12 and a past president of Pacific Missile Club 2930-12. He is head of the Environmental Laboratory at the U.S. Naval Missile Center in Point Mugu. An article on listening by Mr. Brazeal appeared in the September, 1965, issue of THE TOASTMASTER.

The Speaker's Page



LOOKING FOR A SUBJECT?

Toastmasters will find many opportunities during February to speak in support of worthwhile causes. February is *American Heart Month* and includes *Boy Scout Week* (7-13); *National Crime Prevention Week* (11-17); *National Negro History Week* (11-17); *Future Farmers of America Week* (17-24); and *Brotherhood Week* (18-25), "to promote intergroup and interracial amity and understanding." *Sertoma Freedom Week* (18-24), sponsored by Sertoma International, is observed this month to remind us of our heritage of freedom.

Memorable days this month include Abraham Lincoln's birthday (12th); George Washington's birthday (22nd); Groundhog Day (2nd); and a special day that comes only once every four years, Bachelor's Day (29th).

February 14th is St. Valentine's Day, the anniversary of the infamous "St. Valentine's Day massacre" in Chicago in 1929. The 16th amendment to the United States constitution became law on February 25, 1913, empowering Congress to levy and collect income taxes. On February 20, 1962, Lt. Col. John H. Glenn, Jr., became the first American in orbit when he circled the earth three times in the Mercury capsule "Friendship VII."

The month of February, 1968, will have an extra day (29th). This is to make adjustment for the fact that the year is 5 hours, 48 minutes and 45.51 seconds longer than 365 days. Make use of this extra day to polish up your next speech.

POINT OF EMPHASIS

Mr. Educational Vice-President, now is the time to review with your members the importance of good speech construction. Review the information in your copy of *Club Program Planning* and in Basic Training Speech No. 11, "Construct Your Speech," then visit your local library and obtain some additional information from the many fine speech books available.

Present your information to your membership during the month. Include some of it in your club bulletin. Why not have several members of your committee help you and have a brief panel discussion? Make a special effort to have all members bring their speech manuals to use during the discussion period.

An effective message is one well organized.

1967-68 Goals Progress Report

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

Scandia 3541-52, Los Angeles, Calif.	Portage Lake 2362-35, Houghton, Mich.
U S. Plywood 3625-46, New York, N.Y.	Wascana 577-42, Regina, Sask., Canada
Dauphin 2991-64, Dauphin, Man., Canada	Bangor 897-45, Bangor, Me.
Old Edwardian Society 1406-U, Durban, Natal, South Africa	Centennial 3900-60, Scarborough, Ont., Canada
Nanabijou 2090-6, Fort William, Ont., Canada	Carlingwood 2219-61, Ottawa, Ont., Canada
U.N.D. 806-20, Grand Forks, N.D.	Youngstown 1986-10, Youngstown, Ohio
Jackson 2319-7, Medford, Ore.	Alexander H. Stephens 298-14, Atlanta, Ga.
Schwartzwald 1884-U, Lahr, Schwartzwald, West Germany	YMCA 719-15, Salt Lake City, Utah
Naval War College 3463-31, Newport, R.I.	Cowichan 950-21, Duncan, B.C., Canada
N.A.I.T. 2291-42, Edmonton, Alta., Canada	Appleton 1331-35, Appleton, Wisc.
Stockham 818-48, Birmingham, Ala.	Cudahy 2400-35, Cudahy, Wisc.
Pretoria 2199-U, Pretoria, South Africa	Eskimo 1445-42, Edmonton, Alta., Canada
North Hennepin 2464-6, Minneapolis, Minn.	Pile O' Bones 1862-42, Regina, Sask., Canada
Coos Bay 249-7, Coos Bay, Ore.	Kearfott 3156-46, Little Falls, N.J.
Monsanto 1267-8, Creve Coeur, Mo.	Kodak Park 1491-65, Rochester, N.Y.
Saint Mark's Seminary 2208-13, Erie, Pa.	Martinsville 3115-66, Martinsville, Va.
Victoria Beaver 790-21, Victoria, B.C., Canada	Townsville 3632-TCA, Townsville, Queensland, Australia
	Rhein Main 2617-U, Frankfurt, Germany

The following districts had the most new clubs recorded between October 1 and November 30: **District 6, District 13, District 18, District 43, District 47, District 48, and TCA.**



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

ABLE TOASTMASTERS (ATM) Certificates of Achievement

William C. Beal (ATM) Century 21 Club 3419-2	George P. Arakelian (ATM) Westinghouse Gaveliers Club 3160-18
Lawrence H. Wood (ATM) Redstone Club 1932-48	Ralph E. Sentz (ATM) West Shore Club 227-38

LEADERSHIP THROUGH SPEECH Certificates of Progress

Harry Wann Daybreakers Club 1015-7	Charles W. Case Barton E. Palmer Club 1269-15
Max R. McVay Norton AFB Club 428-F	Leon O. Liddell Pathfinder Club 3635-57

THE ADVANCED SPEAKER Certificates of Progress

Donald E. Cadwallader Athens Club 1779-14	John M. Dawson A-OK Club 1359-43
Warren C. Fairchild Mich-E-Ke-Wis Club 1297-62	Jat Kalin Bendix-Kansas City Club 1493-22
Cecil Passmore, Jr. Aerospace Club 3368-14	Henry W. Peabody A-OK Club 1359-43
John W. Bowman Sunrise Club 2508-47	John R. Lynn Ponca City Club 1846-16
Louis R. Pollack Mare Island Club 2522-57	John M. Trowbridge Mile High Club 741-26
Charles L. Corpening Pigeon Valley Club 1376-37	George M. Weeks Alpha Club 2852-66
James E. Wolfe Yawn Patrol Club 1187-41	Walter F. Evans Housing & Urban Development Club 1795-36
Herman T. Cronemeyer A-OK Club 1359-43	John Montgomery Shelton Club 1236-32

TOASTMASTERS IN THE NEWS



Moving Ahead

G. W. McKim of Albuquerque (N.M.) Club 122-23 has been appointed director-at-large for the National Association of Mutual Insurance Agents . . . Robert W. Shaw of Mach Diamond Club 3649-52 in Canoga Park, Cal., recently appeared as a guest lecturer on Channel 28, Los Angeles . . . Anthony C. Comorat, ATM, of NSSO Club 2286-46 was elected to the five-man board of directors of the International Order of the Alhambra Inc., a fraternal organization dedicated to assisting retarded children . . . Brian Scott of Bristol (Conn.) Club 3153-53 has been promoted to serve as an officer of Aetna Life and Casualty Co. . . . John H. Perkins of Hardware City Club 1461-53 in New Britain, Conn., has been appointed a branch manager of the Savings Bank of New Britain.

In the News

Cooperation of Toastmasters and Boy Scouts was pointed out recently in two Scout publications. Mentioned particularly was the recent letter sent to clubs by President Salin, which urged these clubs to offer Youth Leadership classes to Scouts. An item recommending Toastmasters to a reader by syndicated columnist Mary Hayworth resulted in many letters from men interested in learning more about the program . . . Dorothy Cameron Disney mentioned the benefits of the Toastmasters program in her column in a recent edition of the *Ladies' Home Journal*.

On the Air

WOSU radio station in Columbus, O., is featuring a program by Toastmasters from Area Two, District 40, called "The Best of Toastmasters."



BALTIMORE RECOGNITION—Judge Vita Marino (second from left), acting on behalf of Baltimore (Md.) Mayor Theodore McKeldin, presents an official proclamation of Toastmasters Week in the city to George P. Arakelian, governor of District 18. Also participating in the ceremony were Mrs. Katherine Massenburg, administrative assistant to the mayor, and Wm. D. Lennon, District 18 lieutenant governor.



HANDS ACROSS THE BORDER — Seven clubs from two districts (64 and 20) on opposite sides of the U.S.-Canadian border had a joint meeting at the International Peace Garden on the border between Manitoba and North Dakota to help promote international cooperation and understanding. In recognition of the meeting's theme of "Hands Across the Border Assure Peaceful Order," Toastmasters from both countries clasp hands. They are (from left) Al Sizeland, senior lieutenant governor of District 64; International Director Les Sutton; O. A. Parks, past governor, District 20; and Ray Pfau, assistant governor, Area Nine, District 20. The governor of North Dakota, former Toastmaster William L. Guy, declared Toastmasters Week in the state in recognition of the event.

CLUB ANNIVERSARIES — FEBRUARY

30 YEARS

Business Men's Club 100-F
Santa Ana, Calif.
Timberline Club 94-7
Portland, Ore.
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

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

15 YEARS

Mainliner Club 1213-4
So. San Francisco, Calif.
Blue Ox Club 1235-7
Portland, Ore.
Nora Club 1183-11
Indianapolis, Ind.
Scenic City Club 682-19
Iowa Falls, Iowa
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, Tenn.
Hempstead Club 1105-46
Hempstead, N.Y.
Navasink Club 1227-46
Fair Haven, N.J.
Vallejo Club 956-57
Vallejo, Calif.

CLUBS IN THE NEWS



WELL DONE — Toastmasters in the Amarillo (Tex.) area display awards from the U.S. Treasury Dept. for their efforts in promoting a recent Savings Bond drive through a speakers bureau. Receiving awards were (from left) Ray Wagner, F. H. "Spunky" Guess, Gordon Berry, Mel Johnson, and Cal Morgan. Others (not shown) were Joe Galdiano, past District 44 governor; Leroy Flowers; and Dean Hill.

HIS HONOR—Mayor Hugh Stephens (left) of Victoria, B.C., proudly accepts the first honorary membership ever awarded by Pioneer Club 331-21 of that city. Sandy Robertson, club member and International director, made the presentation.



TOP HONOR—Fred Beisecker (right), past president of Big D Club 713-25 in Dallas, Tex., and past governor of District 25, receives a special award for his outstanding contributions to the Big D Club. Past President Loyd Eden presented the trophy.



ROASTER — Wm. R. Jobe, (right) charter member of ARADMAC Club 3439-56 in Corpus Christi, Tex., receives a special award from fellow club-member Leonard Mahefky. The award recognized Jobe's "extraordinary development in the demanding arts of evaluation and criticism" and gave him the title of "Roastmaster." The award was made at a special joint meeting of clubs in Area Five, District 56.



HOME CLUB — A special club banner, honoring the home club of the International president, recently was presented to Tamalpais Club 1755-57, San Rafael, Cal. The new banner, which will be passed along to incoming International presidents after their election at each International convention, was officially presented to Tamalpais Club by District 57 Governor Hal Davis (right). Receiving the banner at a special meeting in the San Rafael Elks Club was Club President Steve Liggett (second from left). International President Lothar Salin participated in the ceremonies.

SPEECHCRAFT — Twelve young men completed a Speechcraft course presented by Borger Club 218-44 in Borger, Tex. Ten of them are shown with Emil Kucera (behind lectern), Speechcraft chairman for Borger Club. The group was made up of high school and college students, a lab technician, and an oil company district superintendent.





IT WORKED — Five new members resulted from this display which was set up by Indiana University Medical Center Club 3033-11 in Indianapolis, Indiana.



BIG SHOW — Three special occasions were grouped by Hunter's Point Club 163-4 in San Francisco, Cal., for a special meeting. Shown is part of the group attending the function, which included ladies' night, officer installation, and graduation for the club's Youth Leadership class.



20 YEARS — International President Salin (3d from right) congratulates Pat Balen, president of Merritt Club 539-57, Oakland, Cal., at the club's 20th anniversary party. Also participating were (from left) Ian Begg, Ray Sharp, District 57 Governor Hal Davis, and Bob Wirt.

MOVING AHEAD — Six members of ESD/MITRE Club 2779-31 in Bedford, Mass., received special recognition when they all received their certificates of completion for finishing Basic Training. The certificates were presented by Dr. John L. McClucas (fourth from left), president of MITRE Corp., where most of the club's members are employed.



Clubs Around The World

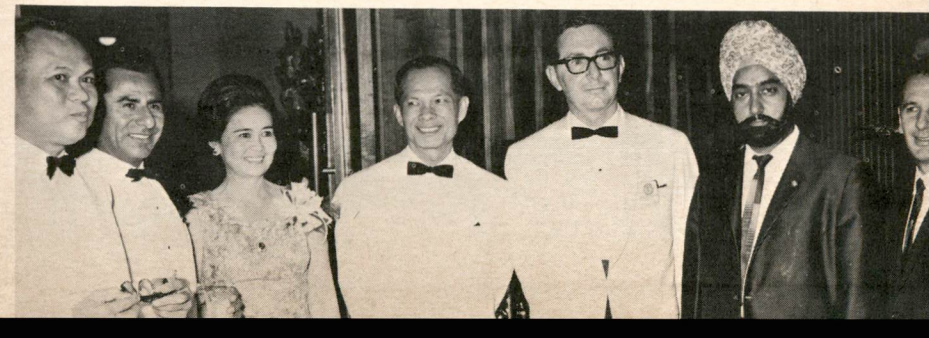
WINNERS — Certificates of merit are presented to four Camp Walker Dependent School students who participated in a speech contest sponsored by Taegu (Korea) Club 998-U. Making the presentation were Miss Diane Lisowski (left) school principal, Lt. J. S. Dolan (rear), club educational vice-president, and George Allen, president of Taegu Club.



BIRTHDAY PARTY—Three clubs at Clark Air Base, Philippines, met to celebrate the founding of Toastmasters International. Participating clubs were Arayat Club 502-U, Clark Air Base Club 1899-U, and Nipa Nuts Club 1724-U. Featured speaker for the event was Dr. Alejandro Casembre (2d from right), University of the Philippines.



DISTINGUISHED GUEST — Dr. Bunchana Atthakor (fourth from left), deputy minister of National Development of Thailand, stands next to his wife after appearing as guest speaker at the installation banquet of Bangkok Club 2010-U in Bangkok, Thailand. Others (from left) are Capt. Sombat Khuptawathin, R.T.N.; Manuel O. Mercado; Rex W. Benn; B. S. Phool; and Alphonso A. Ventrice.



NEW CLUBS

As of December 4, 1967

- District 5 I.R.S. Club No. 3743-5. Meets: alt. Mon., 7:30 a.m., I.R.S. Building, Training Room, SAN DIEGO, Calif. Contact: 293-5128.
- District 8 CHECKERBOARD SQUARE Club 1590-8. Meets: 2nd-4th Tues., 11:45 a.m., Ralston Purina General Office, ST. LOUIS, Mo. Contact: Ch. 1-3600.
- District 12 RIDGECREST Club No. 672-12. Meets: Wed., 6:30 p.m., Beau Brummell Restaurant, RIDGECREST, Calif. Contact: 375-8451.
- District 13 CALGON CORPORATION Club No. 1365-13. Meets: Mon. & Tues. (alternating), 4:30 p.m., Calgon Center, PITTSBURGH, Pa. Contact: 833-2560.
- District 18 SSA Club No. 2884-18. Meets: Thurs., 12 noon, SSA Bldg., Room A4400, BALTIMORE, Md. Contact: 994-5000, Ext. 4821.
- District 20 BOWMAN Club No. 2630-20. Meets: 1st-3rd Tues., 6:15 p.m., Clara Lincoln Hotel, BOWMAN, N.D. Contact: 523-3100.
- District 22 DAYBREAK Club No. 3248-22. Meets: alt. Wed., 7:00 a.m., Thomas Cafeteria, KANSAS CITY, Kan. Contact: At. 1-2926.
- District 41 PRE-DAWN Club No. 2952-41. Meets: Mon., 6:00 a.m., Y.M.C.A., SIOUX FALLS, S.D. Contact: 338-8979.
- District 45 FUNDY Club No. 2709-45. Meets: Mon., 12 noon, Admiral Beatty Hotel, SAINT JOHN, N.B., Canada. Contact: 847-8676, 692-8464.
- District 47 U S R D CALIBRATORS Club No. 833-47. Meets: Wed., 12 noon, Naval Research Laboratory, Conference Room, Underwater Sound Reference Division, ORLANDO, Fla. Contact: 423-7651.
- District 50 HUGHES EL SEGUNDO Club No. 1484-50. Meets: Thurs., 6:00 p.m., Ramada Inn, Los Angeles, EL SEGUNDO, Calif. Contact: 648-2902.
- District 56 CPA Club No. 631-56. Meets: Tues., 5:30 p.m., AUSTIN, Tex. Contact: Gr. 8-0753.
- District 64 BLARNEY Club No. 2491-64. Meets: Thursday., 6:30 a.m., Corral Drive-Inn, KILLARNEY, Man., Canada. Contact: 523-7723.
- District 66 ELECTRIC BUILDING Club No. 3461-66. Meets: Mon., 12 noon, Electric Bldg., RICHMOND, Va. Contact: 771-3305.
- District TCBI DERBY Club No. 3269-TCBI. Meets: Tues., 7:30 p.m., The Library, Joseph Wright School, DERBY, Derbyshire, England.
- District U PANAMA Club No. 3251-U. Meets: 2nd-4th Thurs., 8:00 p.m., International Hotel, PANAMA, Republic of Panama. Contact: 5-8388.

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