



APRIL, 1966

# THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING



**Toastmasters Town of the Month  
PEORIA, ILLINOIS**

**In This Issue:  
Report of the Nominating Committee**



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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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# The TOASTMASTER

For Better Listening—Thinking—Speaking

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# Why Talk About Cancer?

by GREGORY PECK

National Crusade Chairman of the American Cancer Society

*The American Cancer Society is one of the many worthwhile organizations whose activities and drives are helped by Toastmasters Speakers Bureaus. Others include The National Foundation, National Safety Council, Big Brothers of America, Boy Scouts of America, and National Conference of Christians and Jews as well as local organizations such as Community Chests. From time to time The Toastmaster will run articles from other organizations that have received help from Toastmasters Speakers Bureaus.*

HAVE YOU CONSIDERED the subject of cancer for an upcoming speech? When there are so many gay and interesting topics from which to choose, do you wonder why I, a member of a profession reputed to be full of glamour and gaiety, urge you to consider presenting the serious problem of cancer control in a future speech?

As to my concern about cancer and my involvement with the American Cancer Society, let me tell you quickly that I have always been intrigued by the physician's role. As a matter of fact, I started out in life intending to be a doctor. But even if this were not true, how could one help but be moved by the tragic deaths of such co-workers as Gary Cooper, Humphrey Bogart, Judy Holliday, Kay Kendall, Buster Keaton? How could one stand by and not feel compelled to do all possible to help prevent needless deaths from cancer?

I could not just stand by. I had to do something. I felt especially challenged by the cancer statistic which of all the figures of incidences and deaths is to me the most devastating — that is the number 95,000 — think of it! — 95,000 cancer patients in this country alone who will die needlessly in 1966 because they



Academy Award winning actor Gregory Peck, right, 1966 National Crusade Chairman of the American Cancer Society, met with Toastmasters International Vice-President for Organization Earl Potter during a recent meeting in St. Louis. Peck, who has been nominated for five Academy Awards and who won the "Oscar" for his performance in "To Kill A Mockingbird," has been deeply concerned with the cancer problem for many years and has served the American Cancer Society in several capacities. Peck has been featured in many of the best received films during his theatrical career and few, if any, have surpassed him in stature and appeal. The American Cancer Society presented Toastmasters International with the 1963 Year-of-the-Volunteer Award for "the outstanding accomplishment of its members as volunteers in the cause of cancer control."

did not get to their doctors in time. To me this is especially tragic. I can understand that many cancers defy the present knowledge of science and medicine. That is why we work so hard to get sufficient funds for research. But the knowledge that individuals are dying who need not die presents an opportunity for service. The fact is that your participation and mine, and the knowledge we may gain and pass along to those with whom we come in contact, can help change this picture. You and I have it within our power, however indirectly, to help save a

life. Can you think of a more worthwhile goal?

What can you as a member of Toastmasters do? Let me tell you here that I have learned of the fine work which Toastmasters International has done in this field over the years, and I speak for the American Cancer Society when I tell you how how grateful we are for the way your members have consistently joined in the battle against ignorance, fear and indifference — so often the reasons people do not get to their doctors in time.

As the subject for a talk, cancer can be extremely interesting.



It can be approached from many angles, none of which need to involve technical information which is, after all, the prerogative of the medical profession. As laymen, we need not talk about the disease, as such, but rather stress its early diagnosis and treatment and the hopeful goal of more lives being saved thereby. We can point with pride to the 1,400,000 Americans alive today, cured of cancer. Our immediate objective is to help save lives now being needlessly lost.

Let me give you an example of the type of speech topics which come readily to mind —

Cancer takes a heavy toll in essential, difficult-to-replace executive and technological manpower. It keeps more people off the job for longer periods of time than any other major illness. Cancer education will help prevent this loss and if you are talking to a group of business or industry executives, the development of this theme really hits home.

The breakup of a family unit brought about by a serious illness such as cancer is a subject of concern to parents and community leaders alike. When the father is stricken, the mother often has to become the breadwinner as well as nurse and

homemaker. On the other hand, the father is forced into a double role, as well, when it is the mother who falls victim to cancer. Today there are over 300,000 American children under 18 who have lost their fathers to cancer.

Over 250,000 have lost their mothers. How many of these parents might have been saved? Surely a most provocative problem to explore and present to an interested audience.

These are only two of the many different ways in which to present the subject of cancer from the point of view of our country, the community in which we live, our families and friends and ourselves. Incidentally, of especial interest to Toastmasters International, there is also the part this country is playing in the worldwide fight against cancer, a fascinating subject in itself.

No matter how many ways we choose to approach the problem, however, one cannot avoid the need for all of us to recognize our responsibility for our own health. "A regular physical checkup annually, no matter how well you feel" is the theme we should repeat and repeat until it finally hits home.

Why talk about cancer? You may help save a life. The life you save might be your own!



# Develop Your Leadership Potential

by PETER F. SARTHOU



**S**ERVING AS A CLUB OFFICER offers a bonus to Toastmasters. It is an opportunity to acquire added experience and to develop leadership potential. As an officer, there are many things you can learn that you do not learn as a member. Some of these are:

*Planning* — As a club officer you learn the need for planning your work. There must be planning in advance of doing in order to accomplish anything of importance.

*Control* — Planning by club officers and committee chairmen is of little value unless there is subsequent control to make certain that the plans are carried out. After plans have been made and instructions given, those in charge must have some means of determining whether the plans are being carried out. This can be done through observation of the activity in process or by examination of the finished assignment.

*Decision* — Experience in making decisions at every organizational level is acquired when

serving as an officer. Opportunities are provided for training in making decisions on problems within the field of individual responsibility, going to a superior for advice and counsel only.

I have often heard it said: "Give a man authority; train him to make decisions within the scope of that authority, and hold him accountable for results, and he will soon be able to assume greater responsibilities."

*Balance* — To insure proper development and efficiency of operation in a club, it must be well balanced internally. Officers learn to apportion their attention in running a club. They learn that if one function in a club is given attention to the detriment of other functions, the club soon gets out of balance. It is the duty of the president to keep the club in balance. It is the duty of each committee chairman to keep his committee in balance.

An example of the failure of a club due to disregard of this principle of balance is that of a



successful club that elected a new slate of officers. This enthusiastic, optimistic group decided that the members were mature, responsible men and did not need to have club programs or to be reminded of meeting dates by mail, since this was a cost they felt to be unnecessary. Planning and programming, if needed, would be done at the start of the meetings as required. In addition, the membership chairman was eliminated. This club failed because those in charge had lost their sense of balance. They had forgotten the essential elements of planning, programming, and control, and the important need to constantly bring new blood into the club.

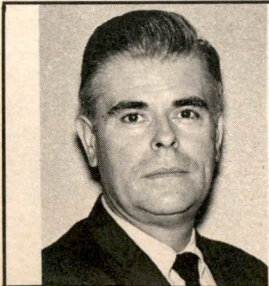
**Simplicity**—All elements, programs, and assignments which are not essential to a successful club should be eliminated and all those retained should be reduced to their simplest form. Officers learn to scrutinize their club programs, methods, and systems to determine if they are necessary and whether they are more elaborate than actually needed. Officers and chairmen in

an active club learn that the simplest method which will accomplish a given result is the best method.

**Motivation**—Club officers and chairmen obtain first-hand experience in getting people to work for the joy of accomplishment, moving to action men who might otherwise be content to stand still.

**Enthusiasm**—Officers soon learn to create interest, zeal, and fervor among their members to fulfill club objectives. Enthusiasm begets enthusiasm—and officers, by their actions and interest, instill enthusiasm in the members. Officers learn that when they are full of enthusiasm, they are full of magic. They learn that it is the one human quality that never fails. They find that the easiest and quickest way to get enthusiastic response is to be enthusiastic.

As an officer, you will learn that the ultimate source of power is the group, and a group is made up of people. Serving your club as an officer, you will develop in yourself those qualities and characteristics essential to the leadership of people.



*Peter F. Sarthou is a past District 46 governor and past president of VA NYRO Club 3155-46, New York, N.Y., and Midland Park (N.J.) Club 3041-46. He also served as an area governor and educational lieutenant governor in District 46. He is an administrator in the Medical Division of the Veterans Administration, New York Regional Office.*



# THE TOASTMASTERS CLUB AS A LISTENING LABORATORY

by DR. SETH A. FESSENDEN

THE ART OF SPEAKING has been studied for over 2,000 years but almost all the research on listening has been done during the last 20 years. And yet, the importance of good listening in our social and professional lives has been accepted without question although we have not reached satisfactory answers on

what it is, how it can be measured, or how it can be improved.

It is my contention, after having attended hundreds of Toastmasters club meetings, and after teaching speech for 30 years, that the format of the Toastmasters club has the most exciting potential for the development of an effective listening laboratory



of any activity that I know of in the educational field.

Dr. Herbert Hackett, who did research in listening at the University of Utah, ten years ago expressed a feeling which was rather unpopular but which is gaining acceptance now. He pointed out that listening instruction was no more than a current fad, that the kind of listening tests available did not relate in any way to the listening that we do in everyday life, and that *knowledge about* listening contributed very little if anything to the *ability* to listen. Research in the past 10 years has proved him right.

In spite of more than 200 doctoral theses, many more masters theses, and more than 500 articles dealing with various aspects of listening, we have conclusions such as those expressed by Dr. Charles Robert Petrie in the December, 1964, issue of the *Journal of Communication*: (1) We do not know how to isolate and measure listening ability validly and reliably; (2) We do not know how to improve listening ability through training. Dr. John L. Meyer of Hamline University and Dr. Fredrick Williams of the University of Wisconsin were no less pessimistic when they reported in the November, 1965, issue of *The Speech Teacher* on

their research findings: "... there is the major implication that something is either amiss with the way we teach 'listening improvement' or with the way we purport to measure it. Or perhaps there is an even darker prediction: we may be on the wrong track in both efforts, teaching as well as measurement."



We have been greatly influenced in our studies of listening by the two principal listening tests, Brown-Carlson and STEP. Unfortunately, these are not comparable, and this causes one to be skeptical about either actually measuring listening ability. Dr. Charles Kelly, for example, reported on "An Investigation of the Construct Validity of Two Commercially Published Listening Tests" in the June, 1965, issue of *Speech Monographs*, that "The results of this study confirm the earlier doubts about the validity and the stability of the Brown-Carlson and the STEP listening tests. In general, they are no more similar to each other than either is to a test of mental ability or to a test of reading ability..."

Toastmasters is largely comprised of men active in business and professional fields. Studies indicate that these men spend about 60 per cent of their time listening, and that those in ad-

ministrative or supervisory positions earn 35 to 40 per cent of their salaries by listening. However, most listening is done at a level of efficiency not much better than 25 per cent. Listening has become so important that about one-third of the largest industries in the United States incorporate some aspect of listening into their training programs.

The member of a Toastmasters club is in a fortunate position, especially if his working conditions do not provide him with some training opportunities for developing greater listening proficiency, for the club program can provide an excellent laboratory in which skill can be increased and probably measured.

I propose that listening is a form of learning, and that both are affected by mental ability. However, listening, like learning, can be improved and given direction. In both instances measurement must be in terms of performance, for neither can be measured directly. When a worm is taught to make an appropriate turn in a T-maze to avoid an electric shock, the only possible way to measure the learning is to observe the consistency of the performance. The successful salesman is probably one who has learned to listen for certain clues which indicate the prospect's readiness to buy. The lawyer or the debater listens for contradictions, errors, evidence,

points of weakness. The Toastmaster listens to the evaluation of his presentation in order to find ways to improve his speaking. He is seeking to learn by doing and by learning from others how they think he is doing.

Learning, broadly defined, results in a change, however minute it may be, in a skill, a habit, an attitude, an understanding. Listening includes the dimension of purpose, for listening is an act consciously performed with a conscious or unconscious purpose.

The purpose that one has for listening will vary with the occasion, and almost always it will be selfish. Of course, we often listen because it is the courteous thing to do, or we may listen to help the other fellow express an idea and to give him the feeling that his thoughts are important to others. The renowned industrial psychologist Carl Rogers says that listening is an essential part of a supervisor's job, for skillful listening will help employees gain a clearer understanding of their situations and to cooperate with each other. Dr. Ralph Nichols of the University of Minnesota says, "We openly acknowledge the selfish characteristic of listening, and urge our trainees to become better listeners by hunting for the useful and the practical."

One of the very early studies isolated seven basic reasons why



people listen, and they are still basic for they can be interpreted to encompass almost every situation: We listen for an answer to a definite question, to a question with the intention of answering it, to form an opinion, for news, to an argument in order to answer it, to directions which we intend to follow, and for unspecified information on a topic of interest.

In the Toastmasters club evaluation of colleague speeches is part of every regular program. The evaluator listens to a talk with the intention, ideally, of being able to help the speaker to improve his presentation the next time he talks. This can provide an unsurpassed laboratory for listening improvement if certain conditions exist.

In order for the club to be used effectively as a laboratory, the member must want to evaluate fairly and adequately. He needs to make an effort to do a good job. Whether his motivation is a sincere desire to help his colleague to improve his speaking or to experience the satisfaction of feeling that the other members of the group consider his evaluations to be sound, he must feel a need to overcome listening barriers and to formulate judgments upon which his evaluation can be based.

The second condition relates to the purpose that the evaluator has in mind as he listens. We all know that the areas to be covered in an oral evaluation must be limited. When no direction is given, by the topics on an evaluation chart for example, the evaluator may spend the first minute or so of his listening to determine what aspect of the speaker's presentation he should emphasize. This may be

the subject, the way the subject is developed, the soundness of evidence or the vividness of the examples, the use of the voice, personal directness, or any of the many elements of speaking. Ideally, for the club to provide a good laboratory for training in listening, there should be direction that will enable each evaluator to move through an appropriate series of experiences with predetermined emphasis.

The third condition should provide opportunities for the evaluator to identify and to overcome commonly recognized obstacles to effective listening.

First, it is inevitable that your attention will fluctuate. But you can avoid letting it fade in and out intentionally. Because the speaker will be moving along at about 125 words a minute while you think at a much faster rate, it may be an effort to keep from



thinking of many other things. However, try to use this spare time to think about the ideas that the speaker is presenting.

Second, limit what you try to remember. You'll forget half of what the speaker says anyway, so be a bit selective. Note especially the points that you will want to use as you evaluate.

Third, music or animated conversations from adjoining areas, restlessness in the audience, poor ventilation and many other physical conditions can be distracting. One who is attempting to listen well should seek to avoid letting his attention move from the speaker and his comments.

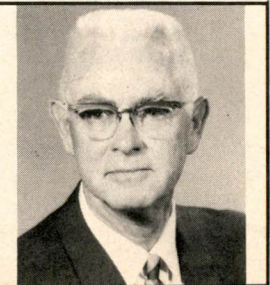
Another condition that makes the Toastmasters club an ideal learning laboratory for listening is the opportunity for almost immediate testing of how well one listened. One characteristic of programmed learning that has become so popular is the immediate discovery on the part of the learner whether his answer is correct. Very soon after the speaker has spoken, the evaluator must demonstrate how well he listened.

Through learning to listen for the purpose of colleague evaluation, the Toastmaster discovers principles that can help him as he listens in conversations, in sales, in employer-employee relationships, in church, and at home. The measurement of his listening improvement is not through the use of a standardized listening test, but is through performance in various situations. We cannot see or measure learning or listening directly. All we can observe and measure directly is behavior.


Listening is becoming an important part of the communications field. As Toastmasters strive for effective communications, "effective" listening can help them achieve their goal of "better listening, thinking, speaking."

*EDITOR'S NOTE: A Guide to Better Listening, written by Dr. Fessenden and Maurice Forley, executive director of Toastmasters International, is being tested in several colleges with the intention of including it as part of the Toastmasters educational program.*

*Dr. Seth Fessenden is chairman of the Department of Speech at California State College, Fullerton, and serves on the Educational Advisory Committee for Toastmasters International. An internationally known scholar who has authored or co-authored 17 books, he is a recognized authority on listening as an integral part of the communications process.*







## PEORIA, ILLINOIS

# Toastmasters Town of The Month

PEORIA, ILLINOIS, is located on the Illinois River midway between Chicago and St. Louis, Mo. Known as the "Earth Moving Capital of the World," the city is a manufacturing, chemical, distilling, shipping and agricultural center as well as being the second largest city (in population) in the state. The city has 136,400 people and is the hub of a metropolitan area of 325,000 persons.

Peoria was settled more than two and one-half centuries ago — in 1691-92. The name of the city comes from the Peorias, one of the most populous tribes of the Illiniwek (Illinois) Indians, who inhabited this region when the French first explored, fortified, and colonized the Illinois Country.

The city abounds with historical tradition, having lived under the flags of four nations. Louis de Joliet of Quebec, cartographer and explorer, and Pere Jacques Marquette headed the French party which passed through the Peoria region in 1763, living on its shores for a few days. That same year, France ceded the Illinois Country to Great Britain. The English regime ended in 1778 when George Rogers Clark routed the British. For a short time in 1781, Peoria was in the hands of a Spanish military expedition which had traveled up the Illinois River from St. Louis. Within a few weeks U.S. troops regained control. Peoria officially became a city of the State of Illinois in 1845.

At the present time, Peoria's central business district is involved in a revitalization program with over \$50 million in new construction underway. Included among the work is a new \$7 million world-wide headquarters building for Caterpillar Tractor Co., the nation's largest manufacturer of earth moving equipment.

Peoria has two Toastmasters clubs: Marquette Club 2403-54 and Pimiteoui Club 2068-54. *The Toastmaster* salutes Peoria, Illinois, Toastmasters Town of the Month.

(Cover photograph courtesy of the *Peoria Journal Star*)

*The following report of the Nominating Committee is presented in accordance with Article VIII, Section I, of the Bylaws of Toastmasters International.*

# Report of the Nominating Committee

The Nominating Committee presents the following candidates for election as officers of Toastmasters International at the annual business meeting to be held during the 35th Annual Convention of Toastmasters at San Diego, Calif., Aug. 4, 1966.

(Listed Alphabetically)

For President ..... John B. Miller  
 For Senior Vice-President ..... Lothar Salin  
 For Vice-President for Education ..... Earl M. Potter  
 LaRue A. Thurston  
 For Vice-President for Organization ..... Ralph E. Howland  
 A. W. Stillwell

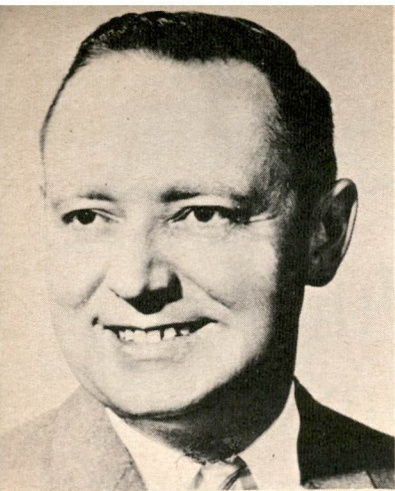
(By) Frank I. Spangler, Chairman

Emil H. Nelson	O. Franklin Beumer	Norval A. Anderson
David E. Treibel	Richard Martin	William V. Smith
W. Bruce Norman	George J. Mucey	Luther Gower
	Robert L. Knotts	

*It is the duty of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.*

*TMI officers and directors will be elected at the annual business meeting, August 4, 1966, at the El Cortez Hotel, San Diego, Calif. Directors are nominated at the eight Regional Conferences.*





#### JOHN B. MILLER

currently serves as senior vice-president of Toastmasters International. He served as vice-president for organization in 1963-64, on the Board of Directors from 1961-63, and as governor of District 19 in 1958-59. A Nevada, Iowa attorney, he is a member of East Story County Club 504-19, a club which he organized. He is a past president of the Nevada Chamber of Commerce, the Nevada Lions Club and the Story County Bar Association; and is a member of Rotary, Masons, Scottish Rite and Shrine, American Legion, V.F.W., and the Presbyterian Church. A former submarine officer, he holds the rank of captain in the Naval Reserve.



#### LOTHAR SALIN

is the present vice-president for education. He was vice-president for organization in 1964-65, on the Board of Directors from 1961-63, and founding governor of District 57 in 1957-58. President of Salin Printing and Advertising in San Rafael, Calif., he is a member of Tamalpais Club 1755-57. He has attended 12 and been a featured speaker at seven International conventions, holds Certificate of Achievement No. 1, a Beyond Basic Training Certificate and two Awards for Informed Speaking. He has helped revise several Toastmasters educational manuals and has contributed several articles to *The Toastmaster*.



#### EARL POTTER

completes his term as vice-president for organization this year. He previously was a member of the Board of Directors in 1962-64 and served as governor of District 8 in 1961-62. He is a member of St. Clair Club 496-8. He received the District 8 Toastmaster of the Year Award for 1964-65. He lives in Belleville, Ill. and is a member of the management staff of the Monsanto Chemical Company. He is a member of the Board of Grand Examiners of the Grand Lodge A.F. & A.M. in Illinois, an honorary 33rd degree Mason, an officer in two Scottish Rite Bodies and a member of the Advisory Committee for Manpower Train-

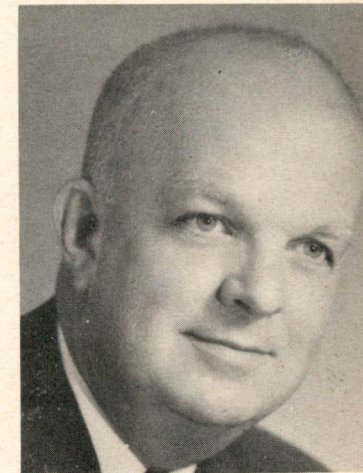
#### LA RUE A. THURSTON

completes his term as a member of the Board of Directors of Toastmasters International this year. He served as governor of District 10 in 1957-58. A Toastmaster for 17 years, he is a member of Forest City Club 1185-10. He is a resident of Cleveland, Ohio, where he is field director for the Greater Cleveland Council of the Boy Scouts of America. He has been honored as the recipient of a Fellowship Degree by the Boy Scouts of America and is a member of the Church of the Savior. He originated an Officers Training Flip Card which has been adapted by World Headquarters and made a part of the Club and District Officers Training Programs.



#### RALPH E. HOWLAND

served on the Board of Directors of Toastmasters International in 1963-65. He was governor of District 35 in 1959-60 and was the district Speech Contest winner in 1954 and 1962. A Toastmaster for 16 years, he received the District 35 "Mr. T" Award in 1963 and is a member of Breakfast Club 3569-35. A resident of Oconomowoc, Wis., he is president of the Craftwood Corporation. He is a former president of the Oconomowoc Rotary Club, past moderator of the First Congregational Church, member of the Oconomowoc Board of Education, and member of the International Platform Association. He has contributed two articles to *The Toastmaster*.



#### A. W. STILLWELL

completes his term as a member of the Toastmasters International Board of Directors this year. He served as governor of District 63 in 1963-64 and is a member of two clubs, Nashville Club 1565-63 and Brentwood Club 2596-63. He lives in Nashville, Tenn. where he is division controller for The Kroger Company. He is a 32nd degree Mason and a member of Civitan, the Chamber of Commerce and the National Association of Accountants. A Toastmaster for 13 years, he has participated in Toastmasters activities in Districts 11 and 28 as well as District 63. He has also been a contributor to *The Toastmaster*.





# Toastmasters Helped-- Where Others Failed

by HARLAND KELLY

THREE YEARS AGO, in fact it was the 19th of April, 1963, I awoke about six, made the coffee, started to read the paper and then it happened. My wife called the doctor and he called an ambulance. I had had a stroke. I was 43 years old, about 295 pounds, 6 feet 1 inch tall, and never, never had been sick.

The first of May, 1963, the doctor decided that I could go home from the hospital—without the use of my voice and my right hand.

A therapist worked with my right hand and made it move again, all but my index finger and I am still working with it. But my speech, what of that?

My problem was more than just voice. I was able to read a written word but to speak the word and associate it with an item was just impossible. From the first of May until Thanksgiving, I had a speech therapist from the public schools working with me.

The first night she came she had a dozen sets of cards. They were the old flash cards like we used to work with in grade school. There were cards with pictures of apples, a saw, a billfold, and many other things on them. She would ask me what I thought it was: "Was it apples? Was it oranges? Was it bananas?" and then I would nod after she repeated the thing I thought it was. The same thing was true with hand tools, my personal possessions, and everything else. She tried and tried in those months to teach me to speak, but she failed to get me to do more than repeat a list of words. That was a start. I hadn't been able to do that when she started.

It had not always been this way. When I was in college, at Nebraska Wesleyan University, I belonged to Pi Kappa Delta, an honorary speech fraternity. My instructor wrote that she was glad for me and noted that it was for special distinction in debate.

I had joined a local Toastmasters club around the first of February, 1959. My Ice Breaker was "The Birth of the White

Mules."

The high point of my career was when I won over the rest of the speakers at a joint meeting with a Gavel Club at the Nebraska State Penal Complex. I still have the little gold cup that they presented that night.

I won a club runoff and was picked from our local Toastmasters club to go to the Area Serious Speech Contest. I won that and went on to the district contest. I was an "also ran" at the district level but felt I had done pretty well.

In the club I served as sergeant-at-arms, treasurer, secretary, administrative vice-president, educational vice-president, and finally president. The district governor came to me and asked if I would not consider being area governor. I told him I would; then a year later due to pressures of work, I dropped out of Toastmasters. It was December, 1962.

Now, in 1964, I felt that there had to be something to help me get back my speech. Somewhere, somehow, I had to talk—and I prayed, if it was the will of the Lord, to have my voice back.

So I rejoined Toastmasters in the spring of 1965 and again I started on my first speech. This Ice Breaker was a lot different than the one I had given in 1959. But as much as I tried, I couldn't find words enough to use up the time allotted me.



I finished that first speech and now quite a little water has run out of the pond. I have again taken part in all phases of a Toastmasters meeting, including evaluator, Table Topicmaster, and Toastmaster. The fellows have been kind enough to let me finish, though I know there must have been times when they could hardly refrain from helping me find the word I wanted to use.

I used to have a rule of thumb in working on a speech; that 65 lines of typewritten copy would equal five minutes of speaking time. Now my speech is slower and I know that only 50 typewritten lines will make me keep moving if I am going to complete my talk in five minutes. I also used to have a very poor attitude toward practice. Speaking came easily to me. Now I look over the program to see if I am listed as a main speaker and, if so, I start practicing at least a week ahead.

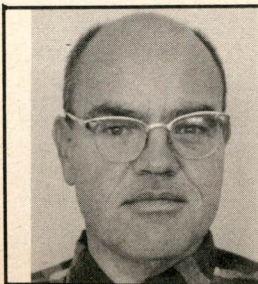
Since my stroke I have had trouble writing things on paper

or using my right forefinger in any way. But when I am in the middle of a speech and have a special point to make, I notice that finger is right on the job.

There is something to be said for practice. My club owns a tape recorder. I borrow it and practice, and practice, and practice some more until I feel set. And then I give it all I have. It may not be good enough to win yet, but it is the best I can do and I am improving. One of these days, I am going to be a winner again.

While my speech is improving with my work in Toastmasters, I am learning other things. I am learning that one never forgets a friend. I am learning to use a little more caution when I evaluate a fellow giving his Ice Breaker. I am learning to listen more carefully when my evaluator speaks — maybe he is as nervous, or more so, than I am.

Toastmasters furnishes a wonderful opportunity for people like me. It has helped me regain my confidence and poise, for which I will always be grateful.



*Harland Kelly is president of Norfolk Monument Company in Norfolk, Neb. He is a member of Norfolk Club 698-24 and, besides holding all club offices, has served as an area governor. His eldest son, Jim, is also a member of the Norfolk club.*

# CLUBS IN THE NEWS

## Publicity Campaign

Glen Eagle Club 556-52 has developed a "sure-fire" way to get publicity. John Shea, the club's publicity chairman, asked each member for the name of his community newspaper, company house organ, service club bulletin, and any other possible news outlet. Whenever the club has a newsworthy event Shea is able to send a news release to each.

**Glen Eagle Club 556-52  
Glendale, Calif.**

## Annual Debate

Northwestern Club 766-28 played host to Anthony Wayne Club 1380-28 for the annual debate between the two clubs.

The subject chosen: "Resolved that Law Enforcement Agencies in the United States be given Greater Freedom in the Investigation and Prosecution of Crime" is a national collegiate debate topic. A three-man debating team represented each club.

Highlight of the debate was an excellent detailed evaluation by the guest judge, Charles Dauves, debating coach at the University of Detroit. Debates between these two clubs have been an annual event for 12 years.

**Northwestern Club 766-28  
Detroit, Mich.**

## Charter Party

District governors from two countries attended the charter party for Melita Club 2693-64. Bob Drain, District 64 governor, and O. A. Parks,

District 20 governor, took part in the ceremonies.

The Melita club, located on the international border between the United States and Canada, has members from both Canada and the United States and whose homes are in both districts.

**Melita Club 2693-64  
Melita, Manitoba, Can.**

## Membership Drive

Six Toastmasters clubs in the Oxnard area conducted a membership drive that began with Toastmasters Week being designated by the Mayor of Oxnard.

The plans paid off. The steps were: (1) Each of the six clubs was given a group of organizations in the Oxnard area to contact; (2) Organizations contacted were offered speakers and demonstration meetings to make them aware of the training offered by Toastmasters; and (3) Toastmasters who presented speeches also served as "recruiters" during and after their guest appearances.

**Area 1, District 12  
Oxnard, Calif.**

## Speechcraft

Bellwood Club 3282-66 had a 100 per cent success with a Speechcraft course. The club, located at the Defense General Supply Center, had 10 men enroll for the class and after the course's completion, all joined the club.

**Bellwood Club 3282-66  
Richmond, Va.**





Thirty-four boys from the Lehigh Council, Boy Scouts of America, participated in "Operation Patrick Henry," a speech contest sponsored jointly by the Lehigh Boy Scout Council and Allentown (Pa.) Club 2706-38. In the photograph Boy Scouts Julius Iwantsch and David DeRemer are given a few pointers on public speaking by Carl Coleman, right, president of the club; and John Hubert, educational vice-president.

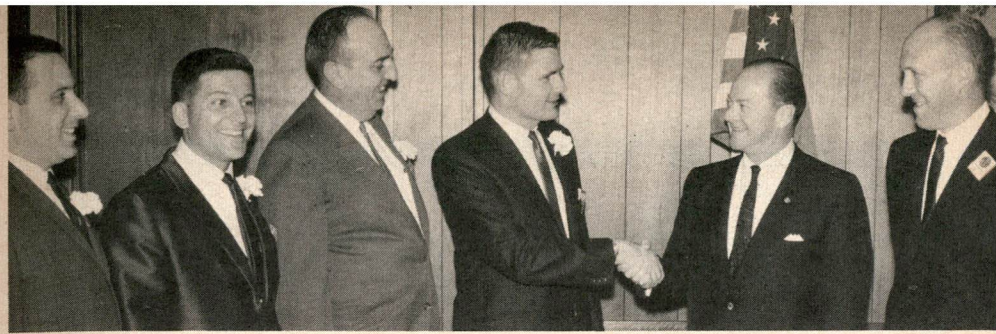


The 56th Anniversary of the Boy Scouts was celebrated at a luncheon meeting of the National Naval Medical Center Club 1234-36 in Bethesda, Md., by the club's participation in "Operation Patrick Henry," a public speaking program for Scouts. Left to right are Lieutenant Commander W. R. Cotton, president of the club; Star Scout Gregory M. Cassidy, who spoke at the meeting; his father, Floyd Cassidy; and Captain C. R. Parks, club vice-president for education.

Odes Kyle, president of Towne Club 443-10, second from the right, receives the Distinguished Service Award Plaque from City Councilman Carl Sorenson for being named Canton, Ohio's "Young Man of the Year for 1965" by the Canton Junior Chamber of Commerce. Both Sorenson and Canton Mayor James Lawhun are former members of the club and recipients of the award. Others in the photograph are Edward A. Jackson, left, and Henry A. Tubey.



John W. Casey, right, vice-president and general manager, Components and Support, North American Aviation, Los Angeles Division, was the featured speaker for the first session of Speechcraft conducted by NAA-RATORS Club 1398-50. Presenting him with a Certificate of Appreciation following his talk is John A. Richards, club president. He noted in his talk the growing need and importance of men being able to orally communicate effectively. There were 98 persons at the meeting.



Maurice Forley, Toastmasters International executive director, second from right, congratulates Dean McCormick after his installation as president of Smedley Club No. One, the first Toastmasters club, founded in Santa Ana, Calif. in 1924. Forley spoke at the installation banquet. Others in the photograph are, from the left, Warren Blumberg, administrative vice-president; Bob Dagenais, secretary, and James Boyd, educational vice-president. On the right is Larry Williams, treasurer.



Tom Carlin, left, president of Grand Central YMCA Club 3061-46, New York City, accepts a banner, a gift from Tamaraw Club 1164-U, from Mauro Baradi, Ambassador Extraordinary and Plenipotentiary, Republic of the Philippines. Area Governor Bernard Kashdan, right, looks on.



Rear Admiral Charles A. Blick, left, commanding officer, Navy Ship's Store Office; and Captain J. J. Scheela, right, executive officer, were made honorary members of NSSO Club 2285-46, Brooklyn, N.Y., by Tony Comorat, past president of the club. The presentations were made in appreciation of the support and encouragement both men have given the club.

Downtown Club 1386-37, Greenboro, N.C., honored past presidents at a special meeting. Among the past presidents attending were, left to right, Samuel Barclift, Thomas Freeland, George Weaver, Douglas Dettor, William McManus, Robert Galloway, Wayne Slagle, Leonard Butler, Henry Wolfex and John Hunneman.





## 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. Should the educational vice-president assign speech topics or should he let each speaker choose his own?**
- A. Members may not gain variety in speech experience if always left to choose their own subjects. For theme meetings and other special programs it is a good idea to make definite assignments to each member as an aid in gaining this experience.
- Q. Does World Headquarters have a price list available for books included in the Reading Plan?**
- A. Book prices and availability continually change, therefore World Headquarters does not stock these books or have a price list available. Community libraries or local book stores can provide Toastmasters interested in participating in the Reading Plan with either the books of their choice or current prices.
- Q. Our club has received a great deal of help from one of our local civic leaders in several community projects we have undertaken and we would like to show our appreciation. Do you have any suggestions?**
- A. World Headquarters has available a certificate suitable for presentation to someone who has worked closely with a Toastmasters club in this way. It is presented in "recognition of service to his community and fellow men." An honorary membership in your club or a gift subscription to *The Toastmaster Magazine* might also be considered.
- Q. Can our nominating committee nominate more than one person for each office or must we recommend only one candidate per office?**
- A. This is left to the discretion of each club. If there is no club rule against it, the nominating committee may choose more than one candidate for any office. Nominations may also be made from the floor at the time of the election.

## Scheduling By The Numbers

by WILLIAM F. CHANA

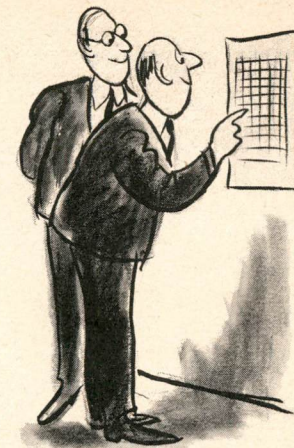
ONE OF THE MOST important responsibilities of your educational vice-president is to establish an activity schedule that lets the members know where they have been, where they are, and where they are going.

To do just this, a novel scheduling technique is now in use at Pacific Beach Toastmasters Club 54-5 in San Diego, Calif. It is a system that simply assigns numbers to the normal Toastmasters activities, as follows: 1 = Toastmaster; 2 = Topicmaster; 3 = Evaluator; 4 = Speaker; 5 = Editor; 6 = Timer; 7 = Pledge and Invocation; 8 = "Ah Bucket" Engineer; 9 = Critic; and 10 = Grammmarian.

The illustration shows how this numbering system is applied to a 30-member club for an activity period of two months. The circled numbers represent those activities completed by each

Toastmaster. For those days that have passed, the uncircled numbers indicate that the member did not complete his assignment. By using this system, the educational vice-president maintains an accurate, yet simple, record of the number of times each man performs each assignment. He also assures himself that all members are participating in all assignments equally.

Pacific Beach Toastmasters publish a "Schedule-by-the-Numbers" every two or three months, depending on planned events and/or the time of year. During the summer months when vacations prevail, the educational vice-president takes into consideration the fact that certain members will be out of town. Obvious vacation weeks are seen in the typical illustration. Scheduling two to three months in advance makes it pos-





## ACTIVITY SCHEDULE

Active Members	August					September			
	3	10	17	24	31	7	14	21	28
Adkins, Al	8	4	6	9	9		9		4
Aitchison, Don	4	9	10	5	4		9		4
Astor, Pete	7	6	9	4	9	4	9		
Bish, Fred						9	4	3	10
Chana, Bill				4					
Clark, Virgil	5	4	9	9		9		4	
Evans, Lynn	4		9	4		5	9		3
Everett, Ed	9		4			4		10	9
Gilmore, Bob	3	9	4	9	4		7	2	
Haskins, Dean	4		7	1		9		4	9
Helmuth, Frank							4	6	7
Jensen, Bob	10	9			4	6		9	

sible for a member to plan ahead. Members like to have more than a few days notice if they are to do a good job as the Toastmaster, Topicmaster, or Evalumaster for the evening. These are important assignments and they warrant more than just a few moments preparation. Adequate preplanning and some serious thinking on the subject are prerequisites to a successful meeting.

To supplement the published schedule that is mailed to each member, the educational vice-president prepares a large felt pen duplicate schedule that is placed on the wall or on an easel. Most of the Pacific Beach members keep abreast of their own scheduled activities by referring to this large chart available for their review at each

meeting. The large chart also lets each member present at the meeting review what the other assignments are for the evening. The president or presiding officer for the evening easily reviews, at a glance, who is assigned to each activity. If a member is unexpectedly absent and a last minute change is required, it is very easy to pick out a member who is present without an assignment. This keeps down the number of dual assignments per member at each meeting and minimizes the continued repetition of a specific activity assignment to a particular member.

It has been observed that some Toastmasters like to do certain jobs more than others. For instance, one member may enjoy being the "Ah Bucket" engineer, another may favor being the

timer, and another may want to do nothing else but make prepared speeches. Then there are always a few members that do not like to participate in certain specific assignments; that is, they do not enjoy being the editor or the grammarian. On the other hand, it is a known fact that to be a good Toastmaster, with a well rounded understanding and a complete appreciation for the total picture, it takes equal participation in all activities.

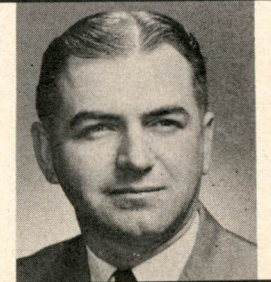
Prior to using this method of "Scheduling-by-the-Numbers," it was virtually impossible to maintain a good continuing record of who spoke when and how often. It was also very difficult to determine the number of times a Toastmaster participated in other types of activity. Duplication and repetition were frequent and new members, anxious to participate, were often slighted or even forgotten. But by referring to a master summary record, kept in a simple notebook, the educational vice-president assigns, even on the spur of the moment, the right job to the man

who has had it the least number of times.

This system guarantees that all members are given an equal opportunity to participate in all of the club's activities. This means a lot, particularly to a new member who is always ready, willing, and eager to pitch in. At Pacific Beach Toastmasters a new member is assigned his Ice Breaker speech immediately, sometimes the same night he is inducted. Other activity assignments are followed through at the earliest possible date. This keeps his interest up and starts him out on the right foot for a complete speech education.

I urge educational vice-presidents to try this system of "Scheduling-by-the-Numbers." Like any system, this one can undoubtedly be improved upon, but most important, you will find that this system will improve your club, its activities, and its membership. Your members will appreciate knowing where they have been, where they are, and where they are going.

*William F. Chana is president of Pacific Beach Club 54-5 in San Diego, Calif. He has been a Toastmaster since 1945. Chana is Base Manager at General Dynamics Convair's Sycamore Static Test Site.*





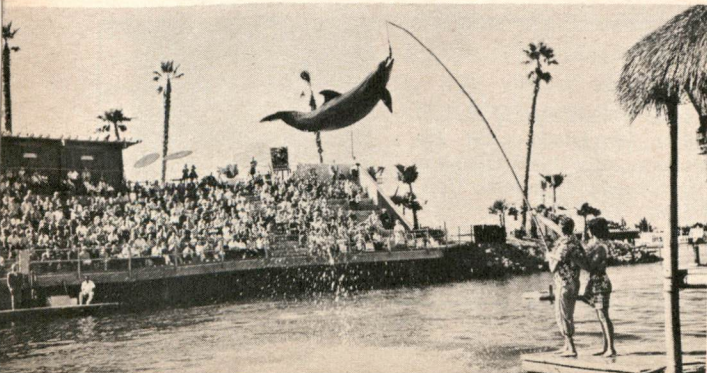
# Convention City San Diego, California

SAN DIEGO-LAND, encompassing miles of ocean beaches, towering mountains and colorful desert—a place custom-built for vacationing pleasure—is the site of the 1966 Toastmasters International Convention August 4-6.

Most of San Diego's activity is centered around San Diego Bay. Excursion boat trips around the harbor afford the newcomer to San Diego an introduction to many of its chief industries. A pleasant boat ride will reveal commercial docks and freight-

ers, the picturesque tuna fleet, Navy warships at anchor, and the vast Naval and Marine Corps shore installations that fringe the harbor along with civilian aerospace plants.

In the heart of the busy bay is Point Loma's Shelter Island, the unique man-made resort peninsula that resembles a bit of Polynesia. The center for water sports activity, with Mission Bay, the sub-tropical island is a favorite vantage point for watching water skiers, sail and power boat races.



Aphrodite leaps 18 feet out of the water—the highest jumping dolphin in the world. "Aphy," one of three dolphins that star in Sea World's Lagoon Show, is a 550-pound Pacific bottlenose dolphin.



The southernmost city in California, San Diego is a metropolis of more than 616,000 residents situated on one of the ten finest natural harbors in the world.

Across the bay from the City of San Diego is Coronado with its famous Hotel Del Coronado. Built in 1887, the hotel stands today as a beautiful landmark and vacation center.

Point Loma and Cabrillo National Monument are a "must" on any visitor's agenda. The most southwesterly point in the continental United States, the high Point Loma bluffs are the site of Juan Rodriguez Cabrillo's landing in 1542. It was here that California was first discovered by the Portuguese navigator. Today the site includes the Old Spanish Lighthouse which affords visitors a magnificent view of the spectacular marine panorama.

Balboa Park, a 1400-acre park in the heart of the city, is the hub of city recreation and cultural activities and a vacationer's

The Mission San Diego de Alcala was the first in the chain of 21 early California missions. It was founded in 1769.







Surf and sand provide outdoor recreation the year round on San Diego County's 70 miles of coastline. Thousands of vacationers are attracted to the beach area each year for swimming, skiing, diving, picnicking or just plain relaxing in the sun.



Cabrillo National Monument, overlooking San Diego Harbor, is one of the most famous historical landmarks in San Diego. Out of use since 1891, the lighthouse now serves as an observation point for visitors to view the magnificent marine panorama.



The magic of Mexico lies just across the border from San Diego, only 16 miles south of the downtown area. One favorite pastime is shopping for bargains in the foreign market which offers not only goods from Mexico but such things as French imported perfumes, Italian knits and many others.

oasis of almost unlimited scope. The sub-tropical plantings, broad avenues and buildings of Spanish-Moorish architecture found in the park today were developed largely during the 1915-16 and 1935-36 international expositions.

Both San Diegans and visitors alike enjoy concerts under the stars and Shakespearian festivals in the park, which also houses two museums, an art gallery, lawn bowling facilities, two golf

courses, and the world famous San Diego Zoo.

Stretching over 100 acres, this zoo displays more than 4,000 animals, the largest wild animal collection in the world.

Old San Diego, site of the first settlement in California, offers a glimpse into the colorful history of Spanish California. The village at the foot of Presidio Hill flourishes today as a living museum.

Mission Bay Aquatic Park has 4600 acres devoted to every conceivable type of water sport. A visit to Sea World or fishing, sailing, boating, water skiing and swimming are all available within the park.

Visitors always take time to visit Mexico, a 16-mile drive from downtown San Diego. More than 20 million people cross the border to visit Tijuana each year. Its colorful shops invite hours of browsing and for sports fans, there are bull fights, horse racing, dog racing and jai alai.

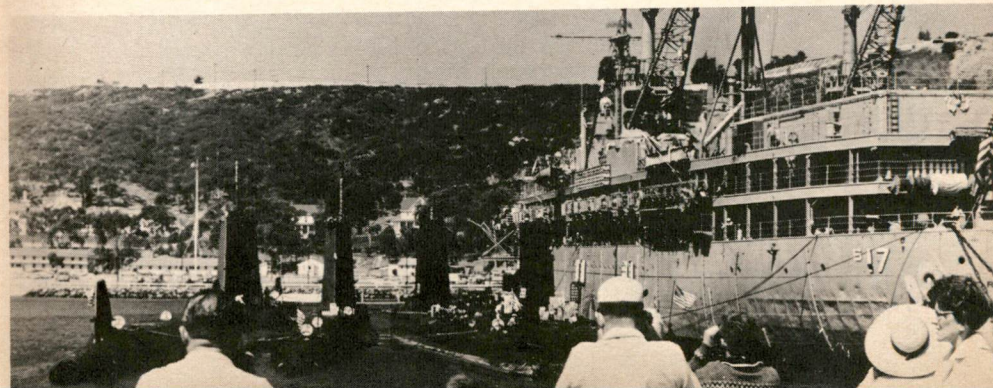
Within a few miles of San Diego are the Cleveland National Forest; Palomar Observatory, housing the world's largest telescope; and the Anza-Borrego Desert State Park, second largest state park in the nation. And, only 90 miles away is Disneyland.

With a wonderful year around climate and boasting a world of outdoor recreation, San Diego—an international playground—has something for everyone.

On a harbor excursion in San Diego Harbor visitors see many ships of the U.S. Navy's Seventh Fleet which are homeported in San Diego.



The huge dome on Palomar Mountain, 65 miles north of San Diego, houses the world's largest telescope. The giant 200-inch mirror enables scientists to explore an area one billion light years away.





# CONVENTION PRE-REGISTRATION FORM

*(This form is not to be used by International Officers, Directors and District Governors elected for 1966-67.)*

Your registration badge is necessary for your admission to all events except the business meeting on Thursday, August 4th, which is open to all Toastmasters. Pre-registration will save you both time and money. Your registration envelope will be ready for pickup at the registration desk when you arrive at the convention. The registration fee does not include meal events. No tickets will be sold at the door. Convention meal events are limited capacity affairs and generally are sold out in advance of the opening of the convention.

**AVOID DISAPPOINTMENT—PRE-REGISTER AND ORDER YOUR MEAL TICKETS NOW.**

To save money, mail before June 30. Pre-registration closes on that date.

**To: TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA 92702**

Please have my convention pre-registration ready when I arrive and also my tickets for the following meal events: (This pre-registration form must arrive at World Headquarters prior to June 30, 1966 to be eligible for the pre-registration prices.)

\_\_\_\_\_ Member Pre-registration @ \$5.00 .....\$ \_\_\_\_\_  
(\$6 at convention)

\_\_\_\_\_ Ladies Pre-registration @ \$1.00 .....\$ \_\_\_\_\_  
(\$2 at convention)

\_\_\_\_\_ Ticket(s) Aloha Party  
Wednesday Evening, August 3  
Includes Hawaiian Luau plus a Polynesian  
Floor Show plus dancing @ \$7.00 .....\$ \_\_\_\_\_

\_\_\_\_\_ Ticket(s) President's Banquet  
Friday Evening, August 5, @ \$7.50 .....\$ \_\_\_\_\_

\_\_\_\_\_ Ticket(s) Founder's Breakfast  
Saturday Morning, August 6, @ \$3.00 .....\$ \_\_\_\_\_

I enclose my check for \$\_\_\_\_\_. (Make check payable to Toastmasters International)

Signature \_\_\_\_\_

PLEASE PRINT BELOW

NAME \_\_\_\_\_ CLUB NO. \_\_\_\_\_ DISTRICT \_\_\_\_\_

WIFE'S FIRST NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

Zip Code \_\_\_\_\_

CITY \_\_\_\_\_

If you are an incoming district officer, please indicate office \_\_\_\_\_

FILL IN

CLIP

MAIL

## APPLICATION FOR HOTEL ACCOMMODATIONS

35th Annual Convention  
Toastmasters International  
San Diego, California  
August 4-6, 1966

Reservation Manager  
El Cortez Hotel  
702 Ash Street  
P.O. Box 108  
San Diego, California

Singles — \$10.00

Doubles — \$15.00

Studio Suite — \$25.00

Suites — \$35.00-\$50.00

Twins — \$15.00

Please make the following reservations:

( ) Single ( ) Twin ( ) Suite

( ) Double ( ) Studio Suite

My preference of location in the El Cortez Hotel Complex is: (indicate first, second, third room location preference)

El Cortez Hotel \_\_\_\_\_ El Cortez Motel \_\_\_\_\_

Travelator Motor Hotel \_\_\_\_\_ International Motel \_\_\_\_\_

(All adjacent to the Hotel Convention Center)

I will arrive at approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.

on \_\_\_\_\_ (date)

Room will be occupied by: (Please print)

\_\_\_\_\_  
Name (Please print)

\_\_\_\_\_  
Address

\_\_\_\_\_  
Name (Please print)

\_\_\_\_\_  
Address

Signed \_\_\_\_\_

Address \_\_\_\_\_



# Clubs Around The World

## United Nations Program

Tehran Club 2367-U held a meeting on the United Nations at which guests included the president of the Iran Senate, Shariff Emani; and an Iranian senator, Dr. Martin Daftari. Both are former prime ministers of the country.

Other guests included the Iranian Undersecretary of the Ministry of Information and the Undersecretary of the Ministry of Interior.

**Tehran Club 2367-U**  
Tehran, Iran



The Honorable Herbert B. Powell, ambassador to New Zealand from the United States, addressed Toastmasters and friends at dinner held by Wellington Club 1046-U, Wellington, New Zealand. There are 11 Toastmasters clubs in the country.

\* \* \*

## Speech Contest

The 11th Annual Intercollegiate Oratorical Contest at Yokota Air Force Base, Japan, was sponsored for the second consecutive year by Yokota NCO Club 3253-U.

Twelve Japanese colleges had entrants in the contest. A dinner in honor of the winner was held by the club in the NCO Club ballroom.

**Yokota NCO Club 3253-U**  
Yokota AFB, Japan

Russ Walkington, right, president of the Territorial Council of Australia, presents the club charter to Jim Collins, president of Wunderlich Industrial Club 3926-TCA in Villawood, New South Wales, Australia. The club is the second one to be founded by employees of Wunderlich Limited.

# The "Indirect Approach" To Membership

by **GEORGE J. BRAZEAL**

OUR AREA INSTITUTED what I believe to be a novel solution to sagging club membership. We call it the "indirect approach" to membership recruitment. The intensified effort devoted to this endeavor has brought very rewarding results in our area.

There is no doubt that most enthusiastic Toastmasters have used the so-called "direct approach," where the pattern runs something along these lines: The Toastmaster goes directly to the prospective member, swamps him with literature and hand-outs, verbally apprises him of the virtues and attributes of being a Toastmaster, and climaxes this by inviting him to attend one of his club's meetings. After focusing all of this attention on one individual, it is hoped that the approach has kindled a flame of interest and a desire to join.

I am not suggesting that this direct approach be discarded. It is vitally necessary for a club's survival. I am suggesting that this approach be augmented with our "indirect approach."

The "indirect approach" concept is an outgrowth of the old adage, "it pays to advertise," and

it appears from our success that this also applies in Toastmasters.

This particular idea of an intensified public relations program was instituted experimentally to combat the over-all low club membership in the area. To coordinate this program the area governor appointed a public relations officer and one deputy with the specific responsibility of developing an integrated program to publicize the Toastmasters movement. The program was to create a favorable public image, thereby encouraging membership in Toastmasters clubs, and also to give present members pride in belonging to a club.

To have an effective public relations program you must have something to sell — then sell it!

Therefore, the main task of this assignment is the chore of creating noteworthy events so that an appropriate selling job can be done.

The first undertaking was the presentation of a 12-weeks Speechcraft course, climaxed by a well publicized graduation luncheon for the attendees.

Concurrently, a Speakers Bu-



Members of Inter-Allied Club 1343-U in Fontainebleau, France, inspect the club's charter. The club has members from eight NATO countries assigned AIRCENT and AFCENT Headquarters in Fontainebleau. Left to right are U.S. Army Colonel Robert Borman, commanding officer of the Petroleum Distribution Command; U.S. Air Force Major Jack Woodall, liaison officer at AIRCENT; and Royal Canadian Air Force Wing Commander "Curly" Ellis, attached to AIRCENT Logistics.





reau was organized which was composed of top speakers from the area. Community speaking opportunities proved to be numerous.

Two major social events were sponsored by the area during the year. One, a charter night for a new club was attended by 300 persons, including Paris S. Jackson, who was then president of Toastmasters International. The other was the Area Speech Contest. Both events were attended by many prominent Toastmasters, as well as civic and military dignitaries. These events received excellent press coverage. It didn't just happen. News releases and calls on editors made it so. Another outstanding publicity event was the selection of one of our towns as "Toastmasters Town of the Month" by Toastmasters International.

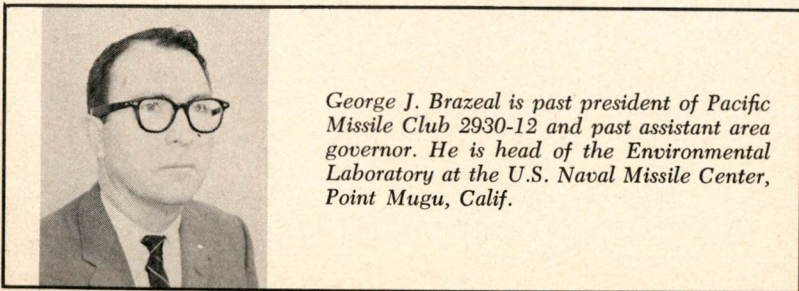
The lull periods between major events were punctuated with news releases on events such as: a humorous speech contest, membership drives, installation of club officers, a proclamation declaring "Toastmasters Month,"

and induction of area officers.

Finally, a large mobile "brag-board" or "silent salesman" was fabricated on which all news clippings, pictures, and awards could be publicly displayed, and this board occupied a prominent spot at all area and district social gatherings.

As this program built up momentum, the impact finally reached the public and the "indirect approach" began to pay dividends. Individuals became curious about this Toastmasters organization which they had read and heard so much about. They began to ask questions and ask for additional information. At this critical juncture, with the prospective members' interest running high, an experienced Toastmaster was assigned to move in with the personal touch and necessary follow-up.

The results of this approach have been amazing (an area membership increase of 30%). If your club is confronted with the old problem of low membership, fortify your "direct approach" with the "indirect approach."



George J. Brazeal is past president of Pacific Missile Club 2930-12 and past assistant area governor. He is head of the Environmental Laboratory at the U.S. Naval Missile Center, Point Mugu, Calif.

## The Speaker's Page

### POINT OF EMPHASIS

Each day each of us must convince, speak in earnest, make a sale or persuade an individual or group to take action or support a program. The May Point of Emphasis is "Sales Techniques." This is an opportunity for your educational committee to plan a program that will encourage the speakers to talk about their company product or favorite civic organization. The Table Topic-master can use subjects that will encourage the speakers to "make the sale." In the use of persuasive speech, it is the duty of the speaker to make his audience want to do what he advocates. He must avoid all appearances of compulsion and stimulate his listeners to buy his goods, vote for his proposition or follow his leadership by means of facts and logical arguments, added to good presentation. *Club Program Planning* can give you additional ideas for your "sales" meeting.

### SPEECH SUGGESTIONS FOR MAY

The month of May has been designated as *Better Hearing Month*; *Senior Citizens Month*; and *National Hemophilia Month*. Special weeks this month include *National Salvation Army Week* (22-29); *Mental Health Week* (1-7); *Be Kind to Animals Week* (1-7); and *Police Week* (15-21).

May 1st is *May Day*, celebrated throughout much of the world to commemorate the international solidarity of working men. The same day is also observed as *Law Day, U.S.A.* by Presidential Proclamation, "to foster deeper respect for law, encourage responsible citizenship, and emphasize rule of law vs. rule of force." In Japan the 5th of May is *Children's Day*; in Hawaii the 1st is *Lei Day*; and in Britain and Canada the birthday of Queen Victoria (23rd) is celebrated as *Empire Day*.

Famous "firsts" during May include: the conquering of Mount Everest by Edmund P. Hillary and Tensing Norkay on May 29, 1953; the nomination of Victoria Woodhull, first woman candidate for the presidency of the United States, on May 10, 1872; the beginning of the first regularly scheduled television program in Schenectady, N.Y., on May 11, 1928; the first non-stop solo flight across the Atlantic by Charles A. Lindbergh on May 20, 1927; and the first passenger railroad in the United States, the Baltimore & Ohio, was opened to horse-drawn railcar traffic on May 24, 1830.

*Mother's Day* (8th) and *Armed Forces Day* (21st) are also observed during May, and the month closes with *Memorial Day* (30th), honoring the memory of all who have died in defense of our country.

### TO BUILD YOUR VOCABULARY

**AXIOM:** An established and universally accepted rule or principle. It is stated, with the full understanding that everyone assents to it, as the beginning of a chain of reasoning.

**COMPUNCTION:** Poignant uneasiness proceeding from a sense of guilt; remorse; now, often, a transient feeling of regret for some slight wrong.

**INCHOATE** (inKOate): from a Latin word meaning to begin; just beginning, therefore still rudimentary or undeveloped.



# TOASTscripts



**Toastmasters International President Charles C. Mohr** has been invited to participate in a major program at the 1966 convention of Kiwanis International in Portland, Ore., July 1-5.

He will be the featured speaker and then participate in a panel discussion on "The Mechanics of a Good Club Meeting." In extending the invitation, Kiwanis International Associate Secretary Lawrence A. Hapgood said, "I believe we are all agreed that we have no one on the American scene who should be better able to keynote such a discussion than the president of Toastmasters International." Mohr is a member of the Downtown Kiwanis Club of Toledo, Ohio.

Toastmasters International hopes to have one of the leaders of Kiwanis International at its 35th Annual Convention in San Diego August 4-6.



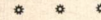
The new edition of PQs (Psychological Quotes) is now ready, according to J. Gustav White, who authors the yearly booklet.

*Toastmasters interested in receiving copies can write him enclosing a large stamped envelope. The address is 215 S. Painter Ave., Whittier, Calif.*

**It happened a few months ago** but it bears repeating. Gene Torline, lieutenant governor in District 22, writes:

"Several weeks ago, about 5 p.m. on a Saturday afternoon, I had a phone call from the Wichita Police Department. The officer identified himself and said he was calling for Mr. Harold Wantiez, district governor of District 22 of Toastmasters International. He went on to say that Mr. Wantiez and his wife had been badly hurt in an automobile accident, but that before he would allow them to take him to the hospital, he had made the officer promise to call me and advise me that he was to install the officers of Worthy Sirs Club 1832-22 that evening and that I was to take his place. The installation was to be held at 7 p.m. that evening. I think this shows a gentleman who eats,

sleeps and lives Toastmasters. I was able to do the job and both Mr. Wantiez and his wife fully recovered from the accident."



**Toastmasters in District 36** joined with government officials in celebrating the first anniversary of the Mission-SAFETY-70 Program. District Governor Robert W. Blakeley proclaimed March "Speak Up for Safety" month. Clubs in the district had safety themes for meetings and provided speakers to explain the Mission-SAFETY-70 Program.

**Toastmasters interested in debate** or the group discussion of public affairs will find both interesting and useful the monthly issues of *Congressional Digest*, a magazine published in Washington, D.C. since 1921.

Made to order for debate and group discussion use, the periodical takes no editorial position and carries no advertising—making each issue solid reading matter. Each issue is devoted in its entirety to one ranking national controversy receiving the attention of the U.S. Congress. This is followed by a broad-spectrum "Pro & Con" discussion which presents verbatim arguments of nationally recognized authorities prominent on each side of the controversy. Orders or requests for information may

be addressed to Congressional Digest, 3231 P Street N.W., Washington, D.C. 20007.

**The importance he places on listening closely to his club's speakers** proved very helpful to Lieutenant Commander William Stewart, a member of Port Huemene Officers Club 2469-12. He recently had to serve as obstetrician during an early morning delivery of his son. He was guided in his delivery partly by a speech he had heard at a Toastmasters meeting. Mother and son are doing fine!

Chief Master Sergeant Julius A. Slaughter, right, was named the Air University's Airman of the Year. Here he receives congratulations and a \$200 check from Lieutenant General John W. Carpenter III, commanding officer at the Air University. Sergeant Slaughter, treasurer of ALAMAX Club 1991-48 at Maxwell AFB, Ala., is the fifth Toastmaster to receive this recognition in the past seven years.





# New Clubs

As of March 1, 1966

- 47-U ZWEIBRUCKEN, West Germany, 3 Wing Chapter, 1st-3rd Wed. noon, (location will be submitted later)
- 194-U QUEZON CITY, Philippines, *Capitol*, Sun. (except 1st), 7:30 p.m., Capitol Council 3695 Clubhouse, Quezon City, Philippines 3-38-36
- 536-48 SHAWMUT, Alabama, *Valley*, 1st-3rd Tues. 7:00 p.m., Holiday Inn, Shawmut, Alabama 756-2917 756-2835
- 870-35 MILWAUKEE, Wisconsin, *L-M*, Wed. 5:00 p.m., Maryland Hotel, Steak Ranch 272-8777 Ext 275
- 1473-U AUGSBURG, Germany, *Augsburg*, Thurs. 6:30 p.m., American Hotel, U.S. Army Transient Billets, Augsburg, Germany Augs. MIL 7458
- 1802-40 COLUMBUS, Ohio, *Mid-Day*, Thurs. 12 noon, Deshler Cole Hotel, High Street, Columbus, Ohio 224-2184
- 1996-13 EAST LIVERPOOL, Ohio, *East Liverpool*, Wed. 7:30 p.m., Ohio Valley Gas Co. Bldg., 110 W. Sixth St., East Liverpool, Ohio 385-7000
- 2144-2 SEATTLE, Washington, *Greenlake Christian*, Fri. 11:45 a.m., Sambo's Restaurant, 87th & Aurora, Seattle, Washington SU 2-5424
- 2208-13 ERIE, Pennsylvania, *Saint Mark's Seminary*, Sun. 8:00 p.m., Saint Mark's Seminary, Erie, Pennsylvania UN 4-3005
- 2350-TCA COFFS HARBOUR, N.S.W., Australia, *Coffs Harbour*, Thurs. 6:00 p.m., Coral Room, Coffs Harbour, N.S.W., Australia 910
- 2363-6 BLOOMINGTON, Minnesota, *South Suburban*, Thurs. 6:30 p.m., Perkins Pancake House, 8348 Lyndale Avenue, S., Bloomington, Minn. 645-4585
- 2566-44 AMARILLO, Texas, *SUNUP*, Fri. 6:15 a.m., 1500 N. Arthur, c/o North Amarillo Christian Church, Amarillo, Texas EV 3-7565
- 2589-7 REEDSPORT, Oregon, *Early Birds*, Wed. 6:30 a.m., Forest Hills Country Club, Reedsport, Oregon 271-3727
- 2846-44 MONAHANS, Texas, *Sandhills*, 1st-3rd Thurs. 7:00 p.m., Sand Hills Restaurant, Monahans, Texas WI 3-4495 WI 3-5745
- 2966-34 KINGSTON, New York, *Kingston*, Thurs. 7:00 p.m., Amberlight Restaurant, Route 28, Kingston, New York FE 8-6576
- 2081-60 TRENTON; Ontario, Canada, *RCAF Trenton Officers'*, Tues. 12:30 p.m., Officers' Mess, RCAF Station, Trenton, Ontario, Canada 392-3511 Local 407
- 3159-U RHEIN-MAIN AIR BASE, Germany, *RHEINLANDERS*, Mon. 5:30 p.m., Officers Open Mess, Rhein-Main Air Base, Germany 6985
- 3247-U PHALSBOURG AIR BASE, France, *Phalsbourg*, alt. Wed. 11:00 a.m., Phalsbourg Air Base, France 322
- 3388-44 DYESS AIR FORCE BASE (ABILENE), Texas, *Harold C. Fairman*, Thurs. 6:30 p.m., Non-Commissioned Officers Open Mess, Dyess Air Force Base, Texas OW 2-3421 OW 3-5105
- 3438-40 HINTON, West Virginia, *Hinton*, 1st-3rd Thurs. 7:00 p.m., Hinton YMCA, Hinton, West Virginia 19
- 3474-50 SANTA MONICA, California, *Santa Monica Seahorse*, Thurs. 5:30 p.m., 7 C's Cafeteria, 1237 Fourth St., Santa Monica, California 393-9975
- 3612-26 MEEKER, Colorado, *White River*, Sat. 6:30 a.m., Kilowatt Korner, Meeker, Colorado 878-5073

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 112 Sterling St., Hamilton, Ont., Can.  
 787 Powell, Mount Royal, Que., Can.  
 2606 Pierce St., Flint, Mich. 48503  
 302 Elmington Ave., Nashville, Tenn. 37205  
 107, Rural Route 1, Winnipeg I, Man., Can.  
 111 Rosemont Dr., Buffalo, N. Y.  
 2324 Mt. Vernon Rd. S.W., Roanoke, Va.  
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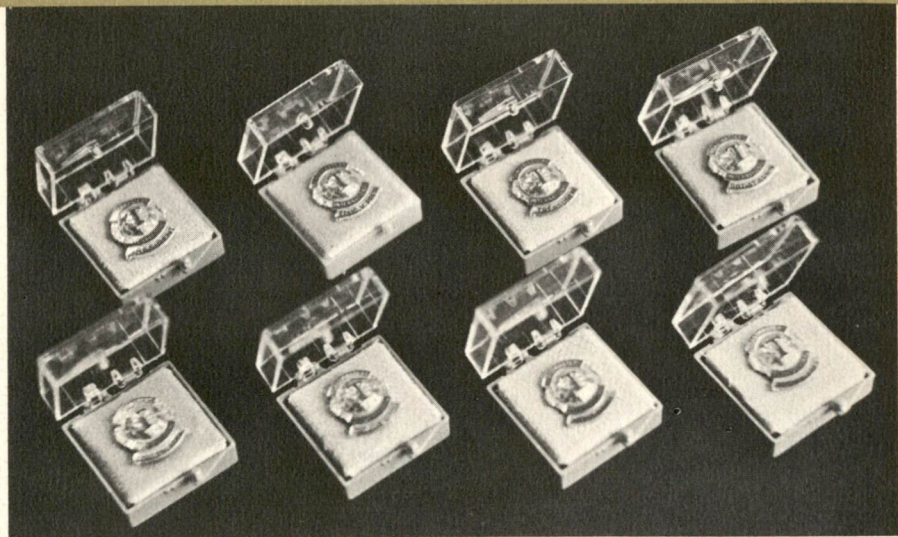
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