

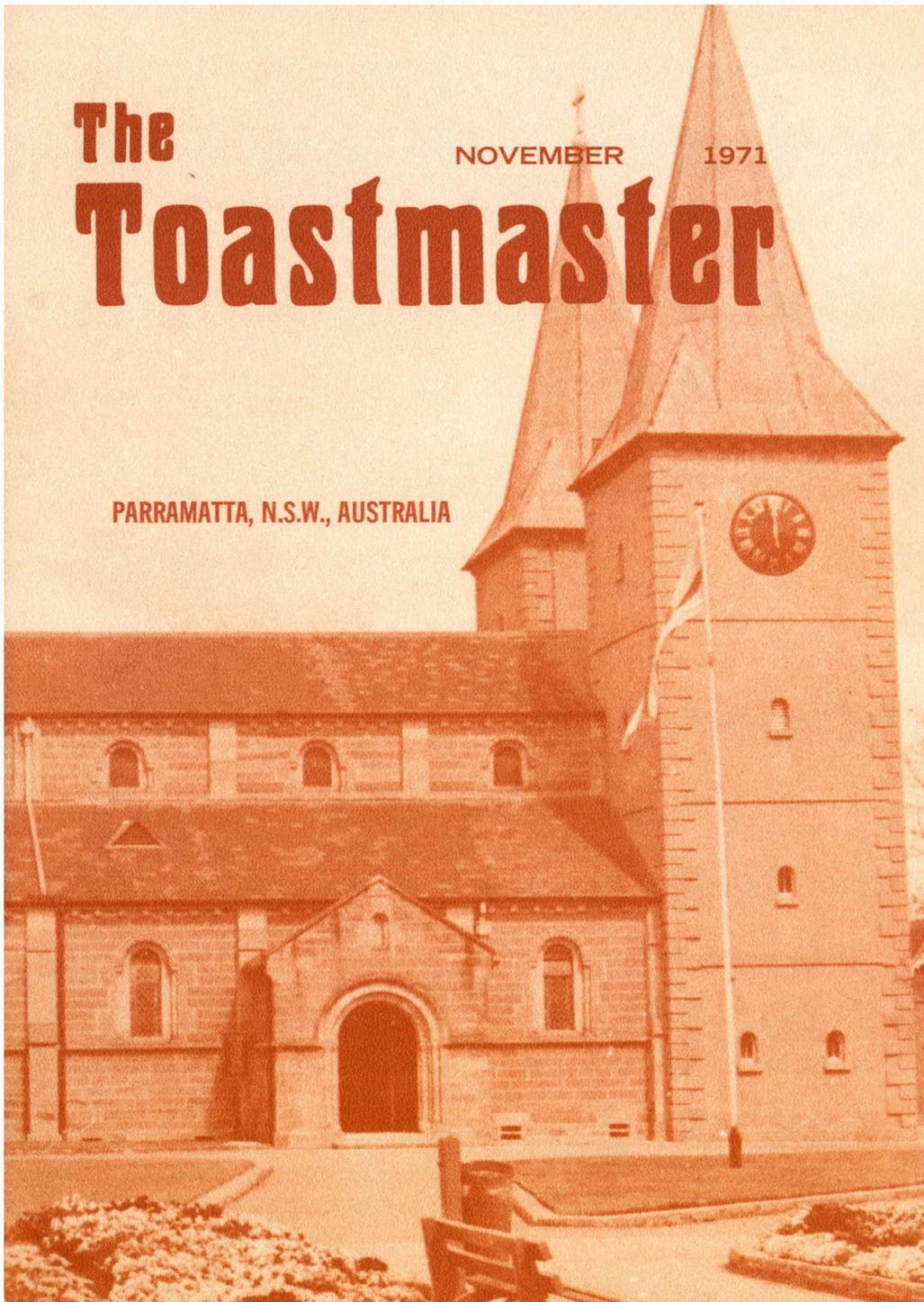
The

NOVEMBER

1971

Toastmaster

PARRAMATTA, N.S.W., AUSTRALIA



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

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

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

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In This Issue...

TI BOARD IN ACTION — This is your report of the Toastmasters International Board of Directors meeting in Calgary, August 4-7. See page 6.



ON CAMERA — Toastmaster J. Clarke Sinex reports about preparations and after-thoughts from his club's experiences with video tape. See page 8.

INTRODUCTION IDEAS — Able Toastmaster George Redman discusses the vital points of a good introduction. See page 14.



TOASTMASTERS AND BUSINESS — William C. Laffoday reports in a reprinted article from *Modern Textiles* magazine about the realities of Toastmasters training. See page 18.

A NEW OPPORTUNITY — The National Reading Council presents a new speaking opportunity for Toastmasters. See page 31.



BECOMING INVOLVED — Toastmaster Roger E. Herman discusses the necessities for getting your club involved in your community's activities. See page 32.

- TO LEAD A BETTER LIFE -

TI...it is essenTial



The many things that go together to make up TI — the idea or concept, the challenge, the sense of accomplishment, and the benefits — are invaluable objects. They are priceless not only to you and me as individuals, but also to our families, our companies, our communities, our societies, and our world.

When one man is able to grasp an idea, answer the challenge, and prepare for the opportunity to communicate his ideas, he will ultimately achieve success. Not only he moves ahead, but every member of his society moves up a notch. From the development of the wheel in early mankind to the modern achievements in today's transistorized world, man's steps have been aimed at progress and the betterment of his way of life.

To business, industry, and government . . . to you and to me . . . TI is essenTial. It presents the tools and techniques that lead to effective communication and leadership.

It is this idea and this challenge that spur you and me on to achieve our goals of personal development. But communication and leadership also is the foundation of modern business, industry, and government . . . yes, and modern society.

This is why a variety of government agencies, along with hundreds of personnel directors and other business executives encourage their employees to benefit from the Toastmasters experience.

These companies and government agencies have recognized that a man's participation in the Toastmasters program indicates his strong motivation to become a more effective employee, and that such a man is among the most likely to succeed. They have recognized that TI is essenTial. Let us provide the standard of excellence in our clubs that will permit each to achieve his potential for personal success.

Russell G. Herron, Ph.D.
International President

—A MEMBER EDUCATIONAL AID—

educational happenings

O R E THE WELL-C N T U T D SPEECH S C

(Outlining Project IX)

The key thought here is to “put it all together.” Project IX — “The Well-Constructed Speech” — in your *Communication and Leadership Program* manual can be one of the most satisfying accomplishments in your Toastmasters experience. However, it also *should* be one of the most difficult challenges you have met, or are likely to meet in your Toastmasters club.

You are to take what you have learned in the previous eight projects, improve upon it, and present a comprehensive five-to-seven minute speech. This is no simple task.

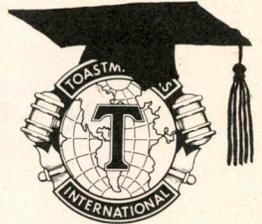
To accomplish this project’s purpose requires extensive fact-finding research in your local library; however, it also requires substantial review of each of the previous eight projects in your manual.

Select a Limited Subject

The amount of library research depends upon your choice of subject. Make it easy on yourself; select a limited subject about which you can be specific and be assured of getting your message across. Avoid generalities in such subjects as censorship, corporation taxes, effective education, ecology, civil rights, property taxes, or any thing else you choose.

The amount of research into the previous eight speaking projects can be reduced substantially if you kept the written evaluations and made notes of what your evaluators said after each of your speeches. If you asked questions of your evaluators and made

for YOU and your Club



notes of their responses, you’re in even better shape for “The Well-Constructed Speech.”

Another time saver is to talk with the more experienced members who have completed this project. Ask to review their Project IX evaluations, and ask if they can provide hints that will make your job easier. Be prepared to take notes.

Jot down notes about each project you’ve completed. Write specific notes about each project’s purpose.

For instance, your main goal in “The Ice Breaker” was to draw speaker purpose and audience purpose into a common bond. Consider this aspect in all your communication efforts. Clearly demonstrate in your delivery of “The Well-Constructed Speech” that you have accomplished this goal.

Return to Project at Hand

After reviewing all your previous projects, return to the project at hand. Read it again and make special note of the nine points for planning this speech.

Be thorough in your preparation. Many professional and political speakers devote more than an hour in preparation for each minute they intend to speak. We should expect to spend as much time — searching for information, outlining, and rehearsing — as necessary to assure that both you and your listeners gain substantial benefits from this experience.

True, it is a lot of work; however, when your evaluator stands to recite all your good points, every minute becomes worthwhile.

TI DIRECTORS' AUGUST BOARD MEETING REPORT

The Toastmasters International Board of Directors conducted its summer meetings August 3-7 during the International convention in Calgary, Alta. Board members discussed and acted upon many items of interest to Toastmasters around the world, among them the establishment of a Toastmasters International Speech Evaluation Research Grant.

Funds for the grant may be expended from the Ralph C. Smedley TI Memorial Fund as authorized by the board of directors. They will be used to conduct more extensive research into the sources, nature, and best techniques of speech evaluation.

Members of the board first met in various business committees — Executive Committee; Educational Committee; Organization, Planning, and Administrative Committee; Community Relations Committee; and District-Club Operations Committee — to study and review policies and programs prior to the formal board sessions.

New Club Commissioner Program

The board endorsed the implementation of a District New Club Development Program. The program provides for each district's selection of "new club commissioners" to explore sources of new club prospects and assist in the organization of Toastmasters clubs.

Directors continued their periodic review of the District Re-alignment Schedule. A final review is scheduled at the November 18-20, 1971, board meeting at World Headquarters in Santa Ana, Calif. Election of officers for any resulting new districts will be

conducted at the 1972 district spring conferences. Operation of the newly formed districts will begin July 1, 1972.

Speech Contest Rules Revised

The board approved two revisions in the TI Speech Contest Rules. The first revision sets a requirement for originality of material used in speech contests and provides guidelines for protest and disqualification of participants not using original material. This revision became effective for the 1971-72 speech contests.

A second revision will become effective in time for the 1973 speech contests. It will add a new requirement of a two-minute impromptu speech by each contestant as a further test of communicative ability.

The board selected Region VIII for the 1976 International convention.

Other business considered by the board included: implementation of proposed changes in the *Communication and Leadership Program* manuals; changes of membership requests submitted by individual clubs; public and community relations projects for various Toastmasters activities; TI's 1974 50th anniversary program; and the progress and status of educational and administrative projects and programs currently being studied.

Toastmasters International Board of Directors November Meeting Set

The Toastmasters International
Board of Directors
will conduct its November meeting at
World Headquarters,
Santa Ana, California
November 18-20, 1971

TV Time In TI Country

By J. CLARKE SINEX

Have you ever stood at the lectern, looked out to the audience, and found one large cyclopean eye staring back at you? Toastmasters of Mason-Dixon Club 2186-48 in Huntsville, Alabama, experience that disquieting circumstance in special video tape recording sessions.

Our club made special arrangements with one of Huntsville's business colleges to use its TV studio and video tape equipment. We planned to tape a short portion of Table Topics and each performance of our formal speakers. Our aim was to get everybody at the meeting on tape in one way or another.

Our formal speakers were chosen on the basis of special need or phase of training. One of the speakers has frequent requests to appear on Huntsville's commercial TV, and he felt he desperately needed the chance to study himself in action. Another member was a week away from delivering his speech as a contestant in the district's speech contest. The other speakers were at the stage of their training that required a speech before camera or microphone.

The Alverson-Draughon Business College of Huntsville was kind enough to make its video tape recording equipment available to our club without charge. Our club's president and educational vice-president met with the president of the college and his technician in charge of TV

several weeks before the anticipated meeting. We found that a lead time of three or four weeks was not too long for firming up the necessary arrangements. In fairness to those slated for formal speeches, we felt the selections should be made and the scheduled speakers notified at least three weeks in advance.

A determining factor in deciding which sections of the meeting to record was the available recording time on the video tape. The equipment was rated at about 60 minutes, so we arranged our meeting schedule to have all the recording occur in one portion of the meeting. Since we were using one of the college classrooms, we dispensed with dinner for this occasion.

Basic room arrangements, including seating, camera, microphone, and monitor, were set up before the meeting started. We conducted a short business meeting first, for officer and committee reports, then we had a break while the TV equipment was being warmed up.

For the recorded session, the president introduced the Toastmaster of the meeting, who pre-

sented the Topicmaster. We then moved directly to the prepared speeches. To get the maximum of our 60 minutes we assigned a member to act as program director. It was his job to get together with the Toastmaster before the meeting and work out a fairly precise time schedule for the three recorded sessions. He allowed maximum time for each of the formal speakers, several minutes for the Toastmaster's preamble, then set aside the remaining time for Table Topics.

Prearranged Script

Our program director worked directly with the TV cameraman. He had him keep the camera trained full time on each of the speakers throughout the three sessions. The program director also controlled the video tape machine, recording those portions of each session according to his prearranged script.

One slight hitch developed when it was discovered that the video tape was not as long as anticipated, therefore reducing our total recording time. During the last part of the formal speeches, when we saw we were going to run out of tape, we stopped before the last speech and rewound to the beginning of the tape to pick up the last speaker. (Of course, this resulted in some sacrifice of those who

were the first to speak in Table Topics.)

While the evaluators were making their presentations, we rewound the tape, and set up the TV monitor so all could see. Then we closed the formal meeting and proceeded to enjoy one another's TV performance.

It is interesting to note some of the spontaneous comments made as the viewers saw and heard themselves (many for the first time). One fellow was heard to say, in a rather shocked voice, "Wow, is that really what I look like?"

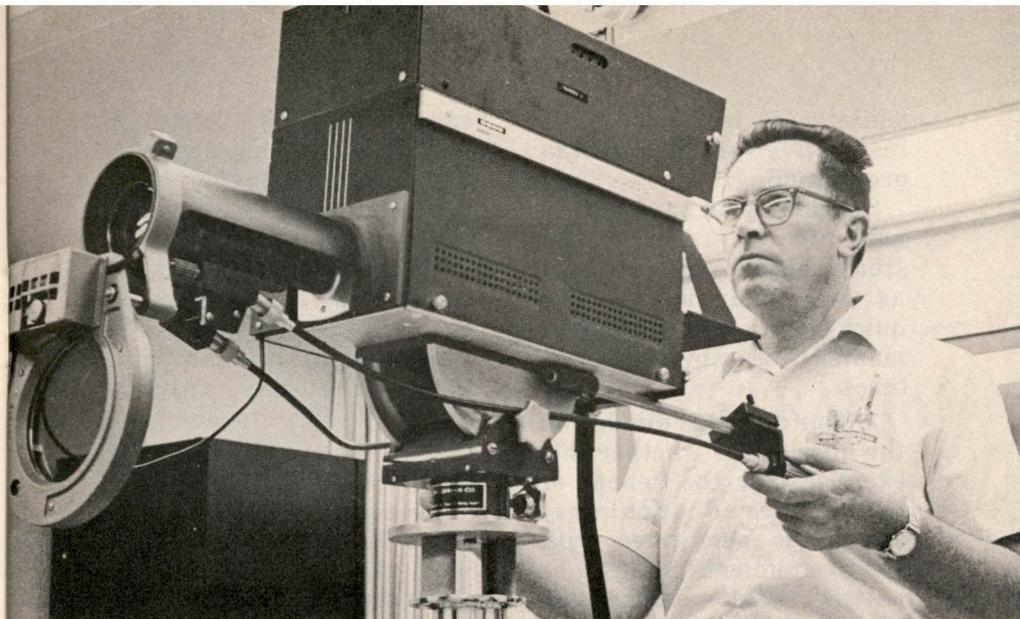
Another admitted that he now understood that annoying little mannerism his evaluators had pointed out to him several times in the past, and he agreed, "That's gotta go!"

Needed Polishing

The fellow who had been doing the commercial TV work saw several places where his "stage presence" needed polishing.

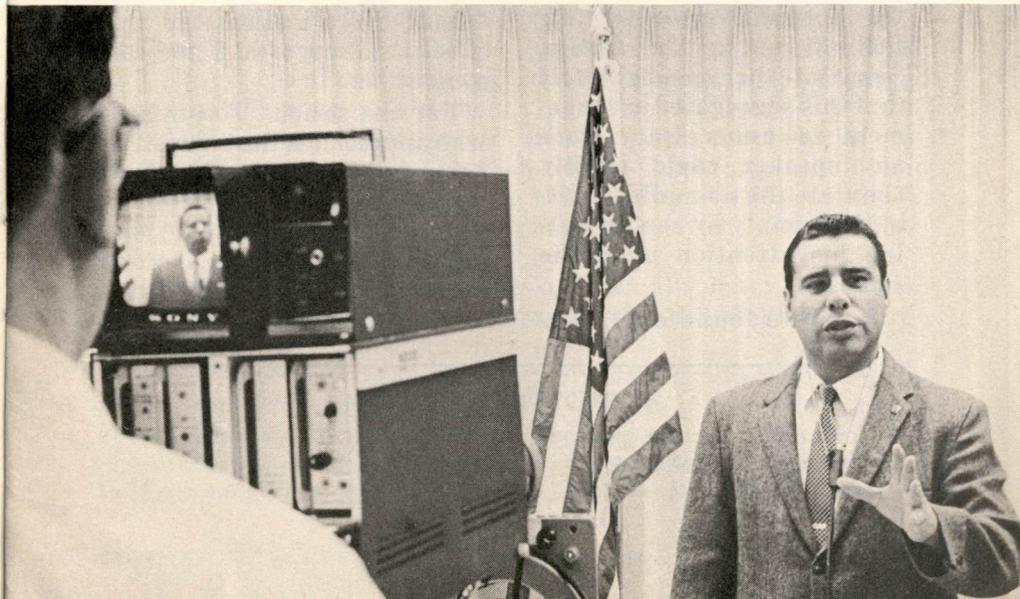
At the next meeting we conducted a Monday morning quarterback session. Each member aired a variety of viewpoints about our TV experiment, plus some good healthy Toastmasters criticism. It might be worthwhile to outline some of these points.

1. A TV recording session is unquestionably worth-



EQUIPMENT CHECK — Jack Palmer prepares to video tape the speeches of Point Mugu (Calif.) Club members. Equipment is loaned by the Range Communications Group, Headquarters, U.S. Naval Pacific Missile Range, Point Mugu.

ON CAMERA — Henry Sandoval of Point Mugu (Calif.) Club 1075-12 presents his speech for evaluation at a later time. Many clubs are taking advantage of video tape to improve the evaluation process and add variety to their meetings.



while as an interesting and instructive variation in club programming.

Speakers who have the opportunity to stand off and study themselves — visually as well as audibly — can quickly pick out unwanted mannerisms or overused gestures.

2. Our club was divided on the question of whether this exercise (for the benefit of the prepared speakers) should be performed with the live audience present, or only the speaker and camera crew. Speaking to the camera alone would require further manipulations of the normal meeting schedule, and an additional room.

It might be possible, for example, to conduct Table Topics in a side room, while the formal speakers take their turns in the studio. Some of the members felt that this segregated arrangement was unnecessary, since any speaker could readily simulate the no-audience situation simply by concentrating his attention upon the camera.

3. As we found out, sadly

enough, the actual length of recording time can play hob with an otherwise well planned program. It would probably be good advice—if you have the time and opportunity to do it — to run the entire tape through ahead of time with a stop watch at hand, then give yourself about five minutes less than the total, to allow for unscheduled delays.

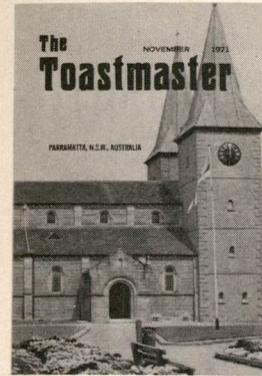
These are the reactions of the Mason-Dixon Toastmasters to their video experiment. We would expect that in any club trying such a session, especially for the first time, there would be a wide variety of reactions and opinions.

One thing is self-evident. Professional actors and speakers long ago graduated from the simple voice recording to the film or video tape as the most effective means of self-study and evaluation.

For the serious Toastmaster who appreciates the value of his home tape recorder, the opportunity for evaluation and improvement afforded by a video recording is a giant step toward more effective communication and leadership skills.

ABOUT THE AUTHOR

J. Clarke Sinex is an engineer for the IBM Corp. He is a member of Mason-Dixon Club 2186-48 in Huntsville, Ala., and an officer in his local chapter of the National Society of Professional Engineers.



TOASTMASTERS TOWN OF THE MONTH

PARRAMATTA N.S.W., AUSTRALIA

PARRAMATTA, N.S.W., AUSTRALIA, Toastmasters Town of the Month for November, was founded nearly 200 years ago, and only a few months subsequent to the first settlement at Sydney Cove. Today, it is the largest city in outer Sydney — a busy, thriving community located in the center of one of Australia's main coal deposits.

Its thriving industry, its modernistic plans for future development, and the beauty of its historic buildings present Parramatta in conflicting images of activity and restful reflections of the past and future.

Many historic buildings are scattered in and nearby the city. St. John's Church of England has been in constant use since 1803, and its peaceful churchyard keeps the remains of many of Australia's famous early settlers.

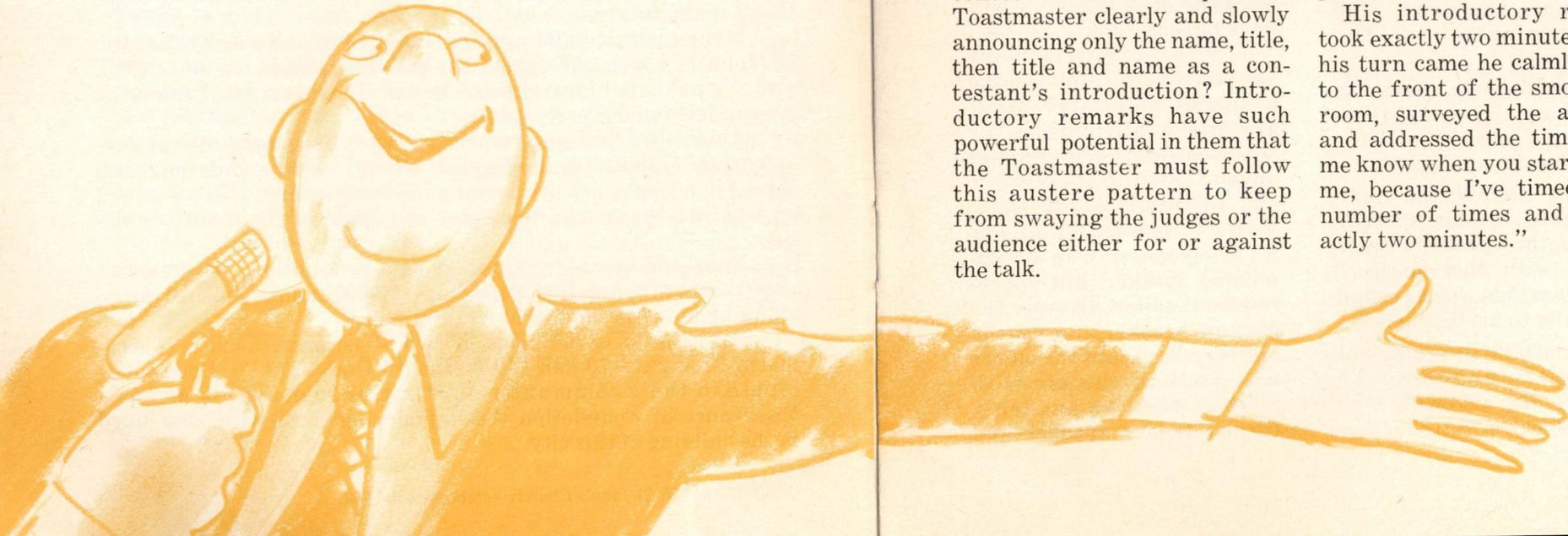
Australia's first government house — once the center of governmental activity for the English colony — now stands quiet and serene in a large park overlooking the bustling city. It is preserved as a national memorial to display mementos of the country's history.

From the humble beginnings as a penal colony, Parramatta now boasts a population exceeding 110,000, an established cargo shipping industry, and eight oil terminals.

Parramatta is the home of two Toastmasters clubs: Parramatta Club 2274-70 and Checkerboard Club 2972-70. Both participate in their community's activities such as this month's observance of Foundation Week, honoring those who have aided in the building of this city.

By GEORGE REDMAN, ATM

Introductions Are Not The END



Many gasoline companies advertise additives that increase mileage, but here's an additive that will increase your speaking mileage — Platform-Aid. It's not a miracle ingredient, but it is sadly neglected by you when called upon to introduce a speaker.

As a conscientious Toastmaster, you probably wince as an unknowing — or uncaring — master of ceremonies throws a speaker at the audience.

If the speaker is to survive such introductions . . . such inept conduct . . . he'll be lucky.

You can aid speakers at the platform, and at the same time improve your own speaking performance, by preparing introductions as thoroughly and as diligently as you do your speeches.

Ever wonder why TI's speech contest rules insist upon the Toastmaster clearly and slowly announcing only the name, title, then title and name as a contestant's introduction? Introductory remarks have such powerful potential in them that the Toastmaster must follow this austere pattern to keep from swaying the judges or the audience either for or against the talk.

A contest streamlines introductions so each contestant can stand — or fall — upon his own merits. It almost is a case of:

If he's bad, let's get it over with. If he's good let's hear him!

Our district's recent officer elections were rigidly timed; two minutes were allowed for each nominating speech. Of all the talks we heard that day, one remains in our memories. The nominating Toastmaster took the privilege of introducing his candidate seriously; he was prepared.

His introductory remarks took exactly two minutes. When his turn came he calmly strode to the front of the smoke-filled room, surveyed the audience, and addressed the timer, "Let me know when you start timing me, because I've timed this a number of times and it's exactly two minutes."

"You've already used twenty seconds," gruffed the timer, hand on stopwatch.

The Toastmaster immediately capitalized upon his preparation and experience by tightening his introduction so violently that his candidate won. To this day Toastmasters discuss the fine introduction that was so dynamically delivered.

The golden rule of introducing others would be to ask yourself: "If I were in this speaker's shoes, facing this particular audience, at this time of year, in this meeting place, what kind of bridge to the audience would I want?"

Be original and sincere. Prepare an appropriate, adequate introduction. Prior to interviewing the speaker, prepare a questionnaire. It should include:

1. Name, hometown, club or organization of the speaker.

2. Speech title, purpose, project requirements (if a TI manual speech), and the time for delivery.

3. Why should the audience listen to this speech? What is the speaker's background with this subject? How does his background relate him to his listeners?

Toastmasters International's brochure *Introducing The Speaker* (111) also will help to prepare speaker introductions.

Get a copy and study it; as with a good introduction, it is short and to the point. In the meantime, here are 10 guidelines to aid you at the platform:

1. Omit the cliches. "We have with us tonight" and "It gives me great pleasure" pop too readily to mind. Surprise the audience. Be creative. Create the listeners' desire to hear your speaker.

2. The only speaker who doesn't need an introduction is the one who fails to appear. Even a well-known speaker needs a bridge to the audience. He is probably a "man who wears many hats" and so actually needs a specific introduction to focus attention upon his chosen topic.

3. Before the meeting, confer with the speaker. Plan the type of bridge you will have to construct.

4. Scan the material in the speaker's background. Is he a special authority? What are his qualifications or achievements? Why should anyone listen to his talk?

5. Be accurate, especially with his name. One of our ATM's is not only an accomplished speaker, but a professional tailor. He was the keynote speaker at a nearby military base, and the officer was wafting the air with cliches when he suddenly turned to our speaker and

whispered, "By the way, what's your name?"

Taken aback, the speaker replied, "Why, you know me — I made your pants!"

"Ladies and gentlemen," boomed the officer, "it gives me great pleasure to introduce to you our speaker this evening, Major Pants!"

6. Emphasize the importance and appropriateness of the talk. Again, what will it do for the audience? Why has the speaker been asked to talk to this particular group?

7. Acquaint the audience with the speaker. Call favorable attention to him. Draw no attention to yourself. You are not to "up-stage" or steal his thunder. Say what needs to be said, then quickly sit down. Dynamic introductions, terse and to the point, establish a reputation for you as readily as careful preparation of your speeches.

8. Be aware of the mood and tone of the audience. What time of the day is it? Seven in the morning? Ten at night? Cold and dreary? Sunny? It is important to recognize all factors that af-

fect audience mood and tone. You must be able to shift the tone from seriousness to light-heartedness as the speaker's subject matter demands.

9. Humor? Only if it embarrasses *no one*, is in good taste, and relevant to the point to be made. If the humor is inappropriate, you will learn by doing, but experience is a spiteful teacher in this case.

10. Climax by accurately announcing name and title and leading the applause. Wait until the speaker is at the lectern, then sit down and smile. You will have done an important job that few care enough about to take time to do well.

When the speaker concludes, briefly and with reference to his ideas, mention the value of the talk, and thank him.

Work extensively on the preparation of your introductions, yet be dynamic and brief in their delivery — thirty seconds to one minute is a good rule. Add Platform-Aid to your speech skills for greater communication and leadership mileage.

ABOUT THE AUTHOR

George Redman, ATM, is a former contributor to The Toastmaster. A professor of English and speech at Black Hills State College in Spearfish, S.D., he is a member of Spearfish Club 3781-41 and Skyline Club 3258-41 in Rapid City, S.D.

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MARKETING IS LISTENING, THINKING, AND THEN SPEAKING

By WILLIAM C. LAFFODAY

There is not a person, whether in sales or production or technical processing or distribution or in consumer research, who is not in some manner responsible for the eventual sale of the product.

As you well know, many various techniques can be effective in getting results, while oftentimes the same methods can work well in differing circumstances. For instance, there was the country girl who found that with special care and gentleness she could get the cow to give much more milk. And the city girl noted



that the same techniques worked with the milkman!

Real Needs of Marketing

For several years, I was a member of the popular businessman's organization, Toastmasters International. While studying the organizational speech manual one day, I noted the motto, "*For Better Listening, Thinking, and Speaking*" (In that order). It amazed me, a sales manager for a large retail firm at the time, to realize how closely this motto fit the real needs of the marketing field — *listening first, next thinking, and then speaking!* and it disturbed me to consider how many times we marketers in many fields have indulged in the third factor — *speaking* — to the buying public without having treated the first two considerations adequately.

The marketing "pros" prove themselves by first *listening* to the needs and demands of the marketplace and *thinking* through to their wisest courses of action before putting their sales programs into gear.

In fact, if we would just learn to "*listen*" better, most of us could account for a respectable sales increase this year. I mean really, honestly, projectively *listen!* Listen to the *customers' wants*; listen for their *desires*, their '*hot buttons*'; listen for your *competitors' weaknesses*;

listen for the *consumer research trend* findings. Listen like we never listened before!

As managers of people, we should ask ourselves, "Do we listen to our people?" Research shows that the average person listens only about 30% efficiently. Good responsible management will approximately double this . . . 60%. Now how about that other 40%?

Why do people fail to listen? It has been found that the average American speaks about 125 words per minute. But they think about four times this fast, or about 500 words per minute. Therefore, only about one-fourth of our minds listen to what is being said while the other *three-fourths* of our minds normally wander onto personal things or idleness.

Just as the Toastmasters, we marketers should first concentrate on being better *listeners* before concentrating on *talking*. (Someone said that many people listen just enough to stay misinformed. Maybe he was right.) Too often we get fouled up with this basic communications process with our customers and with our employees.

Human Communication

Let's look into this basic problem of *human communications*: we all know how vital proper communication is to the success of our marketing organizations.

Although sometimes it seems that we get as confused as the Indian warriors in the cartoon. It showed the covered wagon train back in the background, still intact and secure, with all the Indian braves re-assembling in the foreground, all battered and bloody, their horses crippled, their arrows broken, their enthusiasm all dampened, with one brave asking another, "Now this time let's get it straight. Do we circle to the left or circle to the right?" Does that strike a raw nerve? You might have felt like that some Monday morning in the past after that big push was over!

Very Simple

Actually the basic message of "human communications" is very simple. As simple as this:

"You are there. I am here. We are not alone."

But leave it to some modern double-talking businessman to come along and define "communication" like this:

"I know you believe you understand what you think I said, but I'm not so sure that you realize that what you heard is not what I meant."

One of our most serious communication problems within our business offices, and all too often to the customers, is that we don't say exactly what we mean. You know the famous old story about the brawny blacksmith

who told his son, "Now boy, when I take these tongs and pull that red hot horseshoe out of that fire and put it on this anvil and nod my head, you hit it." Well, he did, and the boy did exactly as he was told and his conscience was quite clear when he inherited the thriving blacksmith business—after his father's funeral. Let's resolve to start saying again just what we mean. And saying is in plain easy-to-read, simple-to-understand words that the mass buying public will respond to.

Chances are that if Admiral Lawrence were alive today, he wouldn't say, "Don't give up the ship!" No sir, not in today's navy. He would probably say, "Personnel aboard this vessel are not authorized to implement abandonment proceedings."

And the highway departments are not so uncomplicated as they used to be. Have you seen a "No U turn" sign along the highway recently? No sir! Now these same signs say, "Crossing median prohibited." Everybody is trying to get fancy!

Bafflegab and Gobbledegook

"Bafflegab" or "Gobbledegook" are terms that have been coined to describe the unnecessarily complex writings, this professional jargon, in which some hundred words are too often used where 30 words could

have done the job quite well. Not only do we use this kind of difficult language on our own employees, but too much of it shows up in our sales messages to our customers. Certainly we must be careful of the words we use in our public advertisements to talk to our customers, especially since advertising is a printed public record of our thoughts and abilities as merchants.

Super Semantics

We all know that customers don't want to be baffled by our super semantics. They want to know what our product is, why it's better and why it's such a value — without any delay, too, because their time is valuable, their choices many, and their patience short. Think of the best advertisements you can recall, probably they were 'chock full' of short words; short, powerful, selling words; workhorse words that command attention . . . open the mind . . . generate action. These short words are powerful. They help us communicate clearly, quickly, persuasively.

We could well remember that most all *big* things have *little* names — such as life and death, peace and war, dawn, day, and night, faith and hope, love and hate, mom and dad, and God. Let's learn to use little words in a big way — for the sake of

our customers and our employees.

Speaking of how complex much of our professional lives have become — We have busied ourselves building all sorts of sophisticated mechanical brains, some really phenomenal wonders that can recall a fact in a split second or solve a programmed problem in a twinkling of an eye. And we get quite proud of our great machines for doing this “*thinking*”, but we are often suspicious of people who do.

Some research group recently estimated that to build a machine that would have the total capacity of the human mind — it would have to be gigantic. It would have to be able to record approximately 75 major thoughts every hour (that’s easy); it would have to be able to memorize the entire Holy Bible or the Moslem Koran (can do, and so have humans). It would have to be as large as San Francisco’s Cow Palace, as high as Rockefeller Center in New York. It would probably cost about \$300 billion, and would require electricity to operate equal to the total harnessed power of Niagara Falls!

Everyone Different

We must constantly compete with many forces to motivate our employees as well as the buying public. But too often we

mistakenly try to use the same techniques and stimuli on every one.

Thomas Jefferson, in the Declaration of Independence, said that “all men are created *equal*” — but he didn’t say they are created *identical*! Try this, fold your hands and interlace your fingers naturally. Now look down at your hands and note whether your left thumb is folded on top, or is your right thumb on top? In practically every group, we find about half “lefties” and about half “righties”!

Feels Funny

Now try it the other unnatural way. Feels funny, sort of odd, doesn’t it? Wonder why?

Maybe God made some left-handed minds, just so we wouldn’t all be just alike. And I suspect He made some left and right minded customers and employees, too! So this makes it quite necessary to change our communications with various people.

The effectiveness of our communications are often determined — certainly influenced — by our *point of view*, our angle of sight. As we know, the greatest salesmen are those who are smart enough to find out all about the customer’s needs and desires and try to put themselves in his shoes to see his point of view, in order to influence the customer’s decision. In

the retailing business, we taught our salespeople this simple rhyme to make this important principle easy to remember: “To sell Jane Doe what Jane Doe buys, we must see Jane Doe through Jane Doe’s eyes.”

Getting the Message Through

A case in point: An energetic young heating systems salesman gave a little old lady his enthusiastic and canned sales pitch on his brand new model space heater, telling her the BTU and combustion capacity, its fuel consumption rate, its boiler construction, etc., and finally paused to ask “Is there anything else I can tell you about this heater?” “Yes,” she answered. “Will it keep a little old lady warm?”

Probably the best dramatization of human communications I have ever seen was a painting of a World War I soldier, a signalman, lying dead on the battlefield, obviously killed while trying to splice a communication line back together. There he lay, still grasping both ends of the line, with his body acting as a perfect conductor, still getting the message through.

Now we don’t want any dead heroes, please, but it’s our job, yours and mine, to communicate our director’s policies to our employees and our sales messages to our customers.

Many battles have been lost

and nations have fallen because of poor communications!

Many broken homes all over America are the result of two people who have failed to or forgotten how to communicate!

Many businesses and industries have closed their doors finally because they didn’t communicate properly with their customers! (Possibly they failed to *listen* properly, if at all.)

Many people lose their jobs much too soon because they fail to communicate their talents, their ideas, or their efforts to their employers!

“Profit” Line

We established earlier that everyone of us is responsible in some way for the sale of our products and services. And certainly that makes everyone of us responsible to that bottom “profit” line. Maybe that bottom line will look miraculously better if we learn to listen better — and then think — and then speak!

Let me close with the famous answer from the English orchestra conductor who, when asked, “How much do I have to play the cymbals in a symphony orchestra?” He replied, “You only have to know *when*! Little else, but *when*!”

The *when*, the best possible time for us to begin *listening* and *then responding* to our challenges is *now*. *Today*!

INTERNATIONAL NEWS

Happy Family

Karingal Club 1665-TCA in Sydney, N.S.W., boasts four members with the same last name — brothers Carl, Paul, and Tony Dehlsen, and Tony's son Brian.

Honored For Attendance

Dr. Stuart Kabnick was honored by **Liberty Bell Club 1010-38** in Philadelphia, Pa., for "13 years of perfect attendance and distinguished service to this club and to Toastmasters."

Elected To Office

Maurice F. Ronayne of Junior Board Club 640-36 in Washington, D.C., was elected national vice-president of the **Federal Professional Assn.**, an organization of U.S. government executive, scientific, and professional employees.

Announcers And Judges

Members of **Arlington Heights (Ill.) Club 1087-30** have completed their fourth year as judges for local **4-H Club Speech Contests**, and for the second year have provided commentators for the **Arlington Heights Holiday Parade**.

TOLEDO'S APPRECIATION — Toledo, Ohio, City Councilman **Raymond Nies** (left) presents a resolution of appreciation for Toastmasters community activities in his city to **District 28 Toastmasters** (from left) Robert Wallace, Thomas Michalski, and Michael Fogoros.



CONGRESSMAN HONORED — Representative **Carl Albert** of Oklahoma, Speaker of the U.S. House of Representatives, and Representative **Robert L. F. Sikes** of Florida received Toastmasters laudations at a meeting of **Capitol Hill Club 1460-36** in Washington, D.C. Mr. Albert was made an honorary member of the club and Mr. Sikes was honored as District 29's "Citizen of the Year" selection. From left are past International Director Robert W. Blakeley, ATM; District 36 Lt. Gov. Harold B. Reniere; Mr. Albert; Dep. District 36 Gov. Robert Owen; Mr. Sikes; past District 36 Gov. Levi E. Bottens; and Capitol Hill Club President Charles W. Day.

On The Line

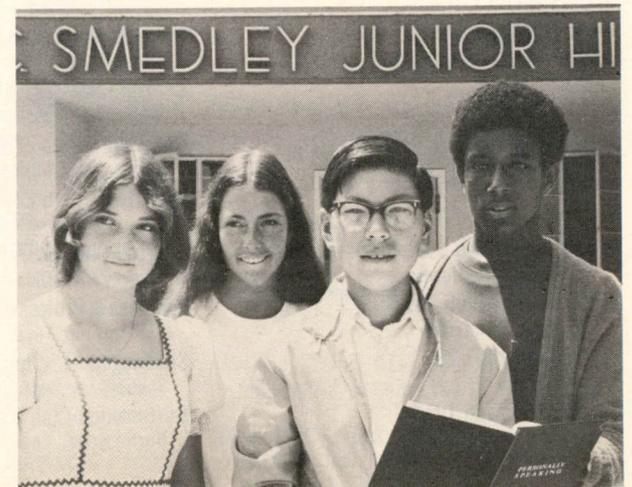
Toastmasters benefits and opportunities were the subject of an article by Robert D. Scott of Tobacco City Club 2209-37 in Wilson, N.C., published in the May/June, 1971, issue of **Frontline**, a magazine for employees of **Merck Sharp & Dohme**.

Taking Count

District 47 Toastmasters tallied 481 outside speeches, 215 newspaper articles, 61 Speechcraft registrations, 40 Youth Leadership Program registrations, and 797 new, reinstated, and transfer members between July 1, 1970, and June 30, 1971.

GOOD CITIZENS —

The annual presentation of the **Ralph C. Smedley Citizenship Award** was made to four students at **Ralph C. Smedley Junior High School** in Santa Ana, Calif. Recipients are (from left) Nancy S. Orona, Stacy L. Bell, John Kennedy, and Charles A. Dangler.





SPECIAL GUEST — Thompson, Man., Mayor **A. Brian Campbell** (left) participates in the chartering ceremonies of **Thompson Club 2411-64** with past District 64 Gov. Gil Wilde (right) and club President Bob Quenett.



COMMUNITY DEBATE — Servillano Mercado (background lectern) of **La Union Club 3717-U** in San Fernando, La Union, Philippines, moderates a debate sponsored by La Union Club between members of the local Lions and Rotary clubs. Lion David Aguila (right) cross-examines Rotarian Marcos Prieto about the proposed adoption of a parliamentary government system in the Philippines.

CLUB ANNIVERSARIES — DECEMBER 1971

35 YEARS

Ocotillo Club 68-3
Phoenix, Arizona

30 YEARS

Sioux Falls Club 210-41
Sioux Falls, South Dakota

25 YEARS

Verdugo Hills Club 434-52
Verdugo Hills, California

20 YEARS

Salesmasters Club 999-50
Los Angeles, California

Zumbro Valley Club 1013-6
Rochester, Minnesota

Toledo Club 1001-28
Toledo, Ohio

Daybreakers Club 1015-7
Portland, Oregon

15 YEARS

Douglas Santa Monica Club 2279-50
Santa Monica, California

Public Service Club 2275-26
Denver, Colorado

Clay Township Club 2267-11
South Bend, Indiana

Central Club 2277-31
Worcester, Massachusetts

Motivators Club 2250-6
Minneapolis, Minnesota

Watertown Club 2248-34
Watertown, New York

Mid-Del Club 2257-16
Midway City, Oklahoma

Business & Professional Men's Club 2207-56
San Antonio, Texas

Sheboygan "Y" Club 2121-35
Sheboygan, Wisconsin

Burtonwood Club 2322-TCBI
Burtonwood, England

TOASTMASTERS HALL of FAME

DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International's highest member recognition, the *Distinguished Toastmaster* award, to the following 10 men since March, 1971.

Herbert R. Babitzke, DTM

Downtown Club 1627-7
U.S. Bureau of Mines Club 2598-7
ONR Club 2608-36

Claude L. Wilson, DTM

Salina Club 2025-22

Win Chesley, DTM

South Broward Club 3312-47
Early Bird Club 3659-47
Hollywood Club 3770-47

Gerald D. Owens, DTM

Poway Valley Club 3685-5

Ronald F. Drane, DTM

Telespeakers Club 2328-21

Hubert E. Dobson, DTM

Uncle Joe Cannon Club 127-38
South Charleston Club 1528-40

James S. Ketchel, DTM

Seattle International Club 10-2
Sierra Sunrise Club 2318-59

Robert J. Mindak, DTM

ONR Club 2608-36

Fred E. Stockbridge, DTM

Eureka Club 2704-57

Jerry L. Leonard, DTM

Bayou Pierre Club 2485-25

ABLE TOASTMASTER (ATM)

Certificate of Achievement

Congratulations to the following Toastmasters who completed the TI Communication and Leadership Program in August.

Jack M. Hartman, ATM

Fair Oaks Club 1481-39

John H. Hirsch, ATM

Gateway Club 2158-41

James C. Anderson, ATM

Farmington Valley Club 2975-53

Le Roy G. Taylor, ATM

Mare Island Club 2522-57

Melvin Brown, ATM

Lexington Club 3024-24

Bernard A. Dean, ATM

Sierra Club 135-27

Walter H. Roloff, ATM

Anthony Wayne Club 1380-28

Dr. Robert G. Tucker, ATM

Baxter's Club 2447-30

TOASTMASTERS INTERNATIONAL

STATEMENT OF ASSETS OF ALL FUNDS

JUNE 30, 1971

GENERAL FUND

UNRESTRICTED:

Cash on hand, demand deposits and savings accounts	\$ 81,283.61
U.S. Treasury Bill, at cost	49,514.67
Accounts Receivable	21,946.52
Refundable deposits and prepaid postage	8,450.00
Due from General Fund — restricted	75.00
Due from Investment (Endowment) Fund	1,929.80
Deferred expense — authors' fees	20,900.00
Total — Unrestricted	<u>\$184,099.60</u>

RESTRICTED:

Cash — demand deposits	\$43,791.64
Cash — savings accounts	\$ 9,582.93
Total — Restricted	53,374.57
Total	<u>\$237,474.17</u>

INVESTMENT (ENDOWMENT) FUND

Bonds and stocks, at cost (market value \$115,377.76)	\$100,560.31
U. S. Treasury Bonds, at cost	9,000.00
Total	<u>\$109,560.31</u>

PROPERTY FUND

PROPERTY, BUILDING AND EQUIPMENT, at cost:

Land	\$ 47,220.54
Building	606,862.65
Furniture and equipment	96,087.08
Total property, building and equipment	<u>\$750,170.27</u>

CASH ON DEMAND DEPOSIT — reserve accounts	43,591.35
Total	<u>\$793,761.62</u>

The accompanying letter and notes are an integral part of this statement.

Board of Directors
Toastmasters International

We have examined the statements of assets and liabilities of Toastmasters International as at June 30, 1971 and the related statements of fund balances and income and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

FINANCIAL REPORT 1970-1971

STATEMENT OF LIABILITIES OF ALL FUNDS

JUNE 30, 1971

GENERAL FUND

UNRESTRICTED:

Accounts payable	\$ 23,162.77
Sales tax payable	749.48
Advance convention deposits	3,982.00
Deferred charter fees	2,000.00
Contracts payable — authors' fees	20,900.00
	<u>\$ 50,794.25</u>
Unrestricted — General Fund Balance	133,305.35
Total — Unrestricted	<u>\$184,099.60</u>

RESTRICTED:

District reserve fund balances	\$ 48,995.72
Grants	2,295.92
Ralph C. Smedley Memorial Fund	2,007.93
Due to General Fund — Unrestricted	75.00
Total — Restricted	53,374.57
Total	<u>\$237,474.17</u>

INVESTMENT (ENDOWMENT) FUND

Due to General Fund	\$ 1,929.80
Investment Fund balance	107,630.51
Total	<u>\$109,560.31</u>

PROPERTY FUND

Property Fund Invested balance	\$750,170.27
Property Fund Reserve balance:	
Reserves for additions, replacements and maintenance	43,591.35
Total	<u>\$793,761.62</u>

In our opinion the accompanying statements present fairly the assets and liabilities of Toastmasters International as at June 30, 1971 and the changes in the fund balances and income and expenditures for the year then ended, in conformity with generally accepted accounting procedures for non-profit educational organizations, applied on a basis consistent with that of the preceding year.

July 16, 1971

Frazer and Torbet
Certified Public Accountants

TOASTMASTERS INTERNATIONAL

GENERAL FUND — UNRESTRICTED STATEMENT OF INCOME AND EXPENDITURES FOR THE YEAR ENDED JUNE 30, 1971

INCOME:

Membership charges:		
Annual membership fees	\$441,191.61	
Magazine subscriptions	89,168.26	
New member service charges	55,281.00	
Gavel Club fees	2,925.00	
Total membership charges		\$588,565.87
Club charges:		
Charter fees	\$ 8,675.00	
Club equipment, supplies and insignia	80,198.54	
Total Club charges		88,873.54
Charges for optional educational materials and supplies		118,863.94
Other income — dividends, interest and miscellaneous		7,640.34
Total income		<u>\$803,943.69</u>

OPERATING EXPENSES:

Administrative	\$ 86,611.03	
General services	118,037.80	
District/new club services	91,500.49	
Membership services	25,071.13	
Publications	97,785.43	
Educational development	18,287.45	
Educational materials	94,163.84	
Club supplies, equipment and insignia purchases	80,184.84	
Employee benefits	35,672.35	
General expenses	103,529.46	
Maintenance and operation of property	38,012.28	
Total operating expenses		<u>788,856.10</u>

EXCESS OF INCOME OVER OPERATING EXPENSES		\$15,087.59
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OTHER EXPENDITURES:

Provision for maintenance	\$ 2,000.00	
Provision for replacements and additions to property	3,600.00	
Founder's pension	4,500.00	
Total other expenditures		10,100.00

EXCESS OF INCOME OVER EXPENDITURES		<u>\$ 4,987.59</u>
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A TOASTMASTERS SPEAKING OPPORTUNITY...

The Right to Read Speakers Bureau

American Toastmasters can help to acquaint the American public with the extent of illiteracy and to focus attention upon every citizen's "right to read." The Right to Read Speakers Bureau, established by the National Reading Council, presents this opportunity for you.

The role of the Council and the National Reading Center involves bringing the private sector into partnership with the educational community and with government at all levels in a concerted attack on reading problems. The Council and the Center work with volunteer groups, and citizens' and parents' organizations.

The Right to Read effort was initiated by the U.S. Commissioner of Education and President Richard M. Nixon. The National Reading Council has been appointed. A master plan to eliminate illiteracy is being devised by the Right to Read office and the U.S. Office of Education.

Leaders in hundreds of diverse fields have been invited to voluntarily participate in the Right to Read Speakers Bureau. Corporation presidents, union leaders, educators, legislators, entertainment and sports personalities, members of the Right to Read Council, and other distinguished citizens have offered to help.

Numerous associations and organizations have been asked to volunteer time at meetings and conventions for speeches about the subject of reading. The speakers bureau will match speakers and audiences depending upon type and location.

Each speaker will receive from the Council's Speakers Bureau Division a Right to Read Speakers Kit containing fact sheets, pamphlets, a bibliography, and sample speeches. These speeches may be used as prepared or revised to suit the speaker. The speakers bureau will provide additional assistance upon request.

For additional information and materials, write:

**National Reading Council
Speakers Bureau Division
1776 Massachusetts Avenue, N.W.
Washington, D.C. 20036**

How well known is your Toastmasters club in *your* community? Does the community know there is a Toastmasters club in the area? Do people know when and where your club meets? Do they know what a Toastmasters club really is? Just how good is your community relations program?

How much pride do you have in your club . . . in your Toastmasters membership? Do you tell others about your experiences in Toastmasters?

One of the most difficult things for a man to do is to admit that he needs to improve . . . even his communication and leadership. Yet, thousands of men throughout the world have recognized such needs and joined Toastmasters International to improve them.

Each of us has derived much benefit from our Toastmasters experience. But, if we keep this improvement and success to ourselves, we are failing our responsibilities to our community.

Take the time to see Toastmasters and former Toastmasters who are ably contributing to their community as a direct result of their Toastmasters training. These men often are leaders in their community —

in government, in civic activities, and in religious life.

We feel pride in Toastmasters because of its contribution to our community. But, is this all there is? If we look closer, we can see many men who have not yet had the opportunity to improve themselves — and the community — through Toastmasters training. Why haven't these men become Toastmasters?

On the Fringes?

Do the citizens view your club as a small group of men on the fringes of community life? True, we are not in existence for the same reasons as other men's clubs, but this doesn't mean we should take a back seat!

Let's get into the mainstream of community life. Let's endeavor to benefit more men through the experiences that only Toastmasters membership can offer.

Toastmasters does not need to compete with any other men's organization, because we can do a valuable job of our own in the overall picture of community life.

Most of the men in your community could benefit greatly from Toastmasters, and they would gladly join if they knew of your club and its activities. Is your club proud enough to let them know about our secret for success?

There are many things that you and your club can do to promote Toastmasters International and move into the mainstream in your community. The chamber of commerce and city government are the main bodies of coordination and progress in most communities. Do they know about your club? Do they know what Toastmasters is, and when your club meets? Is your club on their list of organizations? Are any of their employees or members a part of your club?

Has the mayor visited your club? How about the school superintendent? What about city councilmen, school board members, principals, and teachers? How about local businessmen and industrialists? Are any of the local clergymen members of your club? Have you invited them to see the Toastmasters program in action in your club?

Value Recognized

It's true that many men believe they are too busy for Toastmasters. They might decline your membership invitation, but through your efforts you will be telling them about the Toastmasters program. They will recognize the value of Toastmasters in your community.

Are the news media aware of your Toastmasters club? Do the radio and television stations re-

Your Club And Your Community

By ROGER E. HERMAN, ATM



port your club's activities? Invite news media personnel to join your club. News coverage and community support go hand-in-hand.

Are you proud enough of your Toastmasters membership to display a Toastmasters decal in your car window or office window? Do you wear your Toastmasters membership pin proudly? Is a sign or plaque announcing your club's meeting day and time displayed at your meeting place? Are Toastmasters highway markers placed conspicuously in your city?

High-Yield Items

All these helpful items — and many others — are available from World Headquarters. Ask your club president or secretary for copy of the latest *TI Supply Catalog*; you'll be surprised at the low cost of these high-yield items.

When a member completes a manual, do you recognize his achievement? Good, but don't stop there. Tomorrow's newspaper should have a story announcing his accomplishment. Most papers will publish a head-and-shoulders photo with an ex-

planatory caption. If you can't get a photographer, that camera bug in your club will be glad for the opportunity.

Photo stories in newspapers usually attract the attention of the readers more than just a small "blurb," and Mr. Toastmaster will receive many comments from his friends and neighbors. This has unlimited value, especially if one of his friends asks, "What is Toastmasters, anyway?"

"Guest Meeting"

Every meeting of your club should be a "guest meeting." Sure, Bill Guest might join anyway, but even if he doesn't, he still knows about Toastmasters and might pass the message to a friend who will join.

It's a fact that if your prospective members are treated to a standard of excellence meeting, they'll be convinced of the value of Toastmasters membership. Be sure to stress enthusiasm and pride when welcoming guests at your meeting.

Don't allow your club to live on the fringes of your community. Get into the mainstream of your community's life!

ABOUT THE AUTHOR

Roger E. Herman, ATM, is a former area governor of District 25. He also is active in Boy Scouts of America activities, and a former member of Killeen-Hood Club 3047-25 in Killeen, Tex.

NEW CLUBS

Chartered during August, 1971

District 21

NADINA Club 1975-21. Meets Thurs., 6:00 p.m., Houston Hotel, Butler Ave., HOUSTON, B.C. Contact: 845-7785. Sponsored by **TERRACE CLUB 3396-21.**

District 36

FAIRFAX Club 1899-36. Meets 1st & 3rd Wed., 8:00 p.m., Providence Presbyterian Church, 9019 Little River Turnpike, FAIRFAX, Va. Contact 280-5365. Sponsored by **ANNANDALE CLUB 3122-36.**

District 51

TERMINAL ISLAND Club 2548-51. Meets Mon., 6:00 p.m., F.C.I. Dining Rm., Terminal Island, SAN PEDRO, Calif. Area: Three. Sponsored by **Juan Manchago.**

District 58

CAROLINA Club 3201-58. Meets Wed., 1:15 p.m., Cornell Arms Cafe., COLUMBIA, S.C. Contact: 765-3771. Sponsored by **COLUMBIA CLUB 1393-58.**

District 70

SEAFARERS Club 2270-70. Meets 1st & 3rd Wed., 7:00 p.m., Royal Motor Yatch Club, Prince Alfred Pde., NEWPORT, N.S.W., Australia. Contact: Sydney 997-5511.

TCBI

LEICESTERSHIRE SOUTH Club 45-TCBI. Meets alt. Mon., 7:30 p.m., Fairfield Inn, Gloucester Crescent, Wigston, LEICESTERSHIRE, England.

CLACTON-ON-SEA Club 883-TCBI. Meets at CLACTON-ON-SEA, Essex, England.

Undistricted

OLD EDWARDIAN SOCIETY Club 2163-U. Meets 1st & 3rd Wed., 8:00 p.m., Old Edwardian Society Clubhouse, Lower Houghton, JOHANNESBURG, South Africa. Contact: 42-1212.

Front Page

The charter and installation ceremonies of **Union Club 3511-32** in Auburn, Wash., were front page material for the "Aero Mechanic," official publication of the **International Association of Machinists and Aerospace Workers.**

Cited By 4-H

Members of **Cape Cod Club 1088-31**, Otis AFB, Mass., and **District 31** Lt. Governor Gordon G. Oliver were lauded by the "**Bristol County** (Mass.) **Bulletin**" for conducting **Youth Leadership** for 20 Bristol County 4-H Club members.

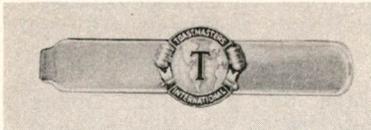
TI PLAYING CARDS

Two plastic-coated decks, one red and the other blue, sport a distinctive TI emblem (353) and are packed in a high-impact plastic case. Only \$2.75 a set, plus 15 percent for packing and shipping.



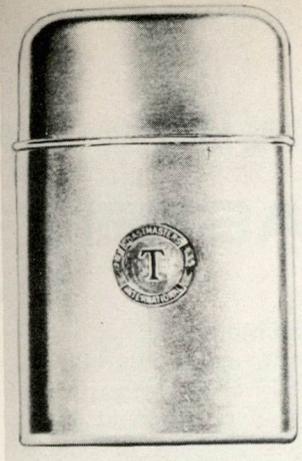
TOASTMASTER TIE BAR

A gold electro-plate tie bar with the Toastmasters emblem (5756) is just the special accent that can tell others that you are a Toastmaster. Ideal as a conversation item. Available for \$2.25, plus 30 cents for packing and shipping.



KEY CLASP

This handsome, gold-plated clasp combination (5760) separates with a press of your thumb. Accented with the TI emblem. Available for \$2.25 each. Add 30 cents packing and shipping cost for each one ordered.

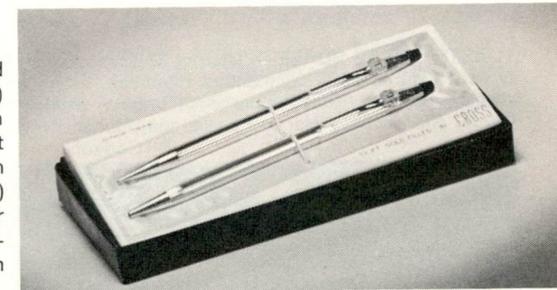


CIGARETTE LIGHTER

This satin-finished, windproof lighter (5761) with the TI emblem is the appropriate gift for a Toastmaster or a community leader who has helped your club. Available for \$5.60 plus 30 cents packing and shipping cost.

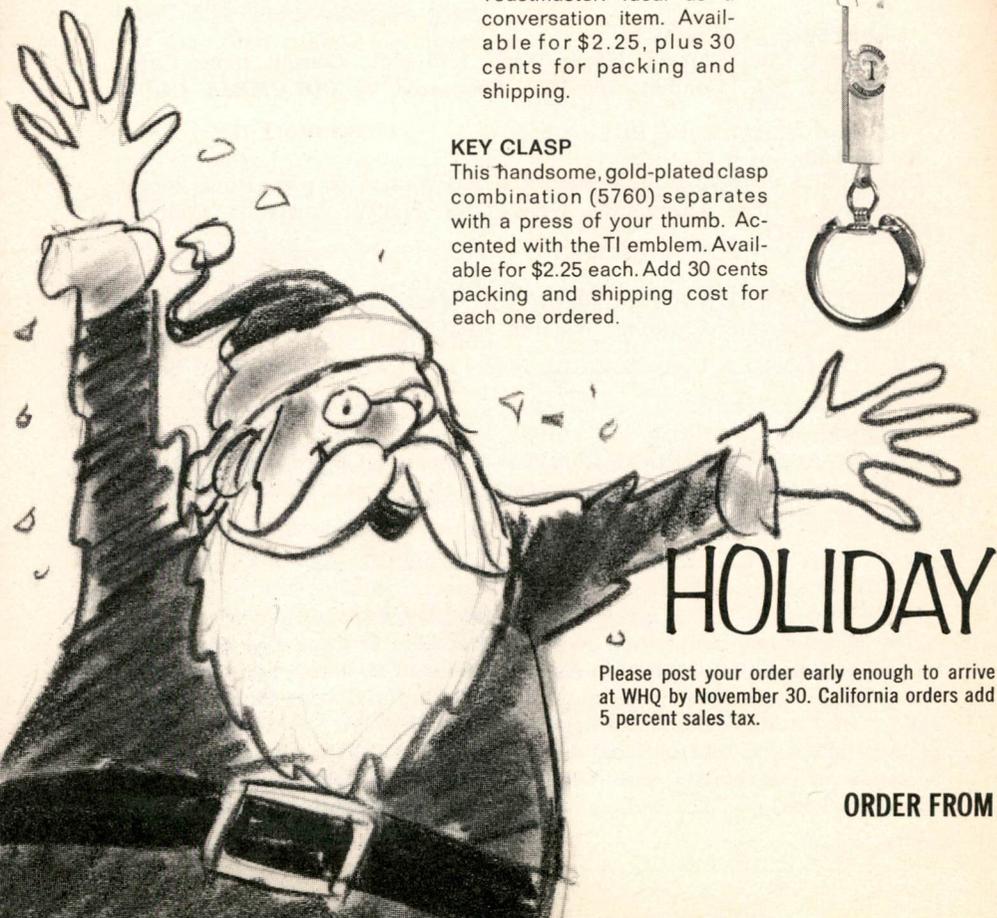
CROSS PEN AND PENCIL SET

Attractive 12K gold-filled pen and pencil set (6601) with the TI emblem on each clip. Only \$17.00 in a gift presentation box. Cross pen available separately (6602) for \$8.50. Add \$1.00 for packing and air mail insured postage for each item ordered.



POCKETKNIFE-MONEY CLIP

Gleaming stainless steel pocketknife-money clip combination (5762) sports a polished TI emblem. Includes knife blade and nail file. Only \$3.50 plus 30 cents for packing and shipping.



Please post your order early enough to arrive at WHQ by November 30. California orders add 5 percent sales tax.

ORDER FROM

SHOPPING IDEAS FOR TOASTMASTERS

TOASTMASTERS INTERNATIONAL, P.O. BOX 10400, SANTA ANA, CALIF. 92711

ON THE MOVE —

TOASTMASTERS

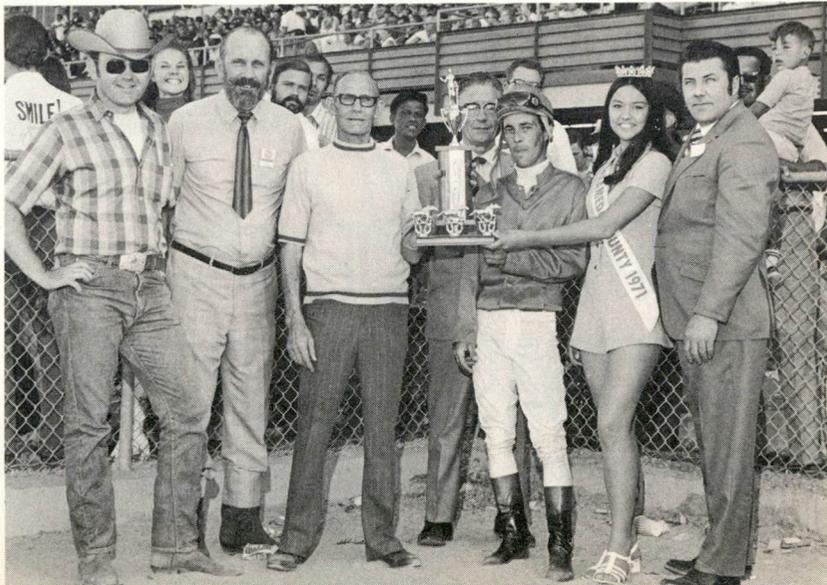
Late Recognition

District 41 Toastmaster **Ross Reinhart, ATM**, was belatedly added to the 1970-71 **TI Hall of Fame** as his district's Outstanding Toastmaster of the Year.

Elected President

Past International Director **Rollo R. Dawson** was elected president of the **Civilian Welfare Council** at the Defense Electronic Supply Center in Dayton, Ohio.

TOASTMASTERS PURSE — District 57 Toastmasters Day at the **Alameda (Calif.) County Fair** featured the Toastmasters Handicap. In the winner's circle are (from left) owner William Butcher, Toastmaster Art Turmain, trainer Rol Solell, Toastmaster Ernie W. Caine, ATM, jockey Harris Hawkenson, Queen Brenda Holcomb, and Toastmaster Ken Carlson.

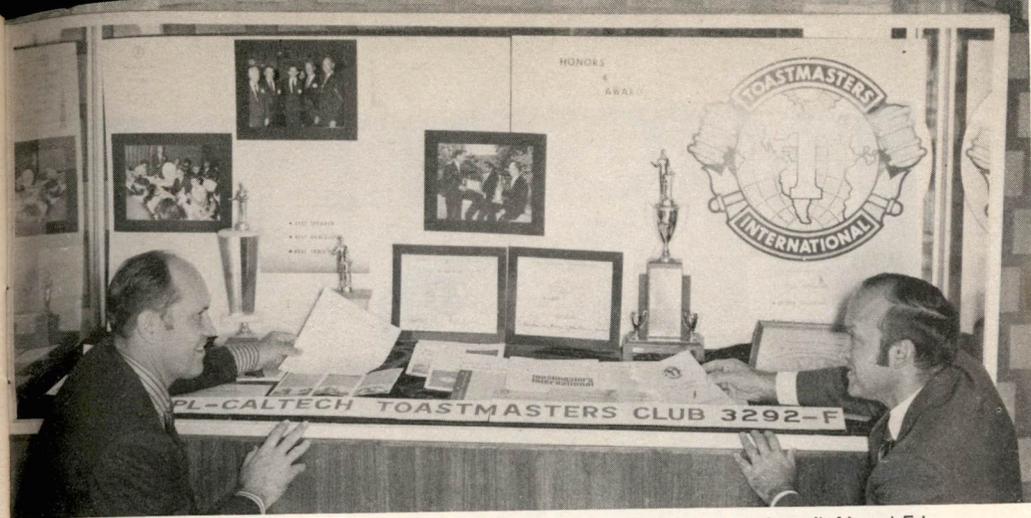


In Grand'Mere

Grand'Mere, Que., Mayor **Philippe Boucher** declared Toastmasters Week in his city for **District 61** Governor Dr. Jacques Perreault and the members of **Grand'Mere Club 3393-61**.

On The Move

Jerry V. Clark of Kachina Club 1473-3 in Phoenix, Ariz., was named assistant vice-president in **The Arizona Bank's** Camelback-Uptown Plaza Office.



CALTECH DISPLAY — Past Founder's District Governor H. A. Richardson (left) and Ed Oliver, both of JPL/Caltech Club 3292-F in Pasadena, Calif., arrange an exhibit of TI materials at the **California Institute of Technology** business administration office.

TI Broadcast

Toastmasters **Dan Antonucci** and **Dr. Richard Huemer** of Area One, District 50, hosted a radio panel discussion about "Toastmasters International, The Not-So-Silent Majority" on Los Angeles, Calif., radio station **KPFK-FM**.

Award Recipient

Dr. James W. Lassiter, professor of animal science at the University of Georgia and a member of Athens (Ga.) Club 1779-14, was presented a \$1,000 Distinguished Teacher award by the **American Society of Animal Science**.

IN PRETORIA — Enoch S. Duncan, deputy chief of the U.S. Embassy in Pretoria, South Africa, presents a Toastmasters certificate of merit to Dr. Z. T. Bieniawski of Pretoria Club 2199-U.





ACCENT ON TI — Jackie Fitzgerald, hostess of WKZO-TV's *Accent* in Kalamazoo, Mich., talks about Toastmasters with three members of Kalamazoo Club 1270-62 (from left) Stan Heidanus; Oscar Frincke, ATM; and Arthur Schulenburg, ATM.

Named Director

Walter H. Roloff, ATM, of Anthony Wayne Club 1380-28 in Toledo, Ohio, was named local project director of the **National Ironworkers and Employers Training Program** in Toledo.

Heads Commission

Past International Director **George W. McKim** was elected president of the **New Mexico Real Estate Commission**.

HONORARY MEMBER — Past International President **Ralph E. "Bud" Howland, ATM**, (center) and **Ira Smith** (right) of **Avco Club 1284-31** in Wilmington, Mass., present **Newton, Mass.**, Mayor **Monte Basbas** with an honorary club membership.



1971-72 DISTRICT GOVERNORS

- | | |
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| 2. James E. Bell, ATM | 37. Robert E. Herndon |
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| 4. Robert H. Selover, ATM | 39. Jack M. Hartman, ATM |
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| 6. Robert L. Haynes, ATM | 41. Roy D. Beaird |
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| 8. Earl W. Drennen, DTM | 43. Otto H. Wenk |
| 9. Henry A. Rozeboom | 44. J. Q. Warnick Jr., ATM |
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| 11. C. C. Grove | 46. Robert G. Lommel |
| 12. Isaac W. Anders | 47. Michael G. Shayne, DTM |
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| 19. Robert G. Glenn, ATM | 54. Edgar D. Jester, ATM |
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| 23. C. Thomas Kimball, ATM | 58. Thomas M. Marchant III, ATM |
| 24. Carl C. O'Neal | 59. David G. Towell |
| 25. Robert L. Meyer | 60. George Hevenor Jr., ATM |
| 26. Paul E. Hendren | 61. Dr. Jacques R. Perrault |
| 27. Russ N. Goodson, ATM | 62. Colin H. Broddle |
| 28. Phillip B. Richards, ATM | 63. Preston E. Allen |
| 29. John M. Barreto, ATM | 64. J. Hugh Graham |
| 30. Richard L. Storer, ATM | 65. Robert H. Root |
| 31. Joseph L. Eden, ATM | 66. Carlton E. Burley |
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| 33. Max P. Andrus, ATM | 68. Anthony E. Llambras |
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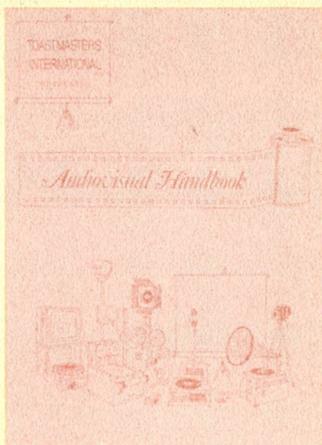
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