


FEBRUARY, 1966

THE TOASTMASTER

FOR BETTER LISTENING, THINKING, SPEAKING

YOUNGSTOWN, OHIO
TOASTMASTERS TOWN OF THE MONTH



In This Issue:
All Systems Are Go

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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. There are now more than 3600 clubs in 50 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.

G. B. Urias
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Phil Interlandi
 Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 32

Number 2

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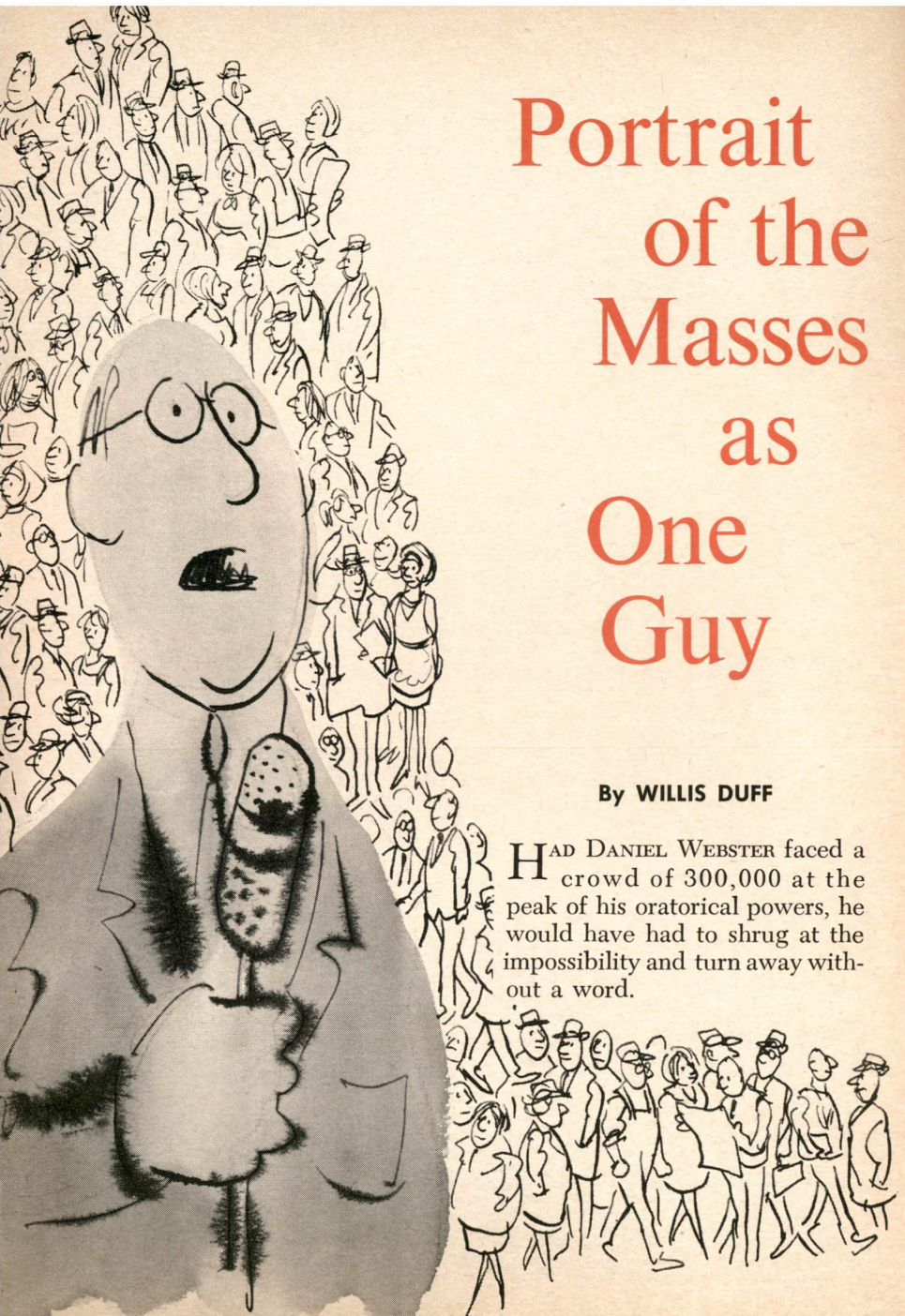
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Portrait of the Masses as One Guy

By WILLIS DUFF

HAD DANIEL WEBSTER faced a crowd of 300,000 at the peak of his oratorical powers, he would have had to shrug at the impossibility and turn away without a word.

William Jennings Bryan's golden tongue would have been intimidated into silence before an assemblage in the millions.

If the Romans had lent their ears in the quantities common in today's broadcast audiences, the bravest speakers in The Empire would have squeaked futilely.

When Marconi, DeForrest and the other pioneers of the wireless revolutionized communication, the fine art of public speaking took a new tack. Suddenly, the importance of leathery lungs and overdeveloped vocal chords was diminished. A.B. (After Broadcast) the quietest voice, further stilled by a bad touch of laryngitis, could reach more people in a sitting than the strongest, most vociferous B.B. (Before Broadcast) speechmaker could reach in a lifetime.

O.K., you say, so what? Speaking is still speaking, isn't it? So we can talk to more people and good speaking is still good speaking.

Wrong. Or at least, right with qualifications. They're important qualifications that easily make the difference between effective and abortive communication by radio broadcast.

Suppose you were faced with communicating an important health hazard warning by radio tomorrow to a large community. If you didn't get the message across to the majority of the

population, tens of thousands would fall prey to acute ennui or some other dread affliction. Suppose, also, that you had been selected to spread the word because you were a renowned orator, famous for your ability to hold an audience in the spell of your eloquence. Chances are, that unless you had also mastered the art of radio speaking, the tragedy would befall the unaware community. Why? They all went to the refrigerator or the bathroom during your important speech!

Analyze your own radio listening habits. Some radio announcers grasp your attention; others you can listen to for an entire afternoon and not be able to recall a single thing said. Still others annoy you to the point you change stations.

And here's another observation that's a safe bet. *You* can spot an amateur on the air, even if you have never stepped into a studio yourself, right? How?

To answer this, and the other problems posed so far, we turn to the basic difference between broadcast public speaking and any other kind. First, look at this vast audience offered a radio speaker. Say, for instance, a speaker has an audience of 150,000 listeners. Collectively, they would form a vast sea of people, such as assemble before the Vatican or in Red Square.

To speak to such a crowd, an orator would need dozens of powerful trumpet speakers, thousands of watts of audio amplification; and to most of the people, the orator would be a distant and miniscule figure whose mouth moved before the words rolled forth, wreathed in echo.

Now, think about those 150,000 people as they really are for the radio announcer. A cross section finds

many alone, washing dishes or driving to an appointment. Others are relaxed on a beach, transistor to ear. Still others are waiting out a drive-in carhop, playing solitaire, sewing, polishing silver, installing a doorbell, doodling, fiddling, dozing, kissing, bathing, shaving, lathing, or . . . well, just about anything. The only thing they have in common is the fact that the announcer is theirs alone. Not one knows of the other 149,999 who are sharing the announcer.

In other words, radio is a one-to-one relationship.

You would probably feel pretty silly, facing an audience of one while delivering a talk in your best projection, complete with gesticulation, sweeping eye contact and your most telling facial expressions. And your audience of one would probably think you were short on marbles.

Once a novice radio speaker grasps the fundamental one-to-one rule, he can progress from there. Radio speakers are as varied in style and approach as any other group of speakers. As was noted above, some announcers are so unobtrusive as to be hardly noticed. Others hook into your consciousness with the tenacity of a barbed fish hook. Assuming each announcer is a professional, it is safe

to assume that each man is working toward a different goal.

Since this article is written for the non-professional radio speaker, it is logical to make one more assumption; *you* will be on the radio for the purpose of communicating a specific message.

Re-examine your own style when you are speaking to another person, face to face or on the phone. Try putting over a point face to face without gesticulating. Look back on some occasion during which you are sure you did a good job of communicating; perhaps a sale you made or some other event where a tangible result was evident.

The odds are, when you successfully communicate, you are relaxed, enthusiastic and well-organized. These three factors are the all important triumvirate of good radio speechmaking.

Be relaxed. I know it is easier



said than done. A microphone and the other paraphernalia of a radio studio are inevitably unnerving to the newcomer. The best of all approaches to induce relaxation is to pick out one person, real or imagined, and deliver your message to him. The microphone is just another tool, like the chair or the ash tray, there to serve a purpose, not to scare the wits out of you.

Be enthusiastic. Deliver with some verve, just as you would in a spirited conversation. Whether your subject is light-hearted or in deadly earnest, you

will communicate more effectively if the listeners feel you are very enthusiastic about it.

Be well-organized. Enough said. The only uniquely radio aspect of this simple speech rule is the fact that frequently there are strict time restrictions in broadcasting. A little rehearsal with a watch will take care of this problem.

With these three simple rules, and a firm grasp on the idea that radio is a one-to-one medium, the average good speaker can be a much better than average novice radio speaker.

Willis Duff is program director for KLAC Radio in Los Angeles, Calif. Although only 28, he has had 15 years experience in radio starting as a disc jockey in a small Texas town. He worked his way through college as an announcer, disc jockey, newsmen, copywriter, production man, and engineer. With the exception of one year, Duff has spent his entire career in radio and has been associated with KSET in El Paso, Tex., WAKY in Louisville, Ky., and WPRO in Providence, R.I.



Words are the best medium of exchange of thoughts and ideas between people. Their use is worthy of study and consideration in order that we may use them more intelligently. The more clearly we express ourselves, the more we avoid misunderstanding; and better understanding is what we need in this world.

— William Rose

Toastmasters Have Fun . . . and Learn

**Joint Picturephone Meeting—
Knickerbocker Club 137-46
District of Columbia
Life Underwriters Club 2719-36**



Lauren Dison gave his first speech in *The Advanced Speaker* while picking up marbles.

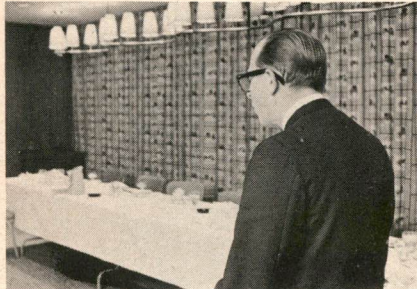
Obstacles Night — Rochester Club 271-6

IT'S HARD ENOUGH for the average person to speak before a large audience, even under the best conditions, but when a few obstacles are added it can become quite an experience.

Rochester (Minn.) Club 271-6 held an "Obstacles Night" during which the speakers had to face "man-made" hazards. The purpose was to teach members self-control in extreme circumstances, such as coughing or squeaky chairs, will not disturb them.

Members spoke while wearing a blindfold, while standing on tiptoes, facing a wall, to an empty room and while picking up marbles.

The club was so enthusiastic at the success of the meeting that similar meetings will become part of the club's schedule.



Richard Achter's audience, all but his evaluator, left the room one by one while he was speaking.



Don Howland had to walk briskly around the table and demonstrate exercises.

John Rownd gave his speech while facing the wall.



Milton Fisher was blindfolded while giving his speech.



ON A RECENT AFTERNOON a joint Toastmasters meeting was held. Nothing too startling about this except that the two clubs were 225 miles apart—one in New York City and the other in Washington, D.C.

Members of Knickerbocker Club 137-46 in New York City, and District of Columbia Life Underwriters Club 2719-36 held a meeting via the new Picturephone of the Bell System.

The Toastmasters in Washington, D.C., met in the Picturephone Center in the National Geographic Society Building and in New York the Toastmasters met at the Picturephone Center in Grand Central Station.

At precisely 2 p.m. the phone in New York City rang and District 46 Governor Meyer Bronstein picked up the receiver. The face of Lynn May, president of the Washington club, flashed on the screen. The meeting was underway via Picturephone.

The theme of the program was "Communication: Man's Understanding of Man." As each speaker looked into the tiny camera pointed towards him he could see on the TV-type screen before him the members of the club to whom he was speaking and they could see him.

The well-paced program ended at 2:30 p.m. when Governor Bronstein placed the phone receiver back on the hook. The TV-type screen turned dark.



Before entering the Picturephone Center in the National Geographic Society Building in Washington, D.C., Toastmasters posed at the entrance. Left to right are John Hyman; Clyde M. Larner; Lynn W. May; Lewis B. Pusey, Jr.; and Watson Andrews.

Toastmasters in Washington, D.C. (left), watch the Picturephone, while in New York City, (right) 225 miles away, District 46 Governor Meyer Bronstein speaks during a joint meeting held by District of Columbia Life Underwriters Club 2719-36, Washington, D.C., and Knickerbocker Club 137-46, New York City, via the Bell System Picturephone.



The Sunshine Toastmaster

By PAUL J. CATHEY



IT'S EASY TO BE a Toastmaster on a warm, sunny day in June when you've just received a raise, you're getting ready to go on vacation, and you're scheduled to give a speech or act as Toastmaster at your club meeting.

However, it's a little more difficult to be enthused on a sleety day in February when your boss has just bawled you out, you've got a cold, your car shows signs of needing an overhaul, and you're listed on the program as timer.

Since all Toastmasters meetings don't take place when your personal climate and weather conditions are "fair and warm," it takes discipline not to be a "Sunshine Toastmaster."

The Sunshine Toastmaster, and almost all clubs have them, is the counterpart of Tom Paine's "sunshine patriot." You'll recall Paine, the Revolutionary War era writer, wrote "The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country."

Just as the Revolution was won with, and despite, the sunshine patriot, so Toastmasters must learn to work with, and adjust to, the Sunshine Toastmaster. How do you recognize this Toastmaster?

We've already mentioned one of the symptoms of a Sunshine Toastmaster — a spotty attendance record. Unless he has featured billing as a speaker, General Evaluator, Toastmaster or Table Topicmaster, and is "in the mood," he's likely to be absent and leave a hole in the evening's program.

But there are other characteristics of the Sunshine Toastmaster. He declines to take a full part in club activities. He won't become an officer. He shuns committee work. He's tardy about paying his dues. He's likely to forget his *Basic Training Manual* when he speaks or neglect to prepare for an assignment he considers menial.

As far as the club is concerned he's a taker, not a giver. He is,

as one Toastmasters club officer put it, "getting a free ride." Most Sunshine Toastmasters are that way right from their induction into the club. Some men, indeed, are at the meetings under pressure from others, they are not completely free agents in wanting help with their speech.

Other men start with a rush of enthusiasm that gradually evaporates, leaving them without any true incentive. Both these types of individuals are not really club members. They are just temporarily sharing an experience with others, as students do. They race through their Basic Training, or part of it, and disappear.

Typical of this type of Toastmaster is the man I heard about while I was on a business trip. In a small town, I was trying to locate a club whose meeting I could attend. I contacted, via telephone, the brother of a Toastmaster. Could he or his brother help me find the club? No, they couldn't. "My brother," this man explained, "used to be a Toastmaster, but he graduated."

Contrast this with the men you know who have been Toastmasters five, ten, or even twenty-five years. There are always new goals, new experiences, and new horizons in Toastmasters.

The saddest thing about the Sunshine Toastmaster is that, in the parlance of the advertising writers, he's only "half-alive."

There is much to learn in Toastmasters, but there is also much to enjoy.

Warm friendships develop through club contacts. Through speech and talk you come to share the lives of many men from varied backgrounds. Visiting other clubs opens your eyes to new ways of living, new ways of doing things. There's the exhilaration of taking part, and perhaps winning, a speech contest. Even if only as a spectator, there's a chance to share the excitement of a section, area, district, region, zone or International speech contest. And there's the wonderful opportunity to meet Toastmasters from all parts of the United States and other countries each year at the International convention. Be bored by Toastmasters? There's just no chance of it happening. There's no excuse for being "half-alive."

Since, like death and taxes, the Sunshine Toastmaster will always be with us, what can club members and officers do about him?

The best thing a club can do with the Sunshine Toastmaster is use him — while he's still there. Since, for one reason or another, he does not want to commit himself wholeheartedly to Toastmasters, the mediocre member must be tolerated. He is, after all, a member of the audience, another filled chair at the meeting.

This is not a negative or a cynical view to take. A club can only provide the opportunity for a Toastmaster, the fire must come from within. Give the Sunshine Toastmaster every chance to become a first-class member. If he won't, keep in mind the fact that, as a member, he's entitled to all the club can provide.

In the last analysis, it's most important that each member keep alert to the possibility he himself may become a Sunshine Toastmaster. Like all good things

in life, Toastmasters does not come without a price. That price is low compared to the benefits we all share.

For attendance two or four times a month, you receive not only speechmaking skills, but extra dividends in fellowship, friendship and fun.

So, whatever your own personal weather report — be it fair or stormy—make that little extra effort to attend all the meetings as a first-class member. Don't become a "Sunshine Toastmaster!"



Paul J. Cathey is a member of Jenkintown (Pa.) Club 2684-38. A contributor of five other articles to THE TOASTMASTER, Cathey is a senior editor of IRON AGE MAGAZINE, the national metalworking weekly. He was the 1965 winner of THE TOASTMASTER MAGAZINE Award for the article of greatest benefit to the individual Toastmaster for his article, "Toastmasters I Have Known."



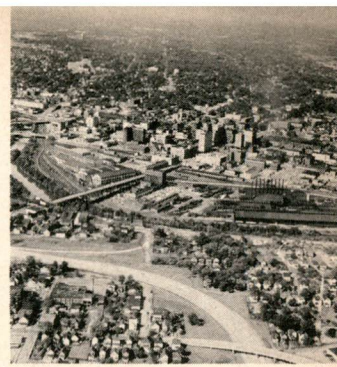
Some men never do anything wrong simply because they never do anything.
— Riger Babson

Your world, the world you live in day by day, is just about what you make it. It will be no better or bigger or finer than you are yourself.

— Norman Vincent Peale

YOUNGSTOWN, OHIO

Toastmasters Town of The Month



YOUNGSTOWN, OHIO, is located in the northeastern part of the state and lies on both sides of the Mahoning River. It is the industrial heart of the Youngstown-Warren Standard Metropolitan Statistical Area and is the center of the fourth largest steel producing district in the United States.

Youngstown started as a pioneer village situated on the banks of a serpentine river winding its way through some of the most picturesque scenery of the Upper Ohio River Valley. It was originally part of the famous Western Reserve of Connecticut and its pioneer settlers were largely from Connecticut. The city was named after John Young who settled in the area in 1797.

When Youngstown was a small village, small pockets of iron ore were discovered and resulted in Daniel and James Heaton building the first blast furnace in the State of Ohio in 1803. Since that time it has developed into a great iron and steel center.


The county seat of Mahoning County, Youngstown has a population of nearly 170,000 and is the center of a trading area of approximately 700,000 persons.

The centralized location of Youngstown — midway between New York and Chicago and midway between Cleveland and Pittsburgh — and its proximity to other major urban areas, makes it an ideal location for manufacturing, distribution and warehousing of consumer products. There is a great diversity in industry.

The city has an excellent parks and recreation system which includes Mill Creek Park, a natural gorge covering more than 3,000 acres.

There are five Toastmasters clubs in Youngstown: Youngstown Club 1986-10, which is celebrating its 10th anniversary on February 14; Blue Tigers Club 1707-10; YOHIO Club 3519-10; Executive Club 408-10; and Boardman Club 355-10.

The Toastmaster salutes Youngstown, Ohio, Toastmasters Town of the Month.



All Systems Are GO

By RALPH E. HOWLAND

WHAT WOULD BE YOUR reaction to the following news bulletin datelined Houston?:

"The National Aeronautics and Space Administration today announced drastic curtailment of all space programs because American astronauts refuse to fly

proven space vehicles, preferring instead to attempt flight beyond earth's atmosphere under their own individual power. It was further stated that a secondary cause for these cutbacks was the lack of interest on the part of American scientists, resulting in difficulty in staffing the crews charged with launch, surveillance, and recovery. Even in the area of project management, few qualified men were willing to serve in the program."

Sound preposterous? Of course! If we had developed adequate, proven space capability and these vehicles were on launch pads but not in use, we would all join in a united national voice condemning such waste of tax money. If the NASA program stagnated because astronauts refused to fly and scientists refused to cooperate, there would be loud, angry criticism and it would be justified.

It may be that an analogy between the American assault on the barriers of space and the Toastmasters attack on poor communications is somewhat remote. But perhaps there is enough similarity for us to learn something vital about ourselves.

In both instances, the organizational purpose is noble and ambitious. While less spectacular, the attempt to bring all mankind into mutual understanding may be less easily accomplished than reaching the stars. In both

cases, progress is slow and must be made step by step. Once man has broken out of the earth's atmosphere, he must master interplanetary travel before he can attempt interstellar trips.

In Toastmasters, we begin with the humble effort of each individual attempting to improve his own ability to communicate while helping others with their own development, and through this process eventually we affect communities, states and, hopefully, mankind.

If you will allow a layman the privilege of over-simplification of the organizational structure of our attempt to conquer space, we can make the following comparison. As with almost every endeavor of mankind, we are concerned with two basic elements—equipment and personnel.

The three chief divisions under the heading of space equipment would be: (1) the space vehicle, (2) the control systems, and (3) research capability. The vehicle is, of course, the booster, which has sufficient power to insert man in orbit, and the capsule, which can protect him from the hazards of space while allowing him to perform at maximum efficiency. The control systems involved are basically two-way control and communication devices for evaluation of conditions and performance. The third factor, the space probe, is that

necessary on-going research into the areas beyond which man has thus far ventured in order that we might identify and measure conditions which will confront him later.

Toastmasters already have developed well-tested, workable vehicles, systems and probes. Basic Training, The Advanced Speaker and Leadership Through Speech offer vehicles of progressive, step-by-step trial and evaluation of each element of the ability of the speaker

to communicate. The Reading Plan adds depth and breadth to any of these programs. From the Icebreaker, which may be likened to the initial static test of a rocket, we parallel the space program, going from suborbital and finally to manned flight. Once our "Toasternaut" has orbited and holds his Certificate of Merit for completing Basic Training, it would be a shame if he were not to try the refined and more challenging flights to be found in our advanced projects.

Our two-way control and communication system is found in our method of evaluation and it would be as fatal for a Toastmaster to ignore, or not to receive, evaluation as it would for an astronaut to be cut off from ground control and assistance.

Our system depends on a mutuality of respect and confidence which gives us the ability to transmit and receive suggestions, corrections, and encouragement.

Probing beyond the confines of our own club is the chief value of the Speakers Bureau and of Speechcraft. These allow us to encounter new experiences and gather data for the ever-expanding horizons of our communication ability. There is the Youth Leadership Program, designed to

give Toastmasters clubs the opportunity of serving teenage youth by training them for leadership through effective communication.

Just as NASA continues to develop new techniques and systems, our World Headquarters is continually working on new programs and projects to keep pace with our constantly expanding needs.

Our equipment is in good order, so let's look at the other half of the program — personnel.

Our "Toasternauts" are trained through the impromptu speaking of Table Topics, the varied assignments of our basic and advanced programs, and through constant evaluation. We might well liken speech contests and evaluation contests to simulated missions.



The club officers, as individuals, and the executive committee, which they comprise, may well be compared to the scientific teams that staff ground control. With their personal enthusiasm, interest, and experience, with imaginative program planning, and with projects in parliamentary procedure, they are in a position to supervise our efforts to fly. The heart of our telemetry system is the *Club Achievement Manual*, which allows us to record, measure, evaluate and guide club progress and health.

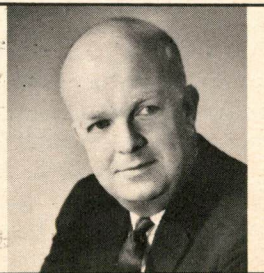
Our project managers are those who, by virtue of past service and demonstrated interest, have been brought into the work of the area, the district, and at the International level. Their willingness to participate, to be trained, and to train others is their only limitation.

If our members do not move readily from Basic Training to one of the advanced projects, we have spaceships standing idle. These vehicles are capable of letting man soar in the freedom of his newly-formed capability.

If our evaluation is not constantly at the highest level and always on a reciprocal basis, we have men stranded in space, totally cut off from their source of help. If we do not use our opportunities to probe communication space beyond our club, we run the risk of being so sheltered that we cannot stand new conditions when we meet them, or perhaps even worse, we run the risk of never using our communication capabilities.

Toastmasters International has the hardware for conquering the gap in human understanding. The answer to the question of how many of these communication vehicles are left on the launching pads will be determined by the future actions of each of us. We can climb aboard any of the vehicles we choose. Our fellow members will be happy to begin our countdown, confident that all Toastmasters systems are go. But, if we are to experience lift-off, it remains for each of us to reach out and press the bright red button marked "ignition."

Ralph E. Howland is a past director of Toastmasters International. A Toastmaster for 15 years, he is a member of Breakfast Club 3569-35. Howland is president of Craftwood Corporation of Oconomowoc, Wis., and a member of the International Platform Association.



Notes and Comments from the Executive Director

FOR TOASTMASTERS who would like to mark, appropriately, the birthday anniversary of Founder Ralph C. Smedley (February 22nd), I offer several suggestions.

Dr. Smedley often said he wished for no eulogies or anthropomorphic memorials; repeatedly he said, "Toastmasters is my memorial."

There are two ways to pay tribute to Dr. Smedley, which I think you will agree would have pleased him:

- (1) *Personally Speaking*, the commemorative volume of selections from Dr. Smedley's writings, will be published this month. Get it and read it — and give it to others to read. It embodies and expresses the principles and objectives Dr. Smedley held for Toastmasters International and all of its members.
- (2) Make one club program a "Re-dedication Program." The October, 1964, issue of *The Toastmaster* magazine presented what Dr. Smedley considered to be the four basic principles of Toastmasters International (Reprinted in the Memorial Issue, November, 1965). You may want to develop your special program with those principles as subjects, and rededicate your club to them. And while you are about it, would it not help to perpetuate the principles expressed by Dr. Smedley if your personal tribute consists of bringing a guest to the program?

* * *

Table Topics is one of the strongest assets we have. It is also one of the most frequently abused and misused devices in our educational arsenal. It is truly a hidden asset.

Originally, Table Topics was designed to help men to think and speak on their feet, and through repeated successes in their one or two minute talks, to acquire the confidence and the ability to apply their developed skills to more extended forensic efforts.



MAURICE FORLEY
Executive Director

A man can speak most effectively if (1) he feels strongly about a subject; (2) he has something to say about it; (3) he wants to say it; and (4) he wants his listeners to react to his views.

In fact, with few exceptions, a man shouldn't make a speech unless these favorable factors exist.

The selection of a subject for Table Topics, therefore, should be made with these four considerations in mind, if the experience is to be helpful.

Too often, in my visits to clubs, I suffer through Table Topics that terrify novice speakers and fortify their fears. The subjects are treated as "gags" (and, unfortunately, they often have that effect literally), or they are apparently presented as barriers for the speaker to overcome.

A novice speaker gets little benefit from being asked to make an impromptu speech about a hairpin or about a child's toy selected from a bag, or from any of the other hilarious devices dreamed up by Table Topicmasters who are more concerned with providing post-prandial entertainment at the expense of their victims, than encouraging their development.

Fun and wit, and even heckling, have worthwhile places in a Toastmasters meeting; but I am not convinced that Table Topics is the best place for a steady diet of such fare.

Is your Table Topics session a help or a hindrance to the newer, less experienced members?

* * *

In response to the one page reminder of the availability of the Toastmasters Reading Plan in the December, 1965, issue of this magazine, during December, 1965, and the first two weeks of January, 1966, we received five times more than the average number of monthly requests for the Reading Plan brochures. We are delighted at the response because we believe the Reading Plan will encour-

age you to do what you probably have often vowed to do: to read more books and give better speeches.

We don't propose to tell you *what* to read or *what* to think. We do urge you to read, however, because the reading man is a thinking man, and thoughtful men make better speeches. We might add that better speeches mean better programs, and better programs attract increased attendance. With credit to International Paper Company, your club will benefit if you, too, urge: "Send us a man who reads!"

* * *

There is a peculiarity I do not understand which affects many Toastmasters. I would like to have your explanation if you can offer one to enlighten me:

A Toastmaster will attend club meetings with reasonable regularity; will spend several hours each month on research and preparation for a good speech; will attend committee meetings, area meetings, and even district conferences — all, presumably, because he enjoys the activity and considers it worthwhile and beneficial. He has many business and social friends. Yet, our earnest Toastmaster never mentions his membership, and not once during the year does he try to interest one friend or bring one guest to his club.

Why is this? If you can give me a clue, perhaps we can devise a method that will prompt every Toastmaster to bring one guest to a meeting during the year. I am sure many of the guests would become interested and would join the club to benefit from it. Let me hear from you. I am puzzled.

★ ★ ★

With ordinary talent, and extraordinary perseverance, all things are attainable.
— Thomas Buxton

A wise man thinks before he speaks what he ought to say; the fool speaks and thinks afterwards what he has said.

— French Proverb

CLUBS IN THE NEWS

News Media Night

Leadership Club 3146-56 held a "News Media Night" at which there were radio, television, and newspaper representatives. The program was designed to emphasize the importance of newspapers, radios, and television as related to our present culture in general, and to speaking techniques in particular.

The educational speech was delivered by Abe Reichstein, an editor on the *Galveston News* and member of the club. His topic was "Mass Communications." The major portion of the program was devoted to a panel discussion involving the five news media representatives. Following the panel discussion, the panel answered questions from the Toastmasters present.

Leadership Club 3146-56
Galveston, Tex.

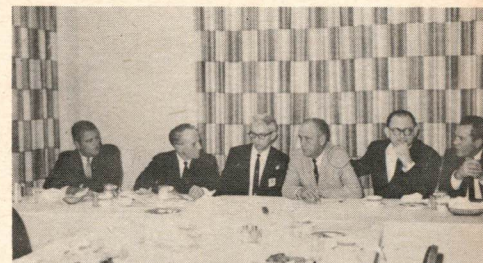
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Club Hosts Toastmistresses

Victoria Beaver Club 790-21 played host to two Toastmistress clubs at a recent meeting.

The joint meeting with the Victoria and Arbutus Toastmistress Clubs allowed many of the men their first opportunity to speak before a mixed audience.

Victoria Beaver Club 790-21
Victoria, B.C., Canada



A panel discussion by five news media representatives highlighted a special meeting of Leadership Club 3146-56 in Galveston, Tex. Left to right are Tom Wisehart, KILE Radio; Gene Broderick, KHOU-TV; Pete Schwab, educational vice-president of the club and moderator for the discussion; Larry Sandville, KILE Radio; Abe Reichstein, an editor on the *Galveston News* and club member; and Jim Curran, KGBC Radio.

Joint Meeting

A joint meeting of Toastmasters, Toastmistresses and Gavel Club members was told by a hospital spokesman that the self-confidence gained through participation in the Kaw Valley Gavel Club at the Topeka State Hospital has been a very effective therapeutic treatment for many of the male patients.

West Topeka Club 3661-22, Topeka Toastmistress Club 361 and the Kaw Valley Gavel Club took part in the meeting.

West Topeka Club 3661-22
Topeka, Kan.



California State Superintendent of Public Instruction Dr. Max Rafferty, center, was the featured speaker at a program sponsored by Kaiser Downtown Club 756-57 in Oakland, Calif. With Dr. Rafferty are Peter Poland, left, president of the club; and Chuck Lee, right, educational vice-president.



Allstate Club 3512-30 President Tom Lally, left, presents an honorary membership to Carl Kreig, Illinois Regional manager of the Allstate Insurance Company. The club is in Skokie, Ill.



J. Millard Tawes, governor of the State of Maryland, right, presents a proclamation designating Toastmasters Week in the state to District 36 Governor Robert W. Blakeley. Watching the presentation are Paul L. Sullivan, public relations director for District 36; and George P. Arakelian, lieutenant governor.



Major General John J. Tolson, left, commanding general of the Army Aviation Center at Fort Rucker, Ala., receives an honorary membership in Prop & Rotor Club 2950-48 from Major Loren D. Eaton, Southern Division lieutenant governor of District 48.



Al Zacks, Area 6, District 52 governor, presents a scholarship and plaque to Delores Dickerson of Jordan High School in Los Angeles, winner of the United Crusade Secondary High School Speech Contest in that city. The scholarship, sponsored by the Toastmasters in Area 6, is to the Western High School Forensic Institute which will be held this summer at the University of Southern California.

Secretary of the Air Force Dr. Harold Brown, center, received an honorary membership in PENTAF Club 2014-36 in Washington, D.C. With Dr. Brown are, left to right, C. George Jones, governor, Area 9; Robert W. Blakeley, governor, District 36; Perry V. Vedder, contest director, District 36; and Major Arnold Hooks, president of the club. Dr. Brown praised the efforts of Toastmasters clubs.



William Sadler, center, vice-president for administration for Air Canada, receives an honorary membership in Laurentian Club 866-61 from Jim Purdy, governor of Area 7. Looking on is Alan Ross, right, club president. Sadler was a founder of the Laurentian club in Montreal, Quebec, Canada, and has been a Toastmaster for 11 years.

Toastmasters from four states were present when Hoosier Club 42-11 Indianapolis, Ind., celebrated its 30th anniversary. Among those present were left to right, Toastmasters International Vice-President for Organization Earl M. Potter; Toastmaster Director A. W. Stillwell; Ray Hopfner, governor of District 11; and J. L. "Doc" Arnold, a member of the Hoosier Club since 1942. Also present was Toastmasters Director Arthur M. Diamond.

Foremost Club 507-11 in Evanston, Ind., had nine past presidents in attendance at a special "Past Presidents and Ladies Night." In the photograph are Past Presidents Mel Renner, Robert L. Smith, Dr. Victor Jordan, Hermon Sanderson, Henry Raben, William Ellis, George Adamson, George Steber and Thomas Trimble.



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.** Two members of our club will be presenting athletic and scholarship awards at an annual school board banquet. They have asked the educational vice-president if they can practice their speeches at one of our meetings. These speeches would run a little longer than our regular assigned speeches, probably 10 to 12 minutes. Should we include them in the club program?
- A.** This type of speech should be included in the program whenever possible. It not only provides practice and evaluation for the speaker, but will encourage the members to take a more active interest in the club's Speakers Bureau and community service program. From time to time most of us are called on to make presentations and the practice and experience will be of value to all of the club members. If possible, avoid scheduling both talks on the same program.
- Q.** Our club is planning an interesting and unusual meeting. We intend to have photographs taken and would like to see one appear in *The Toastmaster Magazine*. Do you have any suggestions?
- A.** When planning to take a photograph to be sent to *The Toastmaster*, ask yourself this question: Why should anyone else want to look at the picture? Is it interesting, unusual, appealing? An interesting meeting does not necessarily produce interesting pictures. You have to use your imagination. Another thing to remember is that pictures should include more than five persons. Put action into the picture by showing people doing something, rather than merely looking into the camera. Be sure all persons in the picture are identified with full name and title. Black and white glossy photographs reproduce best, and 8" x 10" is the preferred size.
- Q.** In placing an order for supplies with World Headquarters, what can I do to obtain prompt service?
- A.** World Headquarters receives between 100-150 orders daily. To insure rapid processing of your order, we suggest the following: (1) Print or type the order; (2) Order each item by the code number and description as shown in the supply catalog; (3) Show your name, address, club and district number on the order blank. Usually, orders are shipped from World Headquarters within 24 to 48 hours after they are received.

By **PARIS S. JACKSON**
Immediate Past President
Toastmasters International

Youth Leadership Program

Paris S. Jackson of Temple City Toastmasters Club 554-F, Temple City, Calif., is Immediate Past President of Toastmasters International. President Charles C. Mohr has appointed him as Youth Leadership Program chairman.

THE YOUTH LEADERSHIP Program rekindles the original philosophy of service to our fellow men through effective communication, brought to Toastmasters by Dr. Smedley.

For several years there has been a growing recognition of the fact that the individual Toastmasters club and its members need opportunities for service to the community. The weekly get-together for mutual self-improvement becomes ingrown and stale despite the best attempts at program variety. On the other hand, the interest of individual Toastmasters has been maintained at a higher level and the club spirit of congenial fellowship has been fortified by a stronger bond of shared pride when clubs have carried out activities of benefit to others.



This article reprinted from December, 1965, issue of The Toastmaster.

It is a reassuring evidence of organizational maturity that Toastmasters perceive the logic, the desirability, and the necessity of both ingredients of successful self-fulfillment: 1) increased personal competence in communication and leadership; 2) for the purpose of helping others. Self-improvement is not enough. Self-improvement for altruistic service gives meaning and significance to the effort.

To meet our compelling need, I presented a specific program in the article entitled "Leadership Unlimited" in the November, 1964, issue of *The Toastmaster*. I attempted to translate the ideas of many members into a blueprint for action by all Toastmasters.

The Youth Leadership Program offers a plan, organized on an International basis, to enable every Toastmasters club to go forth to the community and share with our young people what we have learned in our years as Toastmasters. There is no better way for us to repay our organization for what it has given us than to use our experience in preparing members of the next generation to meet their responsibilities as leaders of tomorrow.

The purpose of the Youth Leadership Program is best stated in its introductory brochure: "*Tomorrow's leaders are among the young men and wo-*

men in school today. They are the ones who will learn to listen analytically, to think clearly, and to speak effectively. This comes easily to some but with great difficulty to others, and our society bears the impact of those whose inability to communicate drives them to strike back in physical anger. The Toastmasters Youth Leadership Program is designed to develop the latent talents of promising young people, helping them to become participants instead of detached dreamers or delinquents."

The first pitfall to avoid is one that has plagued us many times in the past: losing our identity as an organization. How many times have Toastmasters provided speech contest judging and guidance in communication for other sponsoring groups without getting any credit or any sense of group achievement for their efforts? This program must be something that will put us in direct contact with the community and *remain our own*, just as other organizations have their individual ways of achieving this.

We have set up the Youth Leadership Program in such a way that a Toastmasters club will put it on and remain in full control of presenting it, while the young people to be trained are selected for us by high schools or such organizations as the Boy Scouts, church groups or neighborhood associations. The details

of this can be found in the printed material furnished with the course.

Next, the course itself. We were mindful that this should be truly a *Leadership Course*, not just a series of speech experiences. Our own manuals abound with useful material—but the right selection had to be made.

The *Youth Leadership Manual* incorporates what we think to be the best and most useful elements of Basic Training and our advanced manuals. Today's young people are a sophisticated group. We want to select our very best for them; they will not respond if they feel we underestimate them.

The manual is programmed for eight basic sessions, which may be extended at the option of the group. The prime objectives are as follows:

1) To achieve an understanding of chairmanship and parliamentary practice, including the conduct of orderly elections. This is designed especially for young people who have had no contact with this all-important cornerstone of our democratic process.

2) To enable each student to test himself (or herself) by giving one "fundamental" speech—a combination of what we know as the "Ice Breaker" and the "Be In Earnest" talks.

3) To give each student an opportunity to build on this by

giving talks of a more advanced nature.

4) To foster understanding and proficiency in the arts of listening and evaluation (including all-important self-evaluation).

5) To introduce students to the basic principles of group dynamics, through panel discussions or symposiums.

6) To provide experience throughout the course in the all-important art of impromptu speaking.

Details are available in three publications:

a) an *Introductory Brochure* on the Youth Leadership Program, similar in size and style to the familiar "Introducing Toastmasters";

b) a *Coordinator's Guide* showing step-by-step what is to be achieved at each session; and

c) the *Students Handbook* which is the substance of the course.

Three active Toastmasters—a coordinator, an educational advisor, and an evaluator—will present the entire series of projects in such fashion that the students will get maximum opportunity to express themselves without being lectured to. If three men are not available, two can do the job, and in an emergency the coordinator can even handle things by himself, so that the greatest flexibility is built

into the program to fit all individual club situations.

There will be no cost to the participants at any time. This is a Toastmasters project of community service and pride of accomplishment, and each club will bear the expense involved. All materials will be made available by World Headquarters at a nominal cost, to make it possible for a club to present a Youth Leadership Program once or twice a year without straining even a modest treasury.

When the Youth Leadership Program was announced at the International Convention in August, the surge of enthusiasm on the part of Toastmasters leaders present from all over the world was phenomenal. Had the manual been available then, I am sure that many of the delegates present would have taken one home and started a course immediately. It was the most gratifying response to a new idea I have ever seen at any of the Conventions I have attended over the years.

President Charles C. Mohr has given this project his full support and assisted in its development. He urges all clubs to sponsor a Youth Leadership project. President Mohr speaks from experience. For 15 years his own

club has had no membership, morale or attendance problems because its members have applied Toastmasters training to help young people.

The full measure of acceptance, however, rests with each of the thousands of individual Toastmasters active at the club level. This program offers you the greatest personal satisfaction to be gained from your membership, through service to our youth and a new community image for your Toastmasters club.

An organizational image comes from what an organization stands for and accomplishes, rather than the accomplishment of its individual members. Our continued growth as an international organization may very well be dependent upon the growth of our community and international image.

You have the tools to make Toastmasters meaningful in helping to build a Tomorrow which will consist of more people who are able to communicate successfully. You will be giving of yourselves in a program designed to bring the principles of a democratic exchange of ideas to the young men and women who will influence the next generation, and those following it.



The Speaker's Page

POINT OF EMPHASIS

Every Toastmaster, at one time or another, is called upon to make a special speech, such as a presentation, eulogy, greeting, or after-dinner speech. It is one of the purposes of your training in the Toastmasters club to prepare yourself to meet such events without panic. That is why we emphasize "Speech Occasions." Schedule a simulated meeting as outlined in *Club Program Planning* and instead of one central theme, have the Table Topics speakers simulate presentations of awards or responses upon receiving awards. Also, have a scheduled speaker present a speech of acceptance or greeting.

Speech No. 10 of the *Basic Training Manual* provides ideas for special speeches. A member in *The Advanced Speaker* program should be scheduled for Project No. 10, "The After Dinner Speech." You can get other ideas from Chapters VI and XIV of *Club Program Planning*.

SPEECH SUGGESTIONS FOR MARCH

March is designated as *Red Cross Month* by Presidential proclamation and the annual *Easter Seal Campaign* begins March 1st. Toastmasters who wish to use their speaking abilities to promote either or both of these causes should contact local chapters or write TMI World Headquarters for the address of the organization's national headquarters.

This month *National Wildlife Week* is observed (20-26) "to focus attention on the importance of our national resources and on broad and pressing conservation problems." The Girl Scouts celebrate the founding of their organization on March 12th and the Campfire Girls commemorate their founding on March 17th.

Around the world, *Independence Day* or *Ellenikee Anaxarteesia* (25th) marks the independence of Greece from Turkey in 1821; *St. Patrick's Day* (17th) honors the patron saint of Ireland, Bishop Patrick, who in 432 A.D. left England and introduced Christianity into Ireland; *St. David's Day* (1st) is observed in Wales to honor its patron saint; and Ghana celebrates the anniversary of its independence from Great Britain in 1957 (6th).

The swallows are expected to return to the Mission at San Juan Capistrano, Calif., on March 19th and the buzzards to Hinckley, Ohio, on March 15th. The latter, a tradition of 150 years standing, is celebrated with an annual *Spring Festival* by the citizens of Hinckley.

On March 20th winter passes with the coming of spring at 8:53 p.m. E.S.T.

TO BUILD YOUR VOCABULARY

EUPHONY: The harmonious arrangement of words, with special reference to pleasing sound, rhythm and appropriateness of meaning. As the word itself implies, it is an aspect of spoken rather than of written language, but its appeal to the mind's ear in prose, as well as in poetry, is an important element in style. It is euphony, for example, that demands that we say *an apple* instead of the harsh and difficult *a apple*.



The Club Achievement Manual And Your Club

By
CAPTAIN G. F. McMAHON, JR.

WHEN A TOASTMASTER reaches Speech 3 in the *Basic Training Manual*, or Speech 6, or Speech 11, he finds that he is required to organize his speech. Each speech requirement is basically the same, yet each one presents a separate challenge. When Speech 11 is over, the Toastmaster relaxes, for he feels that the challenge is over and he can "coast" on his reputation as a great orator.

Then along comes the advanced speaking programs, The Advanced Speaker and Leadership Through Speech, and up pops organization again. "Shades of TMI," the Toastmaster cries, "don't they ever give up on organization?" As a matter of fact, TMI cannot give up on this aspect of your training, because TMI realizes that organization is a must for all speeches, and unless it is pushed, your speaking ability falls off to a point where you find it hard to compete against someone giving his first speech, the Ice Breaker.

The same is true of a Toastmasters club. In the beginning we organize our club, and for a while we work hard on its organization. But then comes the time when we sit back contentedly and do nothing because we feel that we have done all that can be done. In our own minds, the club is just the way we want it. To the outsider or to the new members, though, the club has become stale. New members join only to find that the older members have no drive. Each meeting is a boring repetition of the last one. No one seizes the initiative and makes changes because, as far as everyone is concerned, there are no changes to be made.

This is the situation Quanticco Officers' Club 1681-36 found itself in a little over a year ago. Membership was down to 19,

four of whom were inactive. Attendance was poor. Members of the executive committee acted as separate committees of one to handle special situations. New members were given no consideration. The feeling seemed to be that they would have to earn a place in the club. Meetings had no variety and one evening when we were supposed to have six speakers, our program wound up with a supernumerary giving a speech, along with two volunteers who spoke extemporaneously.

The trouble was that our club was being run the same way it had been run for nine years. No changes had been made because the members either didn't want to change, or they couldn't think of anything to change.

As his last duty in March of 1964, the out-going president picked up a copy of the *Club Achievement Manual* and in one evening's time sat down and filled it out. By stretching the meaning of a few categories, he found that in 12 months our club had accumulated 900½ points. Not a very impressive showing, but he submitted the manual to District 36 anyway and, lo and behold, at the conference in May of that year our club was awarded the district trophy for Club Achievement. The reason for the award was simple. Our club was the only one in the district that had participated.

This victory had an unbelievable impact on our club. Certain members decided that if we started keeping the manual at the beginning of the year and geared our activities to what was in the manual, maybe we could earn more than 900½ points and, in so doing, repeat our victory. As a result of this decision, our club earned 2,030 points for the 1964-65 achievement year, repeated the victory in the district, and was selected one of the "Top 10 Clubs" for Club Achievement at the International convention held in New York City.

From 19 members, we soared to 36 and our total membership for the achievement year stood at 54, counting the members who had been transferred. Of the members transferred, most are active in other Toastmasters clubs and two are trying to form new clubs in their areas.

Interest is at an all time high, and from this initial investment of \$2.50, we have reaped a million dollar harvest in club benefits. The fact that our manual did so well in competition is secondary to the fact that we know that Club 1681 will never again be hit by what is known as "old club fatigue."

The manual is not an impressive looking document. It con-

tains only 26 pages broken down into seven categories. To explain what is contained in each of these categories would fill an entire manual, but I can give you an idea of some of the things each category has done to improve our club.



Take, for example, the chapter on membership. A number of points are given to the club that can retain members over the course of the achievement year. Working on this category has meant that

when one of our members drops he is contacted by seven or eight of the other members to determine why. Is it something that the club can correct? If so, he is asked to give us a chance to correct it. In one case, a member dropped because he felt that the educational vice-president had not scheduled him with the same frequency as other members. The result was that the educational vice-president, working with his committee, came up with a point system of scheduling that, so far, has proven infallible. The member that dropped became our sergeant-at-arms a few months later and two weeks ago he completed his Basic Training. It would be difficult to find a more ardent Toastmaster anywhere in the world. To earn 25 points in this

category, we created a membership committee that has trained 12 of our members in the art of attracting new Toastmasters, and our present administrative vice-president is a product of that committee.

Our attendance averaged over 90% because of the chapter on attendance. Although the manual gives an edge to a club that meets every week, our club, meeting every two weeks, accumulated 253 points, even though the maximum allowable is 200 points. The executive committee undertook to call each of the members to inform them of upcoming meetings. Variety was put into our programs, guest speakers were invited, and a cartoon contest and a "voice of the members" contest was started in our club bulletin. A member had to attend a meeting to participate in these contests and then had to be present to receive his prize if he won. We suddenly found that some of the members were paying someone to stand their duty so that they could be present for meetings.

The points given in the chapter on administration resulted in our registering new members with TMI within 24 hours of their induction. Their materials arrived much sooner, and it gave the club quite an air of efficiency. Taking the manual as a whole, we created 10 committees within our club and each mem-

ber serves on at least one. The chapter on administration allows 10 points for minutes of these committees, so each of the committee chairmen was required to submit his minutes to the secretary and copies were furnished for the manual. When our manual was forwarded to the district it contained over 100 pages of these minutes and the manual makes a fine historical document for those who will follow us in the club.

The section on education resulted in each of our meetings having a different program theme and a different evaluation theme. No two meetings are ever alike. Evaluations, for example, may take the form of a "Knife Night," where the evaluator by-passes good points in his evaluation presentation or else he buys a round of drinks. Some of our most interesting constructive criticisms have come from this theme. Another night may require the prepared speaker to rebut his evaluation. We have used tape recorders, microphones, movies, slides, and have held frequent parliamentary procedure skits. While these were good for only 60 points in the manual, they were invaluable in stirring up club interest. To earn Reading Plan points, the educational vice-president set a requirement of giving a book report for Speech 7. This started the member on the plan and it

was easy for him to complete the remainder of the requirements for the certificate.

The educational vice-president set another requirement to gain points in the chapter on inter-club activities under the exchange speaker program. Now, each of our members must give a speech at another Toastmasters club in order to qualify for the Certificate of Merit for completing Basic Training.

Special Events is the chapter that truly gave our club a shot in the arm. We held a Founder's Night, where one speaker gave the biography of Dr. Smedley and the evolution of Toastmasters International. We held a club birthday party with a cake, at which the minutes of the charter meeting were read to the members. We have also held a Past Members Night, a Boss's Night, and two Ladies Nights where we dressed in formal attire, ate by candlelight and had a dance afterwards. For the 10 points given to an unusual event, we held a family picnic on the 4th of July with food, drinks, games, pony rides, and prizes. We started the day with the pledge of allegiance, a chorus of "America the Beautiful," and an address by our club president on the meaning of Independence Day. The children enjoyed the picnic almost as much as the Christmas party we held for

them in December.

We gained bonus points with our club bulletin, which gave us 60 points, and we gained another 40 by providing a Speakers Bureau. Our members have served as masters of ceremony at sports banquets and other events, as judges for the American Legion oratorical contests, coaches for the Patrick Henry Program, auctioneers for white elephant sales, advisors on parliamentary procedure to various clubs, and as speakers on the subject of effective oral presentation. As a result of the reputation for service we have built up, the commanding general requested one of our members to act as Toastmaster at a banquet hosting over 1,000 athletes who participated in the Quantico Relays. Thirteen of the athletes hold medals from the last Olympics. A request was received from Washington asking that one of our members act as Toastmaster for the First Marine Division Association reunion held in the District of Columbia in August. When we found that we could earn points for publicity, our public relations committee contacted local newspapers and in one year we had 17 articles published, nine of which were accompanied by pictures.

And so it went throughout the year. When we expended a little effort to earn a few achievement points, the club picked up new

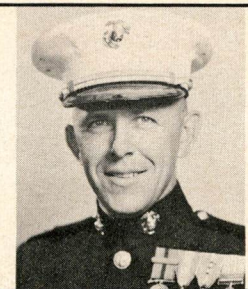
members and renewed dedication. Our wives and children understand and are interested in Toastmasters. Because of a remark made by the president at Boss's Night, a notation was made on our officer fitness reports that we are striving for self-improvement by membership in Toastmasters. Our club bulletin, which once ran four pages and contained only random ideas of the editor, now has 12 pages as a minimum each month. One page of the bulletin is devoted to explaining the *Club Achievement Manual*, one page prints committee reports, two pages are devoted to parliamentary procedure, one is devoted to "The ED V. P. Says," and another page is for the cartoon caption contest and the voice of the members contest.

All of these changes in a "stale" organization came about because of this 26-page manual.

The manual itself does not purport to be the worker of miracles. No genie will appear if you rub it and make your club a better one. But if you invest \$2.50 and use the manual, you can't fail to inject new life into your organization, no matter how good you feel your club is right now.

The organization of a speech is a difficult task; so is the organization of a Toastmasters club. Both require constant work, both require constant improvement. Speech organization comes from your own mind, club organization is spelled out for you in the *Club Achievement Manual*. The members of Club 1681 can only envy the clubs which are about to discover what we have already found, and will continue to find, in these 26 pages. It will give them a club of which they can be proud!

Captain G. F. McMahon, Jr., a Marine Corps officer, is a member of Quantico Officers Club 1681-36, Quantico, Va. A Toastmaster since 1963, he is a past president of his club and is presently serving as District 36 Director for Club Achievement.



TOASTscripts



The benefits of Toastmasters training are becoming apparent to the large Southern California radio listening audience through three radio programs on which Toastmasters are being featured each week.

Members from throughout Los Angeles and Orange Counties, Calif., are appearing each week on the *Metromedia Magazine of the Air* over KLAC Radio in Los Angeles. The program is heard Sundays at 9 p.m.

A top Toastmaster speaker is selected to give a five to ten minute speech each week on the program. Tony Bishop, International Speech Contest winner in 1964, is coordinating the program, working with the govern-

ors of the four districts involved, Districts 50, 51, 52 and Founders; World Headquarters and the program manager for the radio station.

For the fifth year Toastmasters are being heard each Sunday night at 9 p.m. on Radio Station KWOW in Pomona, Calif., on the program "Controversy."

Each week a different club in the area is responsible for the program. The first "Controversy" broadcast was November 4, 1961.

A third radio program, to be heard for eight weeks beginning this month, will feature Toastmasters in Area C-3 of Founders District on Radio Station KACE, Riverside, Calif.

The program, entitled *Great Decisions*, is being presented by the radio station to coincide with a national program called *Great Decisions*, offered by the Foreign Policy Association. It will be heard at 5 p.m. Sundays, starting February 6.



Executive Director Maurice Forley, right, and 1964 International Speech Contest Winner Tony Bishop, center, were interviewed by KLAC Radio Announcer Joel A. Spivak, left, on the station's *Metromedia Magazine of the Air*.

Chapel Hill (N.C.) Club 2295-37 was looking for a way to gain recognition within the community. They found a way — a way which not only has brought them recognition but also \$335 in cash awards.

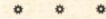
The club responded to a request by the Raleigh News and Observer for groups to enter teams in a Current Events Quiz Contest sponsored by the newspaper.

Chapel Hill Toastmasters participated in four regular quiz contests, winning each against various Raleigh groups and the Chapel Hill Exchange Club. In the playoff quiz contest they defeated the North Carolina State Veterans Association and the Raleigh Optimist Club in the Men's Division, and then won over the Raleigh Chapter of the American Association of University Women in the finals.

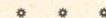
According to Roland Giduz, captain of the team, the club has voted to use its winnings in gifts to various local civic endeavors and charities. Although only five participants are allowed in each contest, the club alternates 10 of its 16 members and prepares for questions by designating various members as specialists in certain fields of the news.

Giduz added that the contest has sparked a great enthusiasm within the club and that it has been asked to give a demonstra-

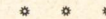
tion of the quiz contest before the annual meeting of the North Carolina Press Institute.



The first meeting of Toastmasters in space was held in December when Walter Schirra brought his space capsule within one foot of the capsule in which James Lovell was nearing the end of his 14-day flight. Congratulations to Schirra and Lovell, who are both former members of Mattapany Club 1778-36, Patuxent River, Md. Astronauts Edward H. White II and John Young are also former Toastmasters.



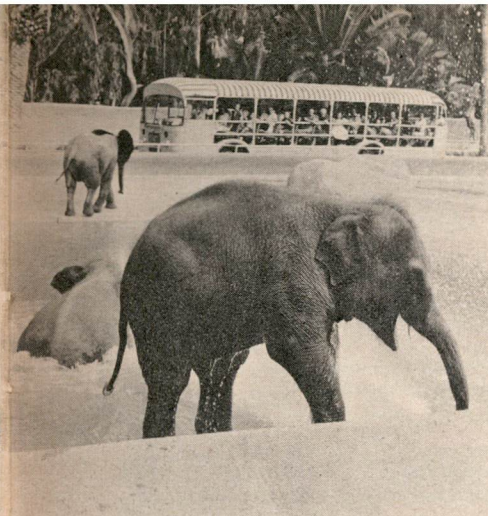
Hans Gutherz, president of Sierra Madre (Calif.) Club 523-F, decided the club needed a new trophy for the best speaker each week. The result: a single lighted candle is burned upon a richly stained wooden block during the formal speeches. The man voted "Best Speaker of the Evening" extinguishes the candle and carves his initials into the wood (which is encribed "Orator Optimus") where, according to Gutherz, it will remain for "eternity and three days."



For the second year World Headquarters received a beautiful seven-foot Scotch pine Christmas tree from Greater Indiana Club 1440-13, Indiana, Pa. — the Christmas Tree Capitol of the World.



San Diego, California Convention City-1966



The famous San Diego Zoo, displaying the world's largest wild animal collection, has perhaps the most outstanding "natural" elephant home outside their natural habitats. This zoo is renowned for displaying animals without bars and fences and in an atmosphere that duplicates their natural surroundings.



Riding a surfboard, water skiing on Mission Bay, skin diving for abalone, or catching a 30-pound yellowtail are just a few of the water sports to be enjoyed in San Diego. The area offers 70 miles of Pacific coastline and two great bays.

The ancient art of the bullring is performed for enthralled spectators each Sunday from spring through fall in Tijuana, Mexico, situated just 16 miles south of downtown San Diego. Other sports attractions in the Mexican community include year-round horse racing, dog racing and jai alai.





JUST IN JEST

They say it takes the average housewife about four checkbooks to fill one stamp book.

—Business Briefs

Foreign-manufactured goods are flooding this country and under-selling our stuff. Now that we have taught the rest of the world how to mass-produce efficiently, we have to teach them how to do it expensively.

Rubbing elbows with a man will reveal things about him you never before realized. The same is true of rubbing fenders.

Two friends were chatting about a friend who was a writer. "Which of his works of fiction do you consider the best?" the first asked. "You should have read his last income tax return," the second said.

Automation: Man's effort to make work so easy that women can do it all.

Thirty days hath September, April, June, and the speed offender.

The battle of the sexes will never be won by either side. There is too much fraternizing with the enemy.

Braggart: a man who thinks he can push himself forward by patting himself on the back.

When arguing with a fool, be sure he isn't similarly engaged.

There were guests coming and the little boy had been sent to wash his hands. A moment later, from the bathroom, he called, "There's only clean towels in the bathroom, mamma. Shall I start one?"

REMEMBER: To keep *The Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number and Zip Code. If possible, include a mailing sticker from a previous magazine. Allow 30 days after notification for processing of change. Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California 92702.

Letters to the Editor

We are most delighted that Youngstown, Ohio, has been chosen as the Town of the Month for February, 1966.

It is indeed most interesting that the many people in our community contribute much effort and time to make this city a better one in which to live.

Mr. Bud J. Fares, in addition to this voluntary work, also performs many civic duties and functions that aid us in developing better attitudes in the minds of our people.

Therefore, may we again extend our thanks for this honor placed upon our city.

Anthony B. Flask
Mayor
Youngstown, Ohio

be most important to me. In recent years I have not been in a position to continue my activities, but I have, to the extent possible, kept up to date on the affairs and progress of the organization, and I wish you and the Board continued success in the future.

Joseph P. Williams
President
Uni Serv Corporation
Great Neck, L.I., N.Y.

On behalf of the Fukuoka Toastmasters Club 3405-U, enclosed is the members' contribution to the Ralph C. Smedley Toastmasters International Memorial Fund.

Let me add that the club hopes the money will represent a sincere desire of the Japanese Toastmasters to honor the memory of the late Dr. Ralph C. Smedley. Shigetaka Ban
Secretary, Club 3405-U
Fukuoka, Japan

You are to be commended for reprint in the outstanding article, "Building a Home Library," in the December edition of *The Toastmaster*.

As a reader who received one of the first 40-odd certificates for completing "The Toastmaster's Reading Plan," and as one who is interested in building a library for the benefit of my posterity as well as myself, I am in wholehearted agreement with the author.

J. S. Grigsby, Jr.
Nashville, Tenn.

On behalf of District 64, may I express our appreciation for your very fine efforts on the memorial issue of November, 1965.

It paid tribute to a man who was the friend of so many. I will look forward to obtaining a copy of the commemorative volume, *Personally Speaking*, once it has been published.

R. H. Drain
District 64 Governor

Although saddened by the recent passing of Ralph Smedley, I am happy to enclose my contribution to the Ralph C. Smedley Memorial Fund. I am sure the Board, through the years, will make appropriate use of the donations, not only to perpetuate the memory of Ralph but to further the continuation of the organization which he founded.

The active years which I spent with Toastmasters represented a very fine period of learning in my life and the associations formed have been and always will

I am in charge of the Speakers Bureau of our school and would like you to know that your magazine has given me many good ideas.

Peter Patsakos
Asst. Director
Henry George School
of Social Science
New York, N.Y.

New Clubs

(As of January 5, 1966)

- 408-10 YOUNGSTOWN, Ohio, *Executive*, Tues. 6:00 p.m., Pick Ohio Hotel, Youngstown, Ohio 746-4623
- 586-63 LEBANON, Tennessee, *Lebanon*, 2nd-4th Fri. 6:30 p.m., Dewey's Restaurant, Lebanon, Tennessee 444-3252
- 742-21 VANCOUVER, B.C., Canada, *Toastels*, Tues. 7:55 a.m., Men's Common Lounge, B.C. Telephone Co., 768 Seymour St. 662-0703
- 1039-TCBI IRVINE, Ayrshire, Scotland, *Irvine*, Tues. 7:30, The Ravenspark Arms, Dickson Drive, Irvine, Ayrshire, Scotland
- 1458-56 HOUSTON, Texas, *Uptown*, Wed. 7:00 a.m., The Buttery Restaurant, Houston, Texas PR 4-1651
- 1713-22 WICHITA, Kansas, *Alpha Chiropractic*, Tues. 7:00 p.m., Union National Building, Wichita, Kansas AM 2-5826
- 1844-12 SANTA BARBARA, California, *Fiesta City*, Tues. 12:10 p.m., El Cielito Restaurant, Santa Barbara, California 967-5637 967-5234
- 2080-8 OLNEY, Illinois, *Olney*, 2nd-4th Wed. 11:30 a.m., Holiday Inn, Olney, Illinois 393-6176
- 2282-17 POPLAR, Montana, *Poplar*, Tues. 5:30 p.m., American Legion Club, Poplar, Montana 768-3690
- 2376-6 RICHFIELD, Minnesota, *Spartan Speakers*, Mon. 6:15 p.m., Plaza Cafe, 818 W. 77 1/2 Street, Richfield, Minnesota 866-3351
- 2593-47 JACKSONVILLE, Florida, *Nomad*, Wed. 6:30 p.m., Red Rooster Restaurant, Jacksonville, Florida 388-5911
- 2673-63 GREENEVILLE, Tennessee, *Magnavox*, Wed. 11:40 a.m., The Torch-Snapps Ferry Road, Greeneville, Tennessee 639-1121 Ext. 202 Plant #2
- 2794-12 VANDENBERG AIR FORCE BASE, California, *Boeing*, Fri. 11:30 a.m., Building 6525A, Vandenberg AFB, California 866-8749
- 3350-37 ALBEMARLE, North Carolina, *Albemarle*, Thurs. 6:30 p.m., Hal's Restaurant, Albemarle, N.C. 982-3185
- 3410-64 FORT CHURCHILL, Manitoba, Canada, *Arctic Gateway*, Sat. 5:30 p.m., Hudson Hotel, Churchill, Manitoba, Canada 125W
- 3909-62 STEVENSVILLE, Michigan, *Blossomland*, Wed. 6:30 p.m., Chicken Nook, St. Joseph, Michigan GA 9-5088

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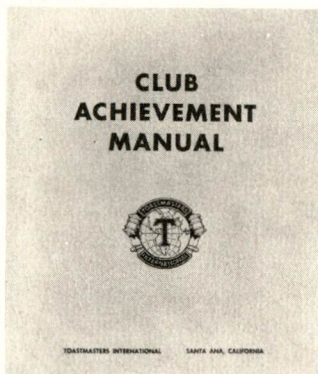
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