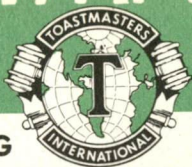


# THE TOASTMASTER

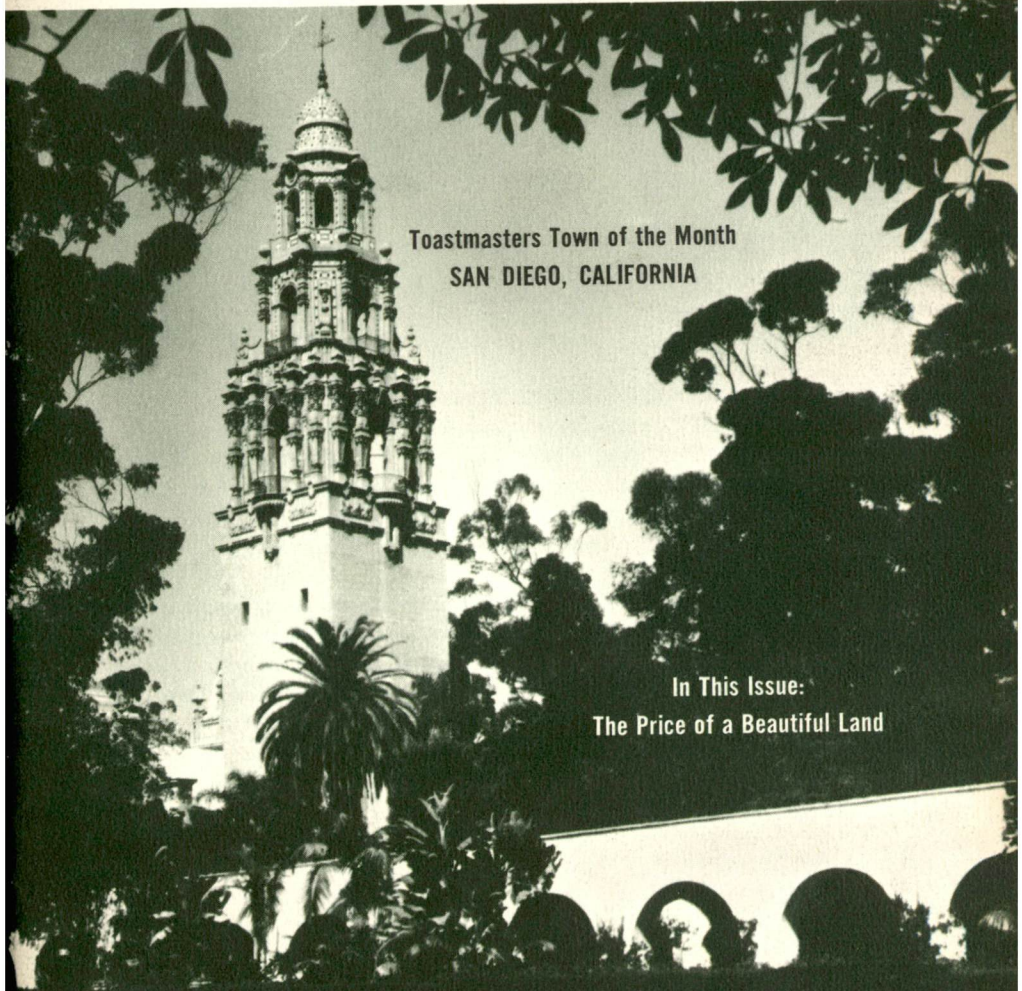
AUGUST

1966



FOR BETTER LISTENING

THINKING • SPEAKING



Toastmasters Town of the Month  
SAN DIEGO, CALIFORNIA

In This Issue:  
The Price of a Beautiful Land



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### TOASTMASTERS INTERNATIONAL IS:

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

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

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

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Editor

Phil Interlandi  
Art Director

# The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 32

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# The Price Of A Beautiful Land

by SECRETARY OF THE INTERIOR STEWART L. UDALL



*Stewart L. Udall became the 37th Secretary of the Interior when he was sworn into office January 20, 1961, shortly after his re-election to a fourth term as a United States Representative from Arizona's Second District. The Department of Interior's wide-ranging responsibilities for natural resource conservation and development have been marshalled by Secretary Udall in a continuing campaign for a "new conservation" which considers the problems of the total environment. Through his writing and speeches — he is the author of THE QUIET CRISIS — he has undertaken the task of updating the conservation philosophy and programs of the past to meet the challenges of the Sixties. The addition of major new national seashores and recreation areas in the East has contributed to the broadening of the Department of Interior's orientation as a truly national agency. A 1948 graduate of the University of Arizona, Udall is a lawyer by profession and the son of a chief justice of the Arizona Supreme Court, the late Levi S. Udall.*

ONE OF THE MOST difficult problems a government faces is communicating with its citizenry. This becomes especially important with regard to pending legislation. Unless the public is made aware of the benefits to be derived from the passage of certain laws, complacency may develop — complacency that can cause the defeat of beneficial legislation.

Today we are faced with a situation where much of the beauty of the United States is threatened with extinction unless the public is aroused to preserve the beauties of our natural resources.

You, as Toastmasters, can play an important part in telling our story. I would like to offer you some thoughts for your consideration.

The price of a beautiful land, like that of a free one, is eter-

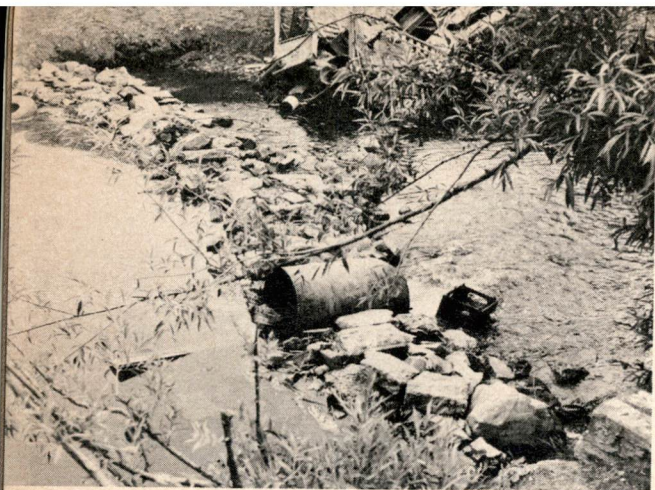
nal vigilance. It also, occasionally, requires some stern soul-searching and the agonizing process which is called "rethinking."

Americans began, as the late great poet Robert Frost observed, with "a good piece of geography," but many things have happened to that geography in the intervening years. Some of it has to do with material things such as land and water and air, but some of it concerns the thoughts and attitudes of the people who call themselves Americans and who, collectively, live the "American way of life."

There is a Biblical quote to the effect that "as a man thinketh, so is he," and I suspect that this applies to the condition of our land in a more real and basic way than might at first appear.

Americans think big. They are hypnotized by the very idea of





Water pollution is ruining many of the nation's finest streams and rivers.

growth. The phrase "the bigger the better" typifies our national idea of progress. In our pell-mell rush to be the biggest and the most, we have allowed little to stand in the way. With the aid of all the tools of technology, we fanned out from Plymouth Rock and swept across the continent. On the way, we have polluted the rivers, leveled the forests, torn up the prairies and fouled the atmosphere. When we had thoroughly raped the land, we spread it with asphalt, spraddled it with concrete bands, and then roared over it at break-neck speeds from one grimy pile of urbanity to another. Jarring signs along the way proclaim to the motorist that Dismalville is the milkweed capital of the world, that its population is umpteen thousand, and that the prescribed number of service clubs meet weekly within its environs to plot more progress. The

great god Growth is revealing himself more clearly each day. His mask of "progress" is slipping and what shows through is pollution and blight and ugliness.

In my job as Secretary of the Interior, I have many opportunities to travel. It has been a source of sorrow and alarm and anger to note the prevalence of unbridled, mindless growth. And so, it is even sweeter than it might otherwise have been to sense what I sense today. I refer to a building ground-swell of concern for the quality of our environment. This concern is welling up from individual citizens and private action groups everywhere in this land. It finds expression in the slickest pages of our most esteemed publications. It flows from pens dipped in anger by our most eloquent authors and it starches the spine of the crusade for beauty led by our First Lady.

Sun-baked silt cracks into patterns within patterns in a desolate valley in southeastern Utah. The silt was deposited behind a detention dam constructed by the Civilian Conservation Corps in the mid-thirties, in the San Rafael Desert near Price.

The sequence of our development is typical of our developmental patterns — grow first and think about it later. As a nation we had first to "clear the wilderness," then we applied ourselves to amassing wealth, and only now, with the acquisition of money and leisure, are we beginning to develop aesthetic interests and an appreciation for environmental quality.

But though it has been late in coming and though the environmental problems have reached truly horrendous proportions, the signs of basic changes are everywhere.

In a legislation-studded thrust never before matched, conservation today is taking on the outlines of a new and profound concept — one that relates every living thing on this planet to the total environment. Two magnificently bi-partisan Congresses have enacted more conservation legislation in the past four years than had been racked up in the preceding two decades. The laws added immeasurably to our national treasurehouse of parks, seashores and recreation areas. They provided a turning point in national housekeeping practices with regard to our air and water. They extended incentives and a financial assist to our beset urban centers, not just to stay





afloat but to redirect city planning, to reorient urban focus, to bring people back into the center of the picture.

But the rosy picture is not entirely one of government hues. As is usual in great movements of this kind, the real leaders are the people. As Americans increasingly satisfied their paycheck and leisure time aspirations, they found the time to look around for a way of investing this newly-gained affluence. What they saw alarmed them, perhaps even more than had the slim paychecks and long work hours of former years.

They sat in their shiny new automobiles and if they were very lucky they inched their way along overcrowded, billboard-bruised highways to some former "favorite spot," often to find it converted into superhighway, a suburban shopping center, or some other concession to the mounting tide of humanity.

The first time this happened, a seed of niggling doubt about the virtues of unharnessed growth was planted. That seed has grown as Americans saw mile after mile of green countryside being chewed up by bulldozers and swallowed by "developments." Suddenly, from every direction, the elements of their environment, always before taken for granted, began to assault their senses. They found their world literally falling apart

around them, and when Mrs. Lyndon Johnson began to call for a counterattack on behalf of beauty and excellence, the people responded.

Our environmentally-harrassed citizenry has demonstrated in countless, energetic ways that it is ready to rethink its definitions of progress, that it is ready to react to past definitions.

A beautification army of citizens from Paramus, New Jersey, transformed a 12-acre barren field into an enchanting park in a 24-hour "plantathon," which won 12 national beautification awards. Two restful open spaces in midtown Manhattan won honors recently for excellence in architecture and urban design—the Sculpture Garden of the Museum of Modern Art and Lincoln Center Plaza North. A major newsprint manufacturing plant won editorial plaudits last month in the Birmingham, Ala., press for installing a \$2.1 million water pollution control plant. Nearly 4,000 individuals and 194 clubs and societies contributed more than \$600,000 to purchase 2,134 acres comprising New Jersey's Great Swamp, preserving it as a national showcase for wildlife education instead of allowing it to become the center of a 10,000-acre jetport.

Even the butterflies have found their champions. The wide and indiscriminate use of pesticides, radioactive fallout, and man-

made radio interference with mating signals have been blamed for a major drop in butterfly populations, and sections of the populace have responded to the note of alarm sounded by the Lepidopterists Society.

All these actions, some large and some small, constitute a national reaction — a country-wide change of mind. They are single instances, but together they constitute a new look, a new feeling, a new relationship between man and his surroundings. The distance from bulldozers to butterflies represents the conservation mileage we have racked up already and brings a completely new dimension to our environmental attitudes.

Our frame of reference has widened. Our vision has taken on new depth. We are showing evidence, as a nation, of relinquishing our worship of mere growth and turning our attention

and our energies to growing up and growing right.

We have a gigantic clean-up job to do, but we are beginning to tackle it. We have the leadership, we have the legislative tools, and we have the will. We have yet to find the funds, but where the will has broken trail, the funds have a way of following.

Nobody expects the task to be inexpensive. A very conservative estimate for cleaning up our waterways alone pegs the cost at \$1.7 billion a year until 1980 and increasing amounts after that. But cleaning up our environment, no matter how costly, will be a bargain. The alternative is unthinkable.

Toastmasters International, with its speakers' bureaus, manned by intelligent and effective members, can be a very constructive and influential force in keeping America beautiful.

The sun breaks through the mists of Churchill Lake on the headwaters of the Allagash River in Maine.





# The Care and Feeding of Public Speakers

by PAUL WOODRING  
Education Editor, *Saturday Review*

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LISTENING TO SPEECHES, or at least sitting through them, is a common vice to which educators seem to be particularly addicted. Though we find ourselves involved in a fair amount of such activity, we sometimes wonder just how much is accomplished by it. The need for public speakers as disseminators of information disappeared with the invention of movable type some five centuries ago; almost anything that can be heard from a platform can be read in print in half the time. Still, some groups of parents, teachers, school board members, and others interested in education find it necessary to have a featured speaker to provide a focus for a meeting, to attract a crowd, and, they hope, to provide a bit of inspiration.

Those who ask us to recommend a speaker usually want someone whose national reputation will attract an audience. He must have thought deeply about the problems confronting American education without having

acquired any biases. And he must be able to hold his audience enthralled by saying something brilliant and original.

Such virtues are rarely combined in a single individual. Some of the most entertaining speakers we know have biases that border on paranoia; some of the best informed can be counted on to put any audience to sleep. A national reputation for administrative skill is no guarantee of platform competence. And though authors of recent books are in great demand as speakers, the correlation between speaking and writing is much too low to justify inviting a writer to speak merely because he has written a good book.

Program chairmen would be well advised to forget about big names and look for a speaker, however obscure, who is familiar with the particular problem that the audience wants to hear discussed. (If the audience has no focus of interest it probably has no need for a speaker.) An elementary school teacher may know more about what is wrong

with the teaching of reading than a school superintendent or a college professor. A high school counsellor often has a broader view of college admissions problems than a university admissions officer whose concern is for a single institution. An experienced school board member sees problems in a different perspective from that of either a parent or a school official.

A speaker who is able to command a national audience can hardly be expected to offer his most brilliant and original ideas to a local PTA group of fifty. But when he accepts an engagement, the audience, however small, has a right to expect him to limit himself to a subject he knows well, to bring at least a few fresh ideas, and to present them clearly. He, in turn, has a right to know what to expect when he arrives on the scene. No speaker worth his salt will agree to speak to an audience of unpredictable size and unknown interests.

Though most speakers like money, they prefer not to talk about it and certainly do not want to haggle over the fee or expenses. A speaker who is a professional educator is likely to be offended if you ask, "What is your fee?" If he has a standard fee his schedule is probably arranged by a speakers' bureau, in which case you should approach the bureau rather than the

speaker. But most educators do not have a fixed fee — they take what they can get. Many are willing to speak to some audiences without pay but if you offer nothing they are likely to suspect that you do not value their services very highly — that you are just trying to fill an empty spot on a program. The preparation of a good speech requires many hours, often several days, of hard work. If, in addition, you ask the speaker to travel across the country and spend two or three nights in airports and hotels, you are asking for a week of his time. If your budget does not permit you to offer an appropriate honorarium plus all expenses, you would probably do well to forget about getting a "big name" and settle for a local speaker who probably will have just as much to say.

Before inviting any speaker you might ask yourself whether you really need one. Some groups that regularly listen to speeches would be better off without them. A parent-teachers' meeting, for example, ought to be a place where parents and teachers get together to discuss matters of mutual interest. The presence of a featured speaker, particularly one whose word is accepted as authoritative, retards the flow of discussion. In such meetings the need is for more conversation and less speechmaking.





## SAN DIEGO, CALIFORNIA

# Toastmasters Town of The Month

SAN DIEGO, CALIFORNIA, situated on the coast of the Pacific Ocean, is the southernmost city in California. Its roomy, landlocked bay is one of the great natural harbors of the world and is a first port of call for coastwise and foreign shipping operating through the Panama Canal. It is also the headquarters of the 11th Naval District, as well as the site of extensive Army, Marine and Coast Guard installations.

Juan Rodríguez Cabrillo, a Portuguese explorer in the service of Spain, discovered the bay in 1542 and named it San Miguel. Sixty years later, in 1602, it was renamed by Spanish merchant-navigator Sebastian Vizcaíno in honor of San Diego de Alcalá, a Spanish monk. The first settlement of the new colony, the San Diego presidio, was established in 1769 by Gaspar de Portolá. Accompanying de Portolá on "The Sacred Expedition" was Father Junípero Serra, a 60-year-old Franciscan priest, who that same year founded Mission San Diego de Alcalá, the first in the chain of California's 21 missions. The city was under the flag of Mexico from 1822, when Mexico won its independence from Spain, until 1846 when it first came under American rule. In 1871 the city moved from Old Town to its present bay-side location at the instigation of Alonzo Horton, founder of modern San Diego, who bought the site for 26c an acre. Its favorable location and mild climate have been major factors in its growth and it is today a city of more than 500,000 people.

San Diego's principal industries are aircraft construction, electronics, and rocketry. It is also renowned for its many tourist attractions, which include Balboa Park, the San Diego Zoo, Sea World, and Mission Bay, which offers facilities for fishing, boating, water-skiing, sailing, swimming and other aquatic sports. Its proximity to the Mexican border where one can enjoy bullfights, horse and dog racing, jai alai and shopping in quaint foreign markets is also a lure to tourists.

This year San Diego is the host city for the 35th annual convention of Toastmasters International. There are 25 Toastmasters clubs in San Diego. *The Toastmaster* salutes San Diego, California, Toastmasters Town of the Month.

## District Governors 1966-67



1—William W. Irwin  
La Habra, Calif.



2—Chin T. Hung  
Seattle, Wash.



3—Garth E. Saager  
Scottsdale, Ariz.



4—Lyle O. Schuelke  
San Carlos, Calif.



5—Joseph Sawaya  
San Diego, Calif.



6—Bernard L.  
Szymczak  
Minneapolis, Minn.



7—Jack Ouchida  
Gresham, Ore.



8—Adam F. Bock  
Lincoln, Ill.



9—John W. Rigsby  
Spokane, Wash.





10—Dwight Simpson  
Wooster, Ohio



11—Arthur T. Ottman  
Evansville, Ind.



12—Marion Henry  
Paso Robles, Calif.



26—A. Dale Gregory  
Sterling, Colo.



27—Gary L. Hilsop  
Groveland, Calif.



28—William V. Smith  
Toledo, Ohio



13—Richard D. Ellsworth  
Pittsburgh, Pa.



14—Richard A. Saam  
Albany, Ga.



15—Royal C. Mursener  
Salt Lake City, Utah



16—Russell J. Fisher  
Lawton, Okla.



29—Harry D. Hall  
Pensacola, Fla.



30—Ray Eldridge  
Oak Lawn, Ill.



31—Albert Nickerson  
Stoughton, Mass.



32—Wesley E. Hillman  
Tacoma, Wash.



17—Leslie A. Patzer  
Great Falls, Mont.



19—Owen J. Newlin  
Des Moines, Iowa



20—Thomas D. McCarty  
Bismark, N. D.



21—Roy D. Jolly  
N. Vancouver,  
B.C., Can.



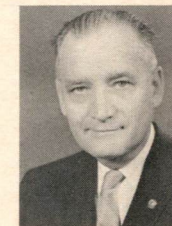
33—Dixon H. Murphy  
Yakima, Wash.



34—Byron E. Phelps  
Poughkeepsie, N.Y.



35—Robert Last  
Sun Prairie, Wis.



36—Robert A. Bradley  
Silver Spring, Md.



22—Al W. Acker  
Topeka, Kan.



23—O. G. Bentancourt  
Santa Fe, N. M.



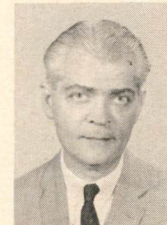
24—George Ireland  
Omaha, Neb.



25—Robert G. Davis  
Richardson, Tex.



37—Larry D. Beitel  
Winston-Salem, N.C.



38—Joseph Morwald  
Philadelphia, Pa.



39—Lehel deKrivatsy  
Sacramento, Calif.



40—Rollo R. Dawson  
Dayton, Ohio





41—George Moses  
Rapid City, S. D.



42—Alan B. Ripley  
Edmonton, Atla., Can.



43—Robert N.  
Goodson  
Jackson, Tenn.



56—Richard T. Irby  
Corpus Christi, Tex.



57—Douglas K.  
McVae  
San Rafael, Calif.



58—Griffith Orme  
Summerville, S.C.



44—Jose M. Galdiano  
Amarillo, Tex.



45—Stanley  
Rhadenizer  
St. John, N.B., Can.



46—Grafton Dickson  
Clifton, N.J.



47—Win Chesley  
Ft. Lauderdale, Fla.



59—T. E. Shea, Jr.  
Bijou, Calif.



60—George House  
Kitchener, Ont., Can.



61—Jim E. Childs  
Valleyfield,  
Que., Can.



62—Alfred J.  
Hinkelman  
St. Joseph, Mich.



48—Lawrence J.  
Corwin  
Gunter AFB, Ala.



49—Douglas T.  
Nakaguma  
Honolulu, Hawaii



50—James Mangham  
Glendale, Calif.



51—Albert N.  
Dufault, Jr.  
Long Beach, Calif.



63—Walter C.  
Douglas  
Maryville, Tenn.



64—Gerard E. Tardi  
Winnipeg, Man., Can.



65—John B. Luce  
Rochester, N.Y.



66—Floyd J. Louquet  
Poquoson, Va.



52—Ray V. Frazier  
Santa Ana, Calif.



53—I. William  
Hollander  
Manchester, Conn.



54—Fred R. Lembeck  
Peoria, Ill.



55—David A. Bentz  
Casper, Wyo.



67—Maynard C.  
Falconer  
Anchorage, Alaska



68—James J.  
McCloskey, Jr.  
Bogalusa, La.



TCA—Russ Walkington  
Sydney, N.S.W.  
Australia



TCBI—Coulson Scott  
Dunston,  
Gateshead II, England



*Guest Speakers Weren't  
Always so "Polished" . . .*

# Speeches I Have Flubbed

by SALVATORE A. FAUCI

WHENEVER I HEAR an accomplished speaker present a fine talk, I reflect that the speaker wasn't always so polished. He, too, had to learn the art of speaking and, in so doing, must have given some bad speeches along the way.

It occurred to me that this might be the reason why he became a good speaker. He undoubtedly learned a great deal from his mistakes and very little from his successes, just as a lawyer learns more from the cases he has lost than from those he has won.

Reviewing my experiences in Toastmasters, I can distinctly recall several talks I gave, from each of which I learned something I am not likely to forget.

There was a period when I had won our club's Best Speaking Award 10 times in a row and was beginning to accept it as a matter of course. I listened to

my evaluator attentively each time, but afterward was inclined to dismiss some of his comments as not being too relevant. After all, I felt I was a competent speaker and wasn't winning the award proof enough that I had rendered a flawless performance?

Then one night I didn't win the award after giving a speech I thought was one of my best. "What went wrong?" I asked myself. I conferred with my evaluator that night and we both discussed my talk in detail. I realized that his chief criticism was one I had received before, but had discounted. Then I asked some of the older and more experienced members for their evaluations and they concurred with my critic of the evening. It seemed that whenever I gave a talk on a subject where I felt "something is wrong" I conveyed this feeling in

my facial expression and tone of voice with such vigor that the audience was inclined to take it as a personal affront. Upon reviewing my talk and the way I presented it, I realized this was a valid criticism. Now I was ready to accept it, when before I simply let it pass by.

Another time I flubbed was the first time I competed in the annual club contest. I had then been a Toastmaster for 18 months and had decided I was ready to show the world what a good speaker I was. I toiled long and hard over the best speech I had ever prepared and practiced it until it was, at least in my opinion, perfect. I lost the contest. After listening to the other contestants, I realized that the content of my talk was a little frivolous and it was given in a flippant manner. This was a time to be not only serious, but downright profound.



Learning this last lesson well, the next year I did win the club contest and went to the area speech contest where I learned another lesson in speech-making. I placed sixth out of eight speakers. I asked several members of my club who were in the audience to evaluate my talk and they each told me I talked too fast. They said that what I was saying was indeed profound, but that the audience had little time to grasp what I had just said before I was rapidly plunging into the next thought. Yes, I had received this criticism before but had not paid very much attention to it. Now it hit home!

The following year I worked on these points and breezed through the club and area contests. I was now at the district level where I learned another lesson.

After finishing close to last, my individual evaluators told



me, among other things, that my voice was pitched too high and was almost shrill at times; that I delivered the talk in good fashion but the sound of my voice was almost grating. Again, I had received this criticism before, but only now did it have the full meaning!

And so these are the speeches I remember, each of which I flubbed but from which I learned some valuable lessons. From winning a speaker's award or speech contests I learned very little, for any speech that was good enough to win satisfied me with its results and I assumed its presentation did not need im-

provement. This, of course, was a mistake. Giving a speech is an art which can always be improved upon, no matter what the outcome of the speech competition is. No one has ever given a perfect speech, just as no one will ever play a perfect round of golf until someone posts a score of 18.

As Toastmasters, we should not be blinded by the temporary and apparent successes of our speeches, but should constantly review our past efforts, really listen to our evaluators, and *learn by the mistakes we make!*



Salvatore A. Fauci has been a member of Endicott Club 2584-34, Endicott, N.Y. for four years. An attorney, he is past president of his club and a past area governor. A graduate of Rutgers University and the University of Michigan Law School, he is also a police justice of the Village of Endicott.

\* \* \*

If you are patient in one moment of anger, you will escape a hundred days of sorrow.

— CHINESE PROVERB

# CLUBS IN THE NEWS

## Speechcraft for Youth Corps

Democratic Club 2089-26 recently held a Speechcraft course for a group of teenagers who are part of the Denver Neighborhood Youth Corps' War on Poverty.

All of the members of the club took a turn at teaching one phase or another of the course and each session was evaluated at the following regular meeting of the club.

During the course the students made speeches and evaluated each other. Some of the teenagers in the class were high school dropouts and through the efforts of the club are returning to complete school.

The results of Speechcraft have been so satisfying to the Toastmasters that they plan to conduct other courses for teenagers.

Democratic Club 2089-26  
Denver, Colo.

• • •

## Savings Bond Drive

Toastmasters formed two panels and spoke to 300 employees in the Structural Division of the Veterans Administration to promote the sale of U.S. Savings Bonds. The result — Toastmasters were credited with raising the purchase of bonds in the division from 67% to over 90%.

VA Topicmasters Club 3273-36  
Washington, D.C.

• • •

## Toastmaster Honored

Gordon Henry Williscroft was honored by District 21 for his 18 years service to Toastmasters in British Columbia.

Williscroft, who has held every club and district office, was presented with an autographed program, signed by all Toastmasters present, photographs and a tape recording of the event.

David C. Brown  
District 21  
Victoria, B. C., Can.

Democratic Club 2089-26 presented a Speechcraft course to a group of teenagers who are part of the Denver Neighborhood Youth Corps' War on Poverty. Standing are Peter Papageorgiu, coordinator; Bertha Jenkins; Rudolph Gonzales, director of the Denver Neighborhood Youth Corps; and David Hermosillo, coordinator. Seated clockwise are Robert Salazar, Pat Yarbar, Mike Sillitto, John Garcia, Shirley Montoya, Leona Salazar, Margaret Castillo and Dolores Ornalis.





Arizona Governor Sam Goddard spoke to a joint meeting of clubs in District 3, Area 8, held in Sierra Vista, Ariz. Governor Goddard acknowledged the worthy objectives of Toastmasters International and at the conclusion of the meeting was presented an honorary membership in Cochise Club 3198-3.



Arsenal Club 2264-38 conducted the first Youth Leadership course in the district and presented completion certificates to 14 Life, Star and Eagle Scouts representing five Boy Scout troops. The ceremony was held at Frankford Arsenal, Philadelphia, Pa. The program was coordinated by Reuben Levine, Area 9 governor, with the help of George Meranshian, Arsenal Club president.



Nola Jane Birely, the reigning Miss United States, spoke at the 3rd Anniversary Charter Night meeting held by Applied Physics Laboratory Club 3624-36 at Johns Hopkins University in Silver Spring, Md. Also speaking at the meeting was Dr. Walter D. Jacobs, professor of Government and Politics at the University of Maryland.



Moe Rudner, past District 61 governor, presents an honorary membership in Toastmasters International to Acting Mayor John Parker of the City of Montreal, Quebec, Can. Parker represented Mayor Jean Drapeau who had proclaimed Toastmasters Week in the city.



Jack G. Webb, center, director of the National Aviation Facilities Experimental Center near Atlantic City, N.J., received an honorary membership in NAFEC Club 1107-38. Left to right are Jack A. Muller, area governor; Lt. Col. William Lewis, club president; Webb; Vincent G. Merel, president-elect; and Richard H. Gober Sr., past president.

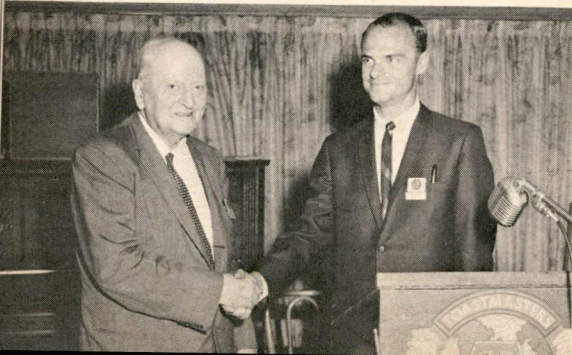


Making good use of their Toastmasters training are Robert L. Crosby, left, and Robert U. Pearson, recently elected president and vice-president of the General Telephone of California Management Club. Both are past presidents of General Club 2741-50.

Members of Lake Copper Club 3406-35, White Pine, Mich., motored to the highest point in the state, the Porcupine Mountains, to hold a meeting. Members spoke while standing on the edge of a 1,000 foot precipice. Left to right are Bud Voelker, John Marander, Tom Wright, Frank Girucky, Dave Balboa, Brad Cummings, Tom Erickson, Joe Agapito, Doc Cooley, Joe Davis, Lyn Wilson, Cliff Raymond, Joe Lenatz and Bill Born.



Olin Price, left, charter president of Huntington Park Club 14-51, and International president in 1934-35, congratulates Dennis Ashley, president of the club, at the conclusion of the club's 1700th consecutive meeting. The club was organized on September 27, 1933 and received its charter on November 15, 1933. The club is in Huntington Park, Calif.





## ASK WORLD HEADQUARTERS



World Headquarters receives many questions from Toastmasters concerning the operation of clubs, areas, districts and International. Each month we will answer several of them in this column. Send your questions to Ask World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif.

- Q. Our club would like to make a revision in our bylaws. May we do this and what is the procedure to follow?**
- A.** To make changes to your club's bylaws refer to Article VIII, Sec. 1 of the bylaws which reads: "These bylaws may be amended at any regular meeting of this club by a two-thirds vote of the members present. Such amendment must be proposed in writing by an active member at the meeting immediately preceding that at which the amendment is to be voted on. Upon its adoption a copy of the amendment shall be mailed to the Executive Director of Toastmasters International for attachment to the copy of the bylaws of this club filed at the World Headquarters of Toastmasters International."
- Q. I am interested in the Reading Plan. Must I have completed the regular Toastmasters program before I become eligible to participate in it?**
- A.** Any Toastmaster who has completed at least three talks from his *Basic Training Manual* is qualified to participate in the Reading Plan program. The program is based on the reading of five books in one area of thought and the presentation of five talks, one on each book. Upon completion, you will receive an "Award for Informed Speaking." For a full explanation of the plan, write to World Headquarters for a free brochure.
- Q. Who makes the speech contest rules?**
- A.** The speech contest rules are proposed by World Headquarters and established by the Board of Directors.
- Q. Why doesn't World Headquarters record the winning speech at the International Convention and make it available to clubs?**
- A.** We have done this in the past and the response was disappointing. There has not been sufficient indication that there is enough demand to warrant doing this. Also, Toastmasters International encourages each individual to develop his own style of speaking instead of imitating others.

LET'S LOOK IN ON a typical meeting of the XYZ Toastmasters Club. During the meal, Joe, the Toastmaster of the evening, is busy preparing his program. He approaches Oscar, one of his speakers, and the conversation goes something like this:

Joe: "Oscar, I am the Toastmaster tonight and you are one of my speakers. What number book talk are you making?"

Oscar: "Oh, I'm not making a book talk."

Joe: (disappointedly) "Oh, you're not making a book talk tonight. Well, what is the title of your speech?"

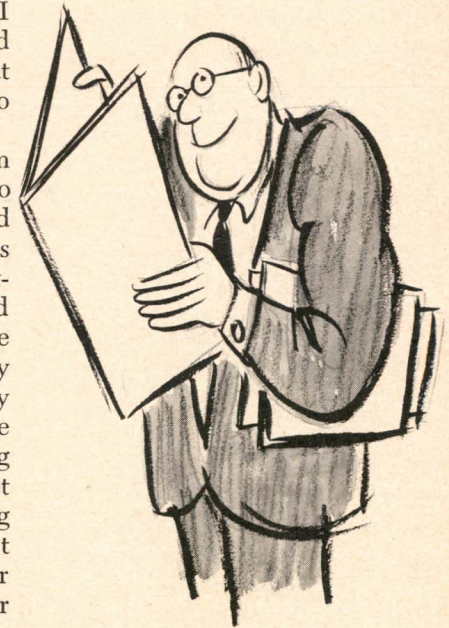
Oscar: "I haven't thought of a title yet. I'll have to give it to you later on. And by the way, I would appreciate it if you would schedule me to speak last. That way, I will have more time to work on my speech."

Is this situation going on in your club? Toastmasters come to the meeting entirely unprepared and plan to ad lib their talks as they go along. Have Toastmasters long ago abandoned the manual? Their speeches are usually poorly organized, poorly delivered and generally poorly received by the audience. These Toastmasters are not following any plan at all. They are not progressing toward becoming better speakers. They are just floundering along, making poor speeches simply to fulfill their obligation on the program. We

*Are You Making Sloppy, Unorganized Speeches? Why not get . . .*

## Back To The Manuals

by DOUGLAS A. INGRAM





found that we had many of these Toastmasters in District 16. Not only were they doing themselves an injustice, but they were not making a favorable impression on the guests. Can you imagine what a guest thinks of Toastmasters training after hearing one of these sloppy speeches delivered by a member who has been in the club for three years, especially when the guest is under the impression that the speaker came to the meeting well prepared?

When I was elected district educational lieutenant governor, I was looking for a theme or slogan for the educational program during my term of office. The more I thought about this problem of drifting Toastmasters and the many "off-the-cuff" speeches, I decided that perhaps the best educational thing I could do for the Toastmasters in District 16 would be to urge them to make more manual talks. So I adopted "Back to the Manuals" as the educational theme of our district.

The first thing we did was to analyze our situation. It was very obvious to us that the 32 project speech training program provided by World Headquarters was not working in our district. As I have already mentioned, club members were not

following the manuals. In many clubs, the educational vice-president was not encouraging "book talks." The educational vice-president should not allow a fellow club member to drift too far away from the manual. When a member does, the educational vice-president should suggest to him that his next talk be from the manual.



We asked ourselves: "Why isn't the 32 project speech training program provided by World Headquarters working for us?" One of our conclusions was inadequate publicity. The club

members had never been informed that Toastmasters had a training program consisting of 32 individual speech projects. They were not aware of anything beyond the 12 speeches in the *Basic Training Manual*. In the clubs where members were aware of the complete program, we had failed to sell them on taking advantage of it. We failed to encourage Toastmasters to move right into the next manual when they completed one. We allowed them to stop and take a breath, so to speak, and the momentum was lost. In short, the program was not organized in our district.

Here's what we did. As I have already mentioned, we made "Back to the Manuals" the edu-

cational theme for the district. We talked and wrote about the 32 projects in the program. We tried to inform every Toastmaster in the district that Toastmasters had more to offer than the 12 talks outlined in the *Basic Training Manual*. We prepared lists of the other Toastmasters material available from World Headquarters to help in the over-all program. We scheduled talks on "Back to the Manuals" at district and area meetings. We urged the area governors to get behind the program and push it in their areas. Last, but not least, we asked the club administrative vice-presidents to be a little more careful in the use of their words when they inducted a new member into the club. No doubt you have heard the inducting officer say something like this: "Here is a Toastmasters lapel pin and here is the *Basic Training Manual* that will help you in preparing your speeches." The inducting officer leaves the impression with the new member that the *Basic Training Manual* is the *only* manual that we have. Therefore, we asked the inducting officer to point out that the *Basic Training Manual* that the new member was receiving was the *first of three* manuals provided by World Headquarters. We asked that the new member be advised of the fact that when he has completed the *Basic*

*Training Manual*, the next manual will be provided for him.

What about the results? Naturally they varied with each area, depending upon the area governor's interest in the program. But let us look at the results in one of our areas. The area governor was very enthusiastic about the "Back to the Manuals" program. Here's what he did. He began by asking the presidents of the clubs in his area to report to him the status of each club member in regard to what number talk in the manual the member had completed. He designed a form for the club presidents to use in reporting this information to him. He asked the club presidents to continue to report to him at the end of each two-month period. He published the information in the area bi-monthly newsletter. Here the element of competition entered into the picture. When a club member saw in print that another member, who joined the club about a year later than he did, had completed more manual speeches than he had, he was spurred into action. The area governor persuaded all the clubs in his area to have a supply of all three manuals and to present them to club members at the time they were presented the certificate for having completed a manual.

After eight months of the "Back to the Manuals" program,



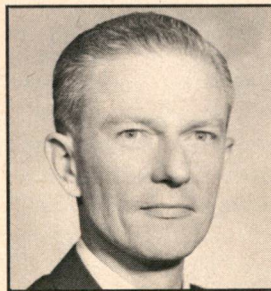
the reports from this particular area indicated that 57% of the Toastmasters who had completed the *Basic Training Manual* were working in an advanced speech program. This compares to 41% at the beginning of the program. The reports also showed a 38% increase in the number of Toastmasters working in the *Basic Training Manual*.

"Back to the Manuals" has become an important part of the educational program in District 16. We have asked the club presidents to report the status of each club member to the district educational lieutenant governor every two months. We award the club one point for each *Basic Training Manual* talk completed, two points for each *Advanced Speaker Manual* project completed, and three points for each *Leadership Through Speech*

*Manual* project completed. We divide the total points awarded to the club by the number of members in the club and arrive at an average per member. We print the standings in our bi-monthly district newsletter. We also recognize the first and second place clubs by presenting them with a certificate at the district council meetings.

We plan to continue our efforts in the "Back to the Manuals" program to encourage Toastmasters who have cast the manual aside in favor of "off-the-cuff" speeches to return to making manual talks.

If you are a Toastmaster whose manual is lying on the shelf in one of your closets at home, why not get it down, blow the dust from the cover, and make your next talk from the manual?



Douglas A. Ingram is a past governor of District 16. He is a member of Conoma Club 454-16 in Oklahoma City, Okla., and prior to his term as district governor in 1965-66 held several area and district offices. He is a staff accountant with Carleton Peters & Chandler.

★ ★ ★

One example is worth a thousand arguments.

— GOETHE

## The Speaker's Page

### POINT OF EMPHASIS

The tools of the speaker are ideas and words. That's why you should take every opportunity to improve your vocabulary. "Vocabulary Building" is the Point of Emphasis for September. Why not devote a Table Topics session to an old-fashioned spelling bee. But instead of just spelling, have your members define the words. Educational vice-presidents can schedule the seventh speech in the *Basic Training Manual*, "Work with Words." Reading is a source of vocabulary building. When you read keep a dictionary handy. When you don't understand the meaning of a word, look it up. Why not start the Reading Plan? You can find additional ideas for "Vocabulary Building" in *Club Program Planning*. You might also read *Say It with Words*, an unusual, informative and provocative book by Charles W. Ferguson.

### SPEECH SUGGESTIONS FOR SEPTEMBER

September has been designated as *Youth Month* to promote "the physical, mental, and spiritual improvement of American youth." Concern for youth is the theme of *National Child Safety Week* (7-14); *National 4-H Club Week* (24-30); and *Kiwanis Kids' Day* (24th), "to honor youth, our greatest resource."

Historically, on September 19, 1796, George Washington gave his farewell address as President. In it he voiced strong warnings against permanent alliance with foreign powers, big public debt, large military establishment, and stressed the need for enlightened public opinion. Juan D. Peron, president and dictator of Argentina, was deposed on September 19, 1955. The Southeast Asia Treaty Organization (SEATO) was formed on September 8, 1954 by a collective defense pact signed by the U.S., Britain, France, Australia, New Zealand, the Philippines, Pakistan, and Thailand. Two years ago, on September 27, 1964, the Warren Commission report concluded that Lee Harvey Oswald was solely responsible for the assassination of President Kennedy.

*Constitution Week* (17-23) and *Citizenship Day* (17th) commemorate the signing of the Constitution of the United States on September 17, 1787; *Labor Day* (5th) is celebrated in all states and territories and Canada as a legal holiday; and *Independence Day* (15th) is observed in Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua commemorating the anniversary of their independence from Spain on this day in 1821.

### TO BUILD YOUR VOCABULARY

**PERSPICACIOUS:** (pur-spi-kay-shus) *adj.* Clear or quick-sighted, of acute mental discernment, readily distinguishing hidden or not obvious meanings.

**SOLECISM:** (sol-e-sizm) *noun* An ungrammatical combination of words in a sentence, a minor blunder in speech, a deviation from proper, normal, or accepted order. "Between you and I" is a solecism.



# TOASTscripts

Are you making good use of your old copies of *The Toastmaster*?

A group of Toastmasters in District 52 recently decided that the back issues could be used to great advantage in their educational program. They set to work and prepared a cumulative index covering the years 1955 through 1964.

It took approximately 200 hours to do the job that was divided among eight men: C. J. Bergschneider, C. C. Petersen, Brice Potthoff, Ed Selleck, George Stockford, Stanley Swain, A. C. Zacks and Ray Frazier.

What does it contain? Are you interested in community service? You can look under "Commun-

ity Service" in the index and find 19 articles. Are you concerned with club officer duties and responsibilities? The index has 28 articles that can help you.

The index lists more than 600 topics, everything from word usage to contest judging. District 52 will be glad to send a copy of the index to any Toastmaster. Just write Ray Frazier, % Ira N. Frisbee & Co., 1010 N. Main St., Santa Ana, Calif. 92701.

\* \* \*

For the past 15 years, S. Dan Daniels, founder of *New York City's Broadway Club 1000-46*, has edited a weekly bulletin for the club, *The Speaker*. During this time, each week, more than 600 copies of *The Speaker* have been mailed to Toastmasters and others throughout the United States.

Daniels is retiring from the *Western Electric Company* after 45 years service on August 5 and so *The Speaker* will have a new editor. In appreciation for his efforts, District 46 paid tribute to him recently when *The Speaker* was selected as the best bulletin in the district.

Toastmasters President Charles C. Mohr, right, presented General Dwight D. Eisenhower with an "Outstanding Citizen in the Field of Communications Award" in a ceremony that took place in the former President's offices at Gettysburg College. The District 38 award was originally scheduled to be presented at the district's Spring Conference May 21 but the general was hospitalized at the time and the award was accepted by General Arthur S. Nevins. The general later expressed appreciation.



District 49 has added a unique innovation at fall and spring conferences — a district store.

The store has on display most of the items available in Toastmasters International's Supply Catalog. The store fills two needs: it gives the individual Toastmaster a chance to become aware of what is available from WHQ and it allows Toastmasters and clubs to order catalog items while at district conferences.

According to William H. Bishop of Pacific Voices Club 3841-49, Toastmasters select desired items from the catalog and an order blank is filled out for them. They write a check payable to Toastmasters International and all the orders are mailed to World Headquarters.

It has proven a boon to clubs in District 49 and they offer it as a suggestion to other districts.

\* \* \*

Area 5 Governor Paul Malone in District 48 is a man who gets the job done. He decided to push the Club Achievement Program in his area during his term and push it he did. In the Club Achievement Year just completed all five clubs in Area 5 submitted Club Achievement Manuals. Three of the clubs earned "Blue Ribbon" recognition and one of the clubs, *Redstone Club 1932-48*, was the top club in Club Achievement in Region VIII for the second consecutive year.

## TM TOPPERS



**SPARKPLUG AWARD** — At each installation banquet held by Chapel Hill (N.C.) Club 2295-37, a special "Sparkplug Award" is given to the man deemed the most enthusiastic in the club. Here Roland Giduz holds his most prized possession — a giant sparkplug.

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

### CLUB ANNIVERSARIES

#### 15 YEARS

(Founded in August, 1951)

**Cascade Club 986-32**

Tacoma, Washington

**Columbus Club 959-40**

Columbus, Ohio

**Lubbock Club 884-44**

Lubbock, Texas

**Greenville Club 964-58**

Greenville, South Carolina





# Your Challenge-- Table Topics

by MOE RUDNER

I ENJOY TABLE TOPICS; I think they're a challenge. Do you agree? If not, then you are missing one of the greatest thrills in Toastmasters. Anybody can speak for 30 minutes. But what can you say in two minutes?

How many people do you know who, at one time or another, have wanted to express an opinion or an idea they felt strongly about but did not have the nerve nor the know-how to get up on their feet and say it? This is a challenge — and Table Topics trains you for it. By being called upon to speak extemporaneously, Toastmasters are trained in the art of expressing an idea, rendering an opinion, or contributing to discussion at an open forum, board or committee meeting and doing it briefly, concisely and to the point.

Table Topics can set the tone of the meeting when designed to retain general interest. Poorly

planned or unprepared Table Topics sessions can and do hurt the club. Table Topics is the first impression a visitor gets when visiting a club for the first time and Table Topics, therefore, contributes towards building membership. A good Table Topics session is the key to good public relations.

Because Table Topics is training in the art of instant communication, it should not be relegated to an unimportant role by not having sufficient emphasis placed upon its importance. In too many clubs, Table Topics time is used to pass the time, with the chairman not prepared, or taking his responsibility too casually. These are the clubs with membership problems.

The chairman has a great responsibility. Most Toastmasters are men who are there only because they want training in public speaking. They are serious-

minded men who take their training seriously. The Table Topics chairman can either fulfill his obligations to these men or he can ignore the aims and aspirations of Toastmasters International. He holds the key to successful club operation.

Table Topics should be explained briefly and clearly. The participants should know and understand what is expected.

Choice of topics is the key to a successful session. The chairman is seldom criticized for his choice of material. Far too many times, participants are called upon to act as comedians or storytellers instead of being given topics which require the rendering of an opinion.

These topics could also be treated in a light manner but if this is done all the time, then you are missing the challenge for real self-improvement.

The chairman should develop a theme. It could be a situation, or use of the imagination, such as TV commercials, presentation or "thank you" speeches, or resolving hypothetical problems. Toastmasters have a public image. They are expected to speak well whenever called upon. All training efforts should be directed towards that end.

Last year two clubs in our area conducted a Table Topics session at a mental hospital to demonstrate the therapeutic value of Toastmasters training.

The hospital staff participated in such topics as — introducing a guest speaker, replying to the introduction, and thanking the speaker. A doctor was called upon to speak on "Better Late Than Never," while a nurse was asked to pretend that she was Elizabeth Taylor addressing a meeting of the Daughters of the American Revolution.

In my own club, a Table Topics session was conducted along the lines of an Ann Landers column. A typical question was: "My husband gives me \$100.00 a month for household expenses and to clothe myself and our six children. We are in rags, but he says that he must be well-dressed for business reasons. He eats most of his meals out while we live on macaroni and cheese. He says his income is \$6,000 a year, but I peeked at his tax return and it says \$12,000. Do you think he's spending the extra \$6,000 foolishly or setting it aside for a rainy day? Signed — Gullible." I might add that this session aroused considerable interest.

Then there is the group discussion method in which a topic of local or national interest is directed for open discussion by all present. This encourages and develops participation, it serves as a sounding board of public opinion, adds to the sum total of knowledge and sets a high standard of club performance.



The choice of topics is unlimited. Pick up your daily newspaper and you will find literally thousands of ideas for Table Topics in each issue. Each month World Headquarters issues *TM Topics*, which gives ideas used successfully by other clubs throughout the organization. Look through *The Toastmaster Magazine* and you will find all kinds of material. You will find in the excellent booklet, *Table Topics*, hundreds of subjects which can be used in a variety of ways. Visit the exhibits and go through the displays if you attend the International convention, and you will discover gold mines of information.

Table Topics training can be most useful on important occasions. Let me tell you a true story about how this training may have saved a political career. A Toastmaster who was elected to Parliament in Canada was, during a committee meeting, called upon to express an opinion on a matter in which he could not openly take sides. He told us afterwards that he

was grateful for his Table Topics training which enabled him to handle a situation which required quick thinking. This is one result of good Table Topics programming — training people to think quickly, clearly and logically.

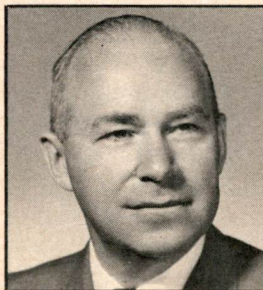
What is the effect on the individual? Ask the president of a large corporation and he will tell you, "The moment I am no longer able to give direction within two minutes without being misunderstood, I will no longer remain as president."

Ask the salesman: "I have only two minutes in which to gain the confidence of a client."

Ask the community leader: "I have only two minutes in which to convey my convictions."

Ask the husband and father — yourself: "There are occasions when two minutes of speech can be vital — to save a marriage or to save a child."

Whether in business, in public life or at home, there is no greater need than to acquire the ability of precise speech. This is the challenge!



*Moe Rudner was governor of District 61 in 1965-66. He is a member of Mount Royal Club 2827-61 in Mount Royal, Quebec, Canada. Rudner was educational lieutenant governor of the district in 1964-65. He is president of Love-Lee Lady, Inc.*

## Having Membership Problems? Why Not Try . . .

# Operation Open House



by RICHARD F. MARTIN

"OPERATION OPEN HOUSE" has become an annual affair in Conestoga Club 2036-38, Straford, Pennsylvania. The first one in 1964 attracted 22 guests and netted 10 new members for the club. The second one, in 1965, attracted 11 guests and has netted 5 new members.

This program can be effective in helping your club with its membership problems. "Operation Open House" requires a club chairman to get the plans underway and the program lined up. The chairman needs several assistants—plus every one in the club on his committee to bring guests and to make the event a successful one.

Here are the important points to cover with the committee:

1. Location, time and date
2. Publicity (newspaper cov-

erage before, during, and after the meeting)

3. Program
4. Guests

The location, time and date are easy — your club's regular meeting place and time, on a meeting night designated at least four weeks in advance. This gives all members a chance to plan on bringing a guest on the Open House night.

To be effective, publicity should be planned for before, during, and after the event. Newspaper stories beforehand should include an invitation to readers to attend, giving a phone number to call for information. This does pay off! Those who call are really interested, and a club member should be assigned to each of these guests. Invite a free-lance news photographer



to the meeting and permit him to sell copies of photos to members afterwards. He will try to make sure a photo is printed in the paper after the meeting. If you stretch your publicity over three weeks, you get additional effectiveness from it.

The program is the most important part of the event. We tailored ours around the *Basic Training Manual*, with the Toastmaster describing the manual as three speakers gave illustrations of speeches from it, including an "Ice Breaker" and a "Hands Up" speech — examples of progress through Toastmasters.

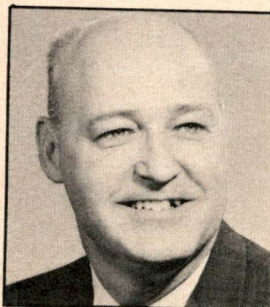
Guests are the reason for the Open House. They must be invited — they don't just walk in. All members should attempt to bring guests, and the club should pick up the meal tab. Members are asked to bring guests who appear to have an interest in, or a need for, Toastmasters. They can be found. Each member has

friends or associates who, once exposed to Toastmasters, want to join a club. Get these prospects to your well-planned Open House and they'll be back.

These items will bring "Operation Open House" to a reality. To transform the interested guests into members is the last task. This requires follow-up. Consider these steps —

1. Have all guests sign a guest book with addresses and phone numbers.
2. Send each guest your club bulletin for the next several meetings.
3. Call the guests and invite them to your next meeting, or assign the member sponsor to do so.

These guests are prospective members of the club. Follow-up on them. Don't let them go! Remember, the members you get this year will help "Operation Open House" to be a success next year!



Richard F. Martin served on Toastmasters International's Board of Directors in 1964-65. He is a member of Conestoga Club 2036-38 in Strafford, Pa. Martin is administrative vice-president of Abbots Dairies of Philadelphia, a division of the Fairmount Foods Co.



## JUST IN JEST

*Real friends are those who, when you've made a fool of yourself, don't feel that you've done a permanent job.*

—Quote

The army doctor was examining a prospective serviceman. "Sit down in that chair," ordered the doctor very sternly.

The reluctant prospect obeyed. "A-1" exclaimed the doctor. "Next." "What," exclaimed the recruit. "Why you haven't even looked at me."

"Well," the doctor explained, "you heard me tell you to sit down, you saw the chair, and you had enough intelligence to carry out the order. Move on, soldier!"

The R&R Magazine

*Daffynishion: Convincing talker — One who can keep his hands in his pockets while describing a circular staircase.*

— Boys' Life

Lawyer: "What's the change you want made in your will?"

Miserable mechanic: "I'm leaving everything to my wife, but only if she marries again within a year. Then I'll know somebody will be sorry I died!"

— International Teamster

*Houston's Astrodome now has a synthetic grass that's tricky to play on. Any error a player makes is just his turf luck.*

— Shelby Friedman  
"Quote" Magazine

"How was the applause after your speech?" asked the fond wife when her husband returned home after an evening engagement.

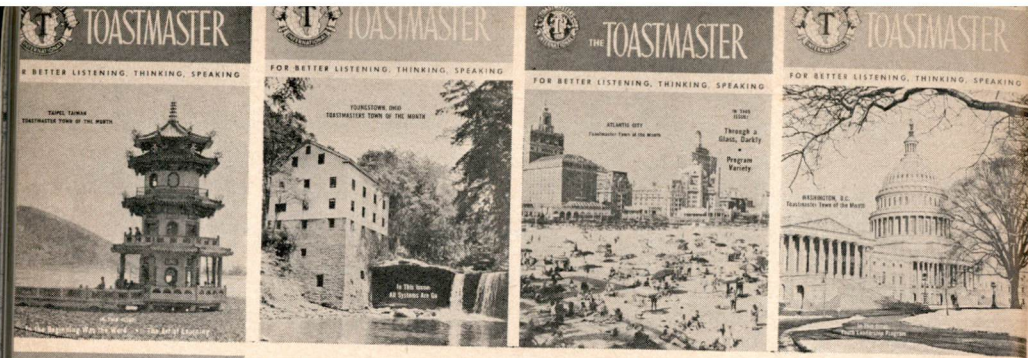
"Terrible," he moaned. "It sounded like a caterpillar in sneakers stomping across a Persian rug."

— Healthways Mag Digest

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

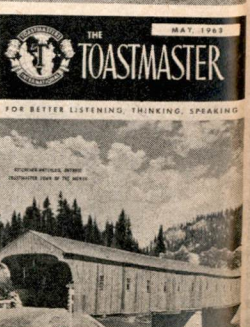
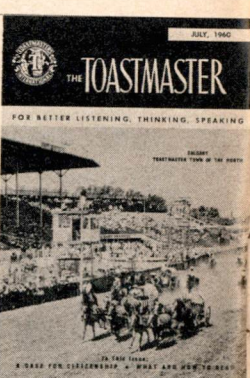
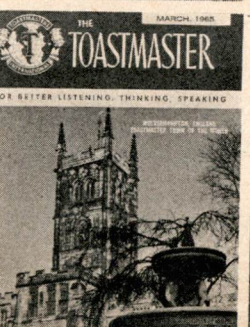
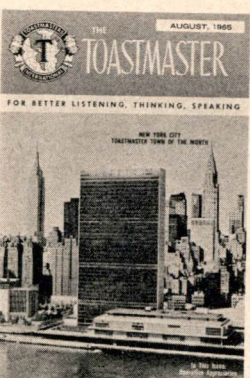
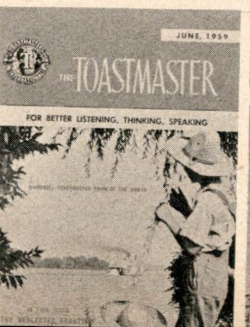
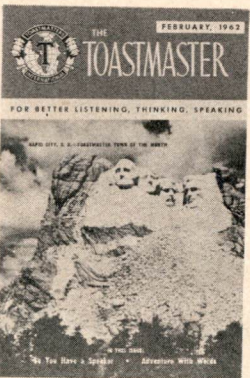
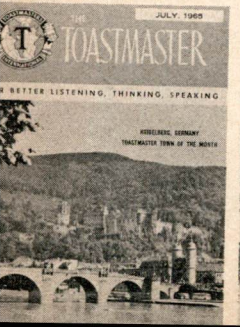
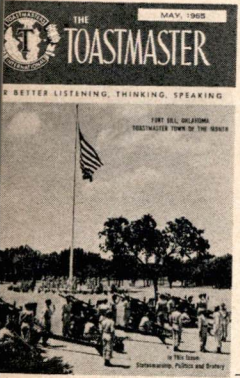
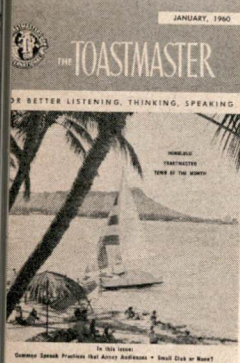
Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California 92702.





Gain Recognition for Your Club Through . . .

# Toastmasters Town of the Month



A SKYLINE PHOTOGRAPH of Cleveland, Ohio, on the cover of the April, 1959, issue marked the beginning of a series in which *The Toastmaster* each month spotlights a city somewhere in the world.

This month San Diego, Calif., becomes the 85th city to be featured in the series that has included Hong Kong, Panama City, Sioux City, Taipei, Kwajalein, Spokane, Maracaibo, Calgary, Coeur d' Alene, Kitchener-Waterloo, New York, Bethlehem, Sydney, Fort Huachuca, New Orleans, Bremerhaven and many, many more — many distant cities with one important thing in common—Toastmasters clubs where men are helping each other through better listening, thinking and speaking.

World Headquarters at the present time has more than 60 requests from Toastmasters clubs to have their communities recognized on the cover of *The Toastmaster*. Preliminary selections for the cities to be featured the following year are made each October.

Selection of your community is a tremendous opportunity to gain recognition for your clubs and for Toastmasters International. The following considerations are used in making the selections:

1. Public Relations Value — What publicity plans do the local clubs have? Is a club plan-

ning to ask the mayor to proclaim Toastmasters Week? How will the 200 copies of *The Toastmaster* made available to the local club or clubs by World Headquarters be distributed?

2. Timeliness — Does the selection tie in with a local event such as the Calgary Stampede, a city's 100th anniversary, annual convention, a club's 25th anniversary?

3. Geographic Location—The editors try to give worldwide representation in each year's selections.

4. Date of Request — Where possible, preference is given to those clubs submitting the earliest requests.

The above criteria serve only as guidelines. The main consideration is the public relations value to be derived by Toastmasters. When a city is featured, the Publications Department sends news releases to the news media of the community emphasizing that *The Toastmaster* is carrying the city's story to Toastmasters in 47 countries and territories of the free world.

But it is up to the local Toastmasters to make the most of the recognition. Here are a few examples of what has been done this year and what you can do if your community is selected:

**Youngstown, Ohio —**

The mayor proclaimed Toastmasters Week;

Two downtown banks had



Toastmasters window displays;

Honorary memberships at a special banquet were given to the mayor, executive vice-president of the Chamber of Commerce and to the chief editorial writer of the *Youngstown Vindicator*.

Toastmasters International received letters from the mayor and the Chamber of Commerce pledging their support to Toastmasters clubs in the community.  
**Peoria, Illinois** —

The mayor proclaimed Toastmasters Week;

A letter to the editor of *The Toastmaster* from the Association of Commerce pledged support in publicizing the recognition, including Toastmasters participation in a half-hour radio and television simulcast.

**Midland, Texas** —

The mayor proclaimed Toastmasters Week;

Letters to *The Toastmaster* from the editor of the *Midland Reporter Telegram* and a local television station pledged support and publicity;

*The Toastmaster* was distributed to the library, banks, oil company offices, Chamber of Commerce members.

**Portland, Maine** —

Conducted an essay contest among junior high students describing Portland for publication in *The Toastmaster*; gave a \$25

savings bond to the winner and a photograph of the presentation appeared in the local newspaper;

Governor of the State of Maine proclaimed Toastmasters Week;

Chamber of Commerce distributed 200 copies of *The Toastmaster* to its members.

**Dubuque, Iowa** (will appear in September) —

The Dubuque Industrial Bureau has ordered 3,000 copies of *The Toastmaster* for distribution on scheduled flights of Ozark Airlines and through the Chamber of Commerce;

In addition, copies will be made available at their Tourist Center and will be distributed to schools, colleges, and universities.

Could your city's selection as "Toastmasters Town of the Month" boost your club's image? In what ways could your club gain publicity from the recognition? What about Toastmasters Week? An editorial in the newspaper? Distribution of *The Toastmaster* in business offices and waiting rooms with a sticker attached giving your club's name and meeting place? A special banquet? Window displays?

Although there are clubs in more than 60 communities desiring this recognition, your city may be selected first if you have a planned program to capitalize on it. Help yourselves and help Toastmasters International!

## Table Topics

**CONVENTION REPORT** . . . A complete account of Toastmasters International's 35th Annual Convention will appear in the September, 1966, issue of *The Toastmaster*. Watch for this summary of the San Diego convention in words and pictures next month.

**EXECUTIVE DIRECTOR** . . . While attending the 35th reunion of his class at Yale University, Executive Director Maurice Forley presided at a panel discussion which included as panelists Dr. Shirley Fiske, Assistant Secretary of Defense; the Honorable Fraser Wilkins, former U.S. Ambassador to Cyprus and now the Inspector General of the Foreign Service of the U.S. Department of State; Dr. Richard Weigle, president of St. John's College; Dr. David Langmuir, consultant to NASA and Director of Research for Thompson-Ramo-Woolridge; and Tom Evans, president of H. K. Porter Co.

During his trip the executive director was interviewed on a worldwide broadcast on the Armed Forces Radio Network; by Barbara Walters on the National Broadcasting Company's "Emphasis;" on the Martha Deane Show on WOR-Radio in New York City and on *The New York Times* station, WQXR-Radio in New York City.

**ZIP CODES** . . . We need your zip code! Starting January 1, 1967, World Headquarters will need zip codes for all members in the United States. Effective on that date, *The Toastmaster*, *TM Topics* and the *District Newsletter* will not be delivered unless the address includes a zip code.

**TOASTMASTERS ANNIVERSARY** . . . October 22, 1966, marks the 42nd anniversary of the founding of the first Toastmasters club in Santa Ana, Calif. It's a good opportunity for your club to launch a publicity campaign for itself and for Toastmasters International. Start making plans now!

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



# New Clubs

(As of July 1, 1966)

- 448-25 DALLAS, Texas, *Continental*, Thurs. 4:45 p.m., Room 910, Mercantile Continental Building, Dallas, Texas RI 8-7351
- 883-U WETHERSFIELD AIR BASE, Essex, England, *Wethersfield*, 1st-3rd Tues. 7:00 p.m., Officers' Open Mess, Wethersfield Air Base Braintree 1506 Bus: Braintree 1240 Ext. 352
- 903-F BLYTHE, California, *Blythe*, alt. Mon. 7:00 p.m., Rodeway Inn Motor Hotel, conference room, Blythe, California 922-5291
- 1547-20 BISMARCK, North Dakota, *Noon Hour*, Fri. 12:00 noon, Gourmet House, Bismarck, North Dakota 233-7572 Bus: 223-8790
- 1812-34 CATSKILL, New York *Toastmasters Club of Greene County*, Wed. 6:00 p.m., Saulpaugh Hotel, Catskill, New York 943-5735
- 1862-42 REGINA, Saskatchewan, Canada, *Pile O' Bones*, Mon. 12:00 noon, 13th Floor, Saskatchewan Power Building, Regina, Sask. 568-7159
- 2129-60 TORONTO, Ontario, Canada, *Antes*, Tues. 8:00 p.m., Mayfair Inn, 1184 The Queensway, Toronto, Ontario, Canada 535-7686
- 2263-47 TAMPA, Florida, *TECO*, Mon. 5:30 p.m., Tampa Electric Company Snack Bar, Tampa, Florida 876-4111
- 2274-TCA PARRAMATTA, N.S.W., Australia, *Parramatta*, Thurs. 6:30 p.m., Parramatta Businessmen's Club, Parramatta, N.S.W. 85-7192
- 2595-4 SAN JOSE, California, *Santa Clara Valley Noon-Timers*, Thurs. 12:00 noon, Villa East, 3469 McKee Road, San Jose, California 297-1481
- 2653-11 GARY, Indiana, *Gary*, Tues. 7:30 p.m., Tropical Dining Room, 629 West 11th Avenue, Gary, Indiana 885-3555 882-8397
- 2921-U SEVILLA, Spain, *Sevilla*, Mon. 8:00 p.m., The San Pablo Officer Open Mess, Sevilla, Spain 2201 S.P.
- 2942-66 WILLIAMSBURG, Virginia, *Colonial*, 2nd-4th Thurs. 7:00 p.m., Lobster House, Williamsburg, Virginia 229-6115
- 3295-6 BELLE PLAINE, Minnesota, *Borough Masters*, 1st-3rd Thurs. 6:30 p.m., Carlsons Hotel, Belle Plaine, Minnesota 873-6471 Bus: 873-6460
- 3535-56 ALVIN, Texas, *Alvin*, 2nd-4th Tues. 6:30 p.m., Holiday Inn, Alvin, Texas OL 8-5165
- 2556-68 NEW ORLEANS, Louisiana, *Jeff Davis*, Thurs. 11:45 a.m., 909 South Jeff. Davis Parkway, New Orleans, Louisiana 887-7669
- 3666-66 LANGLEY AFB, Virginia, *Langley NCO*, 2nd-4th Wed. 5:30 p.m., Langley N.C.O. Club 764-2306

## DISTRICT GOVERNORS 1966-1967

- F. William W. Irwin  
2. Chin T. Hung  
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4. Lyle O. Schuelke  
5. Joseph Sawaya  
6. Bernard L. Szymczak  
7. Jack Ouchida  
8. Adam F. Bock  
9. John W. Rigsby  
10. Dwight Simpson  
11. Arthur T. Ottman  
12. Marion Henry  
13. Richard Ellsworth  
14. Richard A. Saam  
15. Royal C. Mursener  
16. Russell Fisher  
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19. Owen J. Newlin  
20. Thomas D. McCarty  
21. Roy Jolly  
22. Al Acker  
23. O. G. Betancourt  
24. George Ireland  
25. Robert G. David  
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27. Gary Hislop  
28. William V. Smith  
29. Harry Hall  
30. Ray Eldridge  
31. Albert Nickerson  
32. Wesley Hillman  
33. Dixon H. Murphy  
34. Byron E. Phelps  
35. Robert Last  
36. Robert A. Bradley  
37. Larry D. Beitel  
38. A. J. Morwald  
39. Lehel deKrivatsy  
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44. Jose M. Galdiano  
45. Stanley Rhodenizer  
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47. Win Chesley  
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52. Ray Frazier  
53. I. William Hollander  
54. Fred R. Lembeck  
55. David A. Bentzin  
56. Richard T. Irby  
57. Douglas K. McVae  
58. Griffith Orme  
59. T. E. Shea, Jr.  
60. George House  
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62. Alfred J. Hinkelman  
63. Walter Douglas  
64. G. E. Tardi  
65. John B. Luce  
66. Floyd J. Louquet  
67. Maynard Falconer  
68. James J. McCloskey Jr.
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6548 55th Ave. NE, Seattle, Wash. 98115  
7837 E. Oak, Scottsdale, Ariz. 85257  
3342 Melendy Dr., San Carlos, Calif. 94070  
5366 Chollas Pkwy., San Diego, Calif. 92105  
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R.R. 2, Lincoln, Ill. 62656  
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5242 Ranchview Pl., Pittsburgh, Pa. 15236  
MEMQ 9207-A MCSC, Albany, Ga. 31705  
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2132 Carroll Dr., Lawton, Okla. 73501  
1300 Ave. -B- NW, Great Falls, Mon. 59401  
3315 48th Place, Des Moines, Iowa 50310  
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257 Emerson St., Rochester, N.Y. 14613  
118 Odd Road, Poquoson, Va. 23362  
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705 Louisiana Ave., Bogalusa, La. 70427

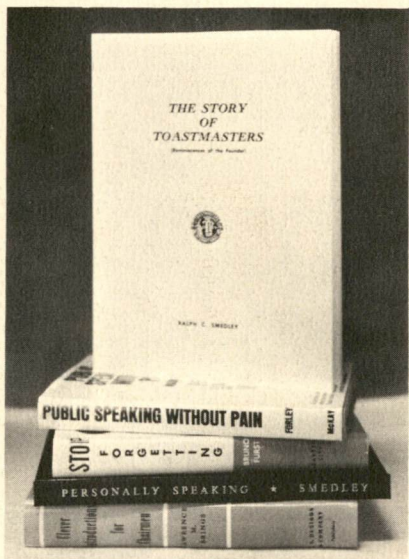
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