

# THE TOASTMASTER

JULY

1970



BRISBANE, QUEENSLAND, AUSTRALIA  
Toastmasters Town of the Month

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DR. RALPH C. SMEDLEY

1878-1965

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

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive 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 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 36 NO. 7



JULY 1970

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## In This Issue...

**ON THE MOVE WITH PRESIDENT HOWLAND** — International President Ralph E. Howland has visited 20 Toastmasters districts in North America, the Toastmasters Council of the British Isles, and clubs in Europe during the past year, and he's still on the move. See page 6.



**YOU ARE IT** — Past International President (1940-41) Sheldon M. Hayden, chairman of the speech department at Santa Monica, Calif., City College, writes about the efficient and effective use of your most important visual aid — YOU. See page 14.

**THE VALUE OF TOASTMASTER TRAINING** — Past District 57 Governor Donald E. Orput, who classifies himself as a "blue collar worker," stresses the importance of Toastmasters training to persons of all types of occupations, especially the "blue collar worker." See page 20.



**THE STANDARD OF EXCELLENCE IN YOUR COMMUNITY** — Able Toastmaster Abraham Rednor tells about the many community activities available to Toastmasters both for community benefit and the exercise of their communication and leadership abilities. See page 24.



**IS YOUR MESSAGE GETTING ACROSS?** — Past District 49 Governor John M. Coppinger asks, "Is the Audience There When You Speak?" He emphasizes the necessity of thorough preparation and the selection of appropriate speech content. See page 36.



Outlook '70



## TOASTMASTERS MUST COMMUNICATE

Traveling about the Toastmasters world has been a pleasurable experience, rewarding, and full of surprises. However, it brought a realization that most of the individuals operating our mass media are not knowledgeable about our organization.

Many in radio, television, and the newspaper industry either are unaware of Toastmasters International, or they misunderstand its purpose. To our delight, the more we told them the more they wanted to know; the more they knew the more anxious they were to inform their public.

These powerful voices now are ready to tell their world of our potential to upgrade man's communication and leadership abilities. The nature of our process, our wealth of educational materials, the impact on the lives of members and their communities — these are the kinds of stories the media *now* seeks as public service.

If we will but introduce ourselves, tell our story, and make ourselves available to fit their schedule, we can receive an exceptional number of public relations and publicity opportunities. One of the happy surprises in a majority of the more than 20 districts visited this year was the excellent response of the news media.

Such opportunities for sharing our program and adding to *your* growth can be *yours* with very little effort, but we must offer a quality club program which merits attention, intrigues guests, and responds to each member's need. And that's the Toastmasters standard of excellence at all times, is it not?

International President Ralph E. Howland

**TOASTMASTERS MEMBERS SERVE AND GROW**

## Educational Happenings For

### AIMING FOR QUALITY

One of the many important aspects of your Toastmasters training is the experience you gain during the preparation of a speech. The time and effort you put into preparing your speech is the sole determinant of the quality of its content.

The quality of your speech's content is your responsibility. But this aspect of communication and leadership development also is your club's responsibility.

Devote an entire meeting — more if necessary — to the subject of content quality. Ask the speakers and the Topic-master to confine their subjects to the area of content quality and how your club can get higher quality content in members' projects.

The discussion also will bring out new and unique methods which you and your fellow club members can use individually to improve the content of your speeches.

There are any number of ways your club can choose to reinforce the need for substance in speech content. You might request each speaker to relate, after his speech, a short bibliography of the resource material he used, or your club could make it a policy that every member use at least one quote in each speech project.

It is the responsibility of each Toastmaster to prepare speeches worth listening to, but it frequently is necessary for the club to reinforce this aim. Evaluators also should pay considerable attention to content quality. Make sure that content receives special attention when voting for the best speaker.

Even the least experienced Toastmaster has no excuse for a lack of substance in the content of his speech. No one wants to listen to a speaker unless he is saying something worthwhile.

## You and Your Club



### GRAMMAR GUIDES

Ambiguity in the use of pronouns is one of the most common offenses against clarity. A singular pronoun should accompany a singular antecedent, and a plural pronoun should accompany a plural antecedent.

#### EXAMPLE:

The *boy* talked about *his* school.

The *boys* talked about *their* school.

In formal communication it is customary to use a singular pronoun to refer to antecedents such as: *person, man, woman, one, any, anyone, anybody, someone, somebody, each, every, everyone, everybody, either, and neither.*

In informal English *any, every, and their* compounds, and *each, someone, somebody, either, and neither* often are used with a plural pronoun, especially when a plural meaning is suggested.

#### EXAMPLE:

*Formal* — *Everybody* held *his* breath.

*Informal* — *Everybody* held *their* breath.

### PARLIAMENTARY PRACTICE

Must a motion be discussed before an amendment can be made? Does an amendment have to be discussed before it can be amended?

Answer: No to both questions; and, a third amendment is not permitted, since it would make the parliamentary situation too complicated.

The terms *amendment of the first degree* and *amendment of the second degree* are correct, but *primary* amendment and *secondary* amendment are preferred, according to *Robert's Rules of Order Newly Revised*.



**IN CANADA** — President Howland is met at the plane upon his arrival to **District 60**. Toastmasters greeting President Howland are (from left) Past **District 60** Governor Roy E.G. Durham, **District 60** Governor Laurie C. Erwin, and International Director Frank J. Hurst.

## PRESIDENTIAL TRAVEL— *A World Of Toastmasters*

**IN DISTRICT 29** — President Howland pauses to appreciate a welcome sign that was part of the greeting prepared by **District 29** Governor John D. Wolfe and the Toastmasters of Alabama, Florida, and Mississippi.



International President Ralph E. “Bud” Howland is completing a busy year of promoting improved communication and leadership in North America and Europe. He has shaken hands and talked with thousands of Toastmasters, civic leaders, and governmental dignitaries.

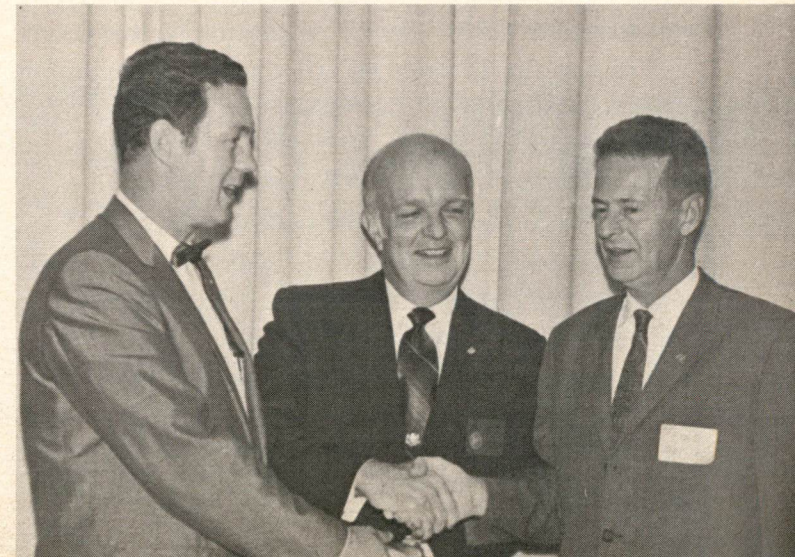
When President Howland’s term is completed in August, he will have visited with Toastmasters in 20 TI districts in North America, the Toastmasters Council of the British Isles, and many clubs in Europe.

In addition to the 13 district visits pictorially reported on these pages, President Howland also has made official visits to District 19, District 28, District 40, District 46, District 50, District 65, and District 66.

### Meeting the Press

President Howland responded to many requests for television, radio, and newspaper interviews arranged by local Toastmasters at almost every stopping place, and he frequently visited and chatted with mayors and state governors.

**BROTHER TOASTMASTERS** — President Howland shakes hands with two brothers who are area governors — James D. Beissel (left), **District 38**, and J. Fred Beissel Jr., **District 18**.





**IT FITS** — President Howland models an authentic western hat from Texas. The hat was presented by **District 25** Lt. Governor Robert Meyer.



**MEETING IN CALIFORNIA** — **District 4** Governor William J. Hurley, ATM, greets President Howland upon his arrival to visit with Toastmasters in California.



**SURPRISE VISIT** — Potomac Club 827-36 in Washington D.C. hosted President Howland at its 20th anniversary meeting. With President Howland are (from left) J. Donald Looper, Harold W. Loomis, and **District 36** Governor Robert Mindak, ATM.

*A Visit...*

Prior to attending the District 46 fall conference in early October of last year, President Howland presented TI's Golden Gavel Award to CBS News Commentator Walter Cronkite.

While at the District 65 fall conference in Buffalo, N.Y., President Howland had the opportunity to visit with three city mayors: Frank A. Sedita, Buffalo; E. Dent Lackey, Niagara Falls; and Frank T. Lamb, Rochester.

**For the Standard of Excellence**

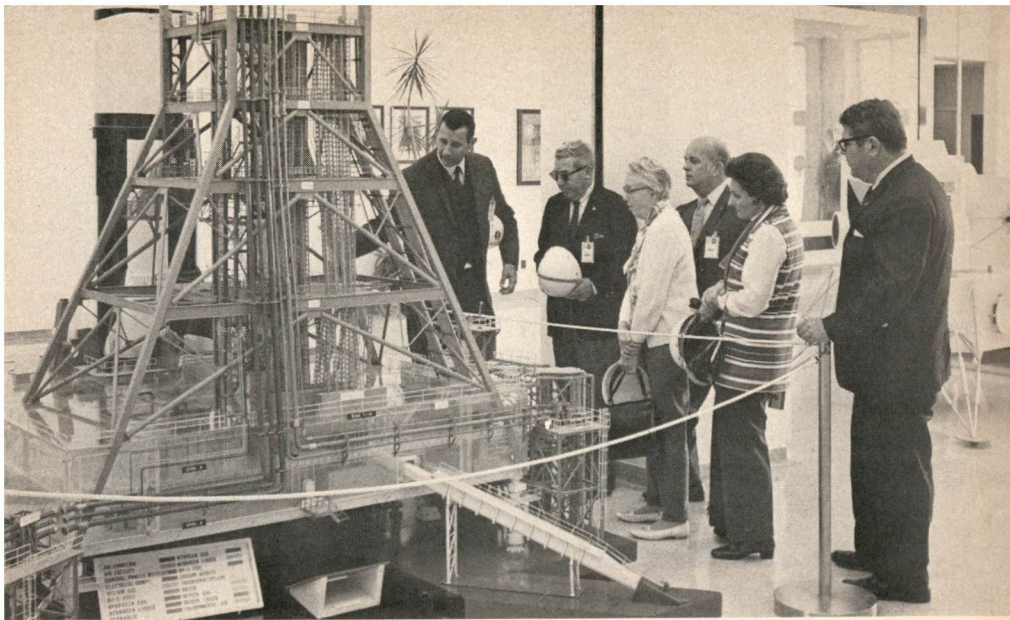
He visited and chatted with Cedar Rapids, Iowa, Mayor Donald Canney during the recent District 19 spring conference in Cedar Rapids.

President Howland's travels have been of great inspirational value to individual Toastmasters and of great promotional value to clubs working to achieve community awareness.

*To Toastmasters around the world...*

**OFFICIAL CLUB STATUS** — President Howland congratulates Hugh Platt, president of Gavel Club 46, which recently became an official Toastmasters club in the minimum security section of the Washington State Penitentiary. He was accompanied by **District 33** Governor Lane Woodward (left) and Past International Director Clark E. Crouch, DTM.





**AT KENNEDY SPACE CENTER** — Richard B. Battin (left) of Edward H. White Club 3631-47, and Lee DuGoff (right) of Daybreakers Club 2919-47, conduct a tour of the Kennedy Space Center for Past International President (1962-63) Frank I. Spangler and his wife, and President Howland and his wife during visit to **District 47**.



**ONE OF THE BIGGEST** — President Howland accepts one of the biggest gavels from **District 32** Governor Don E. Anderson.

*...for better communication*

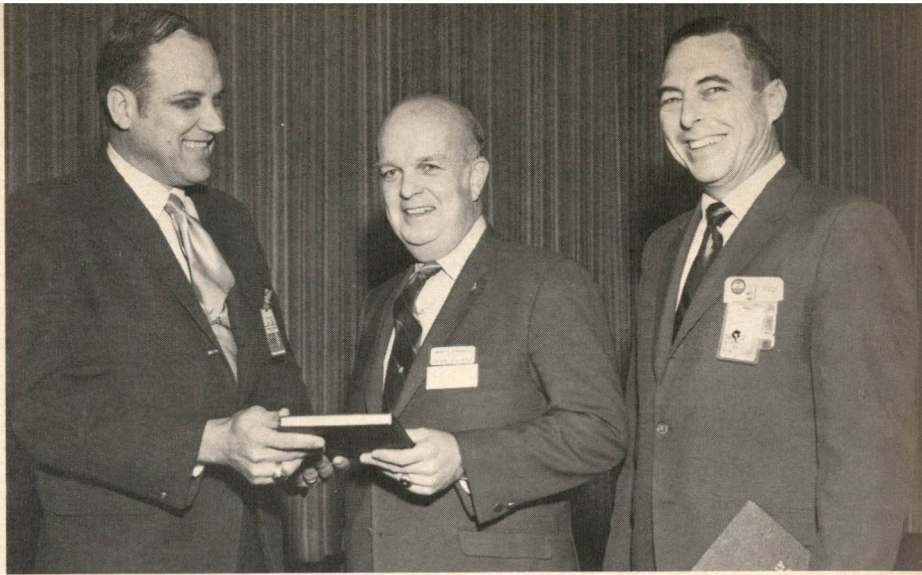
**IN DISTRICT 18** — President Howland and TI Executive Director Robert T. Buck Engle (left) visit with **District 18** Governor William D. Lennon (center) and Toastmasters Nicholas C. Mueller (second from left) and Vito A. Marino.



*and leadership*

**IN THE TEXAS NAVY** — Texas Governor Preston Smith, a former member of Hub Club 660-44 in Lubbock, Tex., presents President Howland with an honorary commission of admiral in the Texas Navy. The presentation was made during a presidential visit to **District 44**.





**PRESIDENTIAL GIFTS** — While visiting **District 25** and the Fort Worth, Tex., division of the General Dynamics Corp., President Howland presented two volumes of **Personally Speaking**, by Dr. Ralph C. Smedley, to Charles J. Middleton (left), and James Vaughan, officers of the Management Assn.



**IN DISTRICT 55** — President Howland and **District 55** Governor Daniel M. Belcher, ATM, chat with Wyoming Governor Stanley K. Hathaway during a presidential visit to Cheyenne, Wyo.



**IN DISTRICT 22** — Gene Blue, director of operations for the Wichita, Kans., division of the Boeing Co., greets President Howland at the start of a tour of the plant during a visit to **District 22**.

# Honor Roll



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

Each of the following Toastmasters is entitled to include ATM after his name.

## ABLE TOASTMASTER (ATM)

### Certificates of Achievement

- |  |  |
|--|--|
| <b>Philip E. Johnson, ATM</b><br>Downey Space Club 513-F     | <b>James B. Cox, ATM</b><br>Gaveliers Club 2252-14         |
| <b>Charles E. Edwards, ATM</b><br>Clubways Club 3048-F       | <b>Charles S. Stout, ATM</b><br>Boise Club 61-15           |
| <b>Eugene M. Maltzoff, ATM</b><br>Chief Seattle Club 23-2    | <b>John E. Barber, ATM</b><br>Tinker Club 1362-18          |
| <b>Lee J. Beaudry, ATM</b><br>Tucson Club 1155-3             | <b>Arlie M. Skov, ATM</b><br>Capital City Club 3813-16     |
| <b>Edward R. Harrison, ATM</b><br>Tucson Club 1155-3         | <b>Gera'd B. Winget, ATM</b><br>Opportunity Club 451-19    |
| <b>Frank Trower, ATM</b><br>Dawn Busters Club 1918-3         | <b>Cleon C. Babcock, ATM</b><br>Capital Club 1412-19       |
| <b>Theodore H. Eyde, ATM</b><br>Aztec Club 2531-3            | <b>Arvy J. Larson, ATM</b><br>Grand Forks Club 273-20      |
| <b>Guy V. Ferry, ATM</b><br>Jet Stream Club 2624-4           | <b>Don J. Klingensmith, ATM</b><br>Mandan Club 1399-20     |
| <b>James M. Leland, ATM</b><br>Dynamic Club 457-5            | <b>R. Bernard Searle, ATM</b><br>Beaver Club 1421-21       |
| <b>Lyle K. Canedy, ATM</b><br>Shriners Club 590-6            | <b>Claude L. Wilson, ATM</b><br>Salina Club 2025-22        |
| <b>Donald M. Kemper, ATM</b><br>Totem Pole Club 610-7        | <b>Donald D. Smith, ATM</b><br>Council Bluffs Club 2114-24 |
| <b>George C. Scott, ATM</b><br>S.M. Chanticleers Club 622-7  | <b>Cecil L. Reafs, ATM</b><br>Falls City Club 3914-24      |
| <b>Robert L. Stambach, ATM</b><br>Jesse L. Arnold Club 42-11 | <b>Walter Steinhauer, ATM</b><br>Sierra Club 135-27        |
| <b>Robert H. Witchey, ATM</b><br>Fort Wayne Club 159-11      | <b>Ernest S. Lautner, ATM</b><br>Downtown Club 2552-29     |
| <b>James H. Muns, ATM</b><br>Beaver Valley Club 752-13       | <b>Ernest W. Rayner, ATM</b><br>Beloit Club 2147-35        |

(Continued on page 19)



# You Are Your Most Important Visual Aid

By SHELDON M. HAYDEN



If you want to see the fellow who spoils your best impression as a speaker, look in the mirror. You are your most important visual aid!

A visual aid is whatever a speaker presents for his audience to see while he is speaking. What does the audience see when *you* speak?

Psychologists say that people remember what they see 19 times better than what they hear. The story you tell through your appearance and actions often is more important than the story told by your words.

As a visual aid, you can be as helpful or as harmful as any illustration placed before your audience. It's time to devote as much effort to your

personal appearance as you do to your static displays.

Visual aids serve the speaker in several ways. They clarify, emphasize, promote interest, and give variety to your speech.

Visualize yourself as a visual aid and do something about it. Whether you like it or not, whenever you give a speech you are putting on a show. You

are your own stage manager and director.

Now, let's go to work. Here are some guidelines to use in staging your performance.

*Set the stage.* A visual aid must be properly positioned. It must be seen readily and easily or it loses its effect. Remember that stage center is the focal point for all staging. This focal point should be used as your central base, and you can vary your movements from that point as dictated by your speech.

## Four Points

Here are other factors to keep in mind: 1) the room should be lighted properly; 2) other visual aids should be positioned with forethought; 3) distractions around your focal point should be removed; and 4) the audience should be given a chance to get comfortable.

If the Toastmaster or chairman can help with these tasks, fine. If he is performing other duties, you must do them yourself. The professional speaker realizes the importance of proper staging.

*Look and act like a speaker.* The audience responds to you from the moment you are called upon to speak, and even after you have returned to your chair.

When you stand at the lectern, you assume a prominent

place. Your position becomes emphatic. Your entire body is charged with emphasis in the eyes of your audience.

Some might consider your general appearance and posture merely minor elements, but this has a substantial influence upon those to whom you speak. Generally, audiences prefer neatness and proper dress for the occasion, and they appreciate a friendly, courteous manner. Listeners become alert when they see an alert, dynamic speaker approach the lectern. This applies to formal and informal situations.

## Your Mind's Eye

Look the part. Imagine yourself in the audience looking up at you. See in your mind's eye the total picture you present to your audience.

Take a natural position, stand firmly on both feet, and don't drape yourself over the lectern. Give your body solid support by having your feet far enough apart, one foot a little in advance of the other, to keep your weight balanced.

A confident and somewhat relaxed position has a good effect on your audience. Don't slouch and don't be too rigid.

An important part of your appearance before an audience is the elimination of distracting movement. Your

movements are cues and signals to your audience. Moving your hands in and out of your pockets, readjusting your glasses, pacing, fiddling with objects in your hand are movements that are made for no good reason. They reveal your nervousness, and they can destroy your effectiveness as a visual aid.

### **Vivid Realization**

*Feel the importance of what you say when you say it.* "You must have a vivid realization of the meaning of an idea at the moment of utterance," James Winans emphasized when he pioneered the path away from the old school of elocution to the modern way of extemporaneous speaking.

"Try to think your own words, and say them as you would talk to me," was the advice given by Abraham Lincoln.

Never focus your attention and emotional energy on your fears. If you do, your fears, and not your message, will be visible to your audience.

Body and mind should be so closely linked that an idea vividly felt at the time of utterance results not only in speech, but also in gesture. The connection between the idea and the action should be so strong that the gestures of your face, arms, and body are spontaneous.

Here your body is free to respond. Free your body and you free your mind. You become an expressive and impressive visual aid. Get excited! Get enthusiastic! Be whatever is necessary to express your idea.

*Throw your body into the act.* You are not making full use of yourself as a visual aid unless your appearance and actions help create your intended meaning.

### **Act the Part**

You not only should *look* like a speaker, you should *act* like one. Audiences not only see and understand from your bodily action, but they also respond to your moods.

Look at your audience. See it as individuals. Bring your audience into focus. Your eyes are your most important means of non-verbal communication.

When you look at people you awaken their interest in what you are saying. Get away from your notes and see the whites of their eyes. Send messages through these lines.

What you see can tell you whether they are still there, awake, and listening. Talk with one listener at a time.

Your facial expressions also help or hinder communication. Smiles or frowns get their response even if unintended.

If you genuinely are interested in the thoughts you are uttering, and have a zealous desire to share them with others, your face will reveal it. If you really are concerned about your subject, and feel the importance of your message, your face will show it and you will communicate this feeling to your audience.

### **Control Yourself**

Your problem now is one of controlling your movements so they will not detract.

There are two basic types of gestures—descriptive and emphatic. The descriptive gesture is so natural that any speaker can use it to describe shape, size, length, number, or location. It helps the audience get a mental picture. Your dramatization will be a visual aid to audience understanding.

Emphatic gestures give extra meaning. The pointed finger, the clenched fist, the palm up or down, and the counting gesture each convey meaning.

The important thing is to "accentuate the positive." Have *real* feeling and your gestures will have real mean-

ing. As a visual aid, you can create real concern about your message in the audience.

If fear, nervousness, or resentment keep you from gesturing, you need a change in attitude. You are not feeling right about yourself, your topic, and your audience.

A sure antidote for physical inhibition is a positive spirit. The realization of the contribution that gestures can make will enable you to use them with ease.

### **Don't Be Careless**

*Rehearse the way you present yourself as a visual aid.* You are obligated *not* to appear before an audience with careless preparation of any part of your speech, including your visual aids — you most of all.

Practice in advance, if possible before a full-length mirror. Conduct at least three successful performances in private before you present one in public.

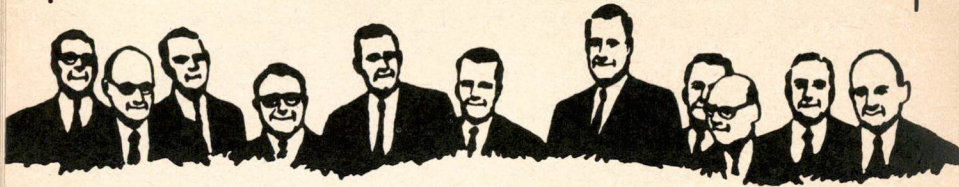
Your effectiveness as a visual aid will do a great deal to enhance your effectiveness as a speaker.

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### **ABOUT THE AUTHOR**

*Sheldon M. Hayden is a past president (1940-41) of Toastmasters International, and he authored many Toastmasters publications during TP's early years. He is speech department chairman at Santa Monica (Calif.) City College.*

## TOASTMASTERS ON THE MOVE



### New Role

Wallace S. Miyahira of Municipal Club 1668-49 in Honolulu, Hawaii, was named executive vice-president of **Wilson, Okamoto & Associates**, a civil engineering firm in Hawaii.

### Publishes Article

An article about the Toastmasters club, written by **Fred E. Ebel** of Cutler-Hammer Club 3437-35 in Milwaukee, Wisc., was published in the "Milwaukee Journal Green Sheet."

### Receives Grant

**H. Richard Ito** of Waikiki Club 3680-49 in Honolulu, Hawaii, was granted a \$2,000 scholarship for graduate study at the **University of Hawaii**. He is an elementary school teacher in Honolulu.

### Public Speakers

Members of Ponca City (Okla.) Club 1846-16 have been "on the move" in their community. **Sherol Hovis** spoke before the Newkirk Rotary Club and the Albright Methodists. **Dale Meredith** spoke about "How to Improve Your Sales Personality" before a local group. **Bill Pollard** spoke about and showed slides of the Virgin Islands before a community organization. He also spoke at the Kildare 4-H banquet. **Tom Faulkner**, **Bill Miller**, and **Dan Caudle** served as judges at the local Jaycees program.

### Talking Toastmasters

**Joe Flaherty** of Paducah, (Ky.) Club 1051-11 promoted Toastmasters when he spoke before the Metropolis, Ill., **Kiwanis Club**.

**WAIT A MINUTE** — A gavel unexpectedly flies from the hand of William E. Prosser (left) during installation ceremonies of Ardmore (Okla.) Club 1320-16. Awaiting the oath of office are (from left) Wayne A. Merritt, Ray McVay Jr., and W. Cliff Wright.



**VICTORY CELEBRATION** — Members of Schlitz Club 1989-35 gather after District 35 Spring Conference to celebrate winning the district's **Outstanding Club Award**, **Outstanding Newsletter Award**, and a member receiving the **Outstanding Area Governor Award**.

## Honor Roll

— CONTINUED FROM PAGE 13

### ABLE TOASTMASTER (ATM) Certificates of Achievement

**William N. Moser, ATM**  
Air Age Club 2073-39

**Klayton Nelson, ATM**  
Town and Gown Club 3337-39

**Hubert E. Dobson, ATM**  
South Charleston Club 1528-40

**William J. Winters, ATM**  
Wekearny Club 1898-46

**Michael G. Shayne, ATM**  
Ft. Lauderdale Club 2004-47

**Arthur B. Ward, ATM**  
Patrick AFB Club 2105-47

**James S. Urquhart, ATM**  
St. Petersburg Club 2284-47

**Charles E. Avery, ATM**  
Daybreakers Club 2919-47

**Paul Brorstrom, ATM**  
Pompano Beach Club 3003-47

**Edward A. Basdekian, ATM**  
Gainesville Club 3019-47

**Herman N. Anthony, ATM**  
International Airport Club 1283-50

**Meredith Weston, ATM**  
Cheyenne Club 798-55

**Tom I. Haralson, ATM**  
Morning Tour Club 2503-55

**Fenwick Walker, ATM**  
Kaiser Club 756-57

**Raymond C. Crosby, ATM**  
Pathfinder Club 3635-57

**George A. Denison, ATM**  
KAKNU Club 3191-67

# FELLOW WORKERS ARISE— *And Improve Yourselves*

By DONALD E. ORPUT

When you hear the term “blue collar worker,” what image comes to your mind? Too often we think of an unkempt, not too bright, individual wearing dirty overalls. His abilities are limited to the use of simple hand tools or performing a menial task in a large factory.

The “blue collar worker” is further portrayed as lacking in education, a heavy beer drinker, and boisterous around those with whom he works; sullen and silent around his superiors. He is coarse, rough, strong, and massive.

Economically, you might envision this man as being in the lower middle class, and his top potential for promotion, limited by both desire and ability, to a position as shop foreman, leadman, or crew boss.

Perhaps this is extreme, but prior to the 1940's it contained a lot of truth.

Today that picture vastly has changed. The “blue collar worker” in our modern society must be a skilled technician and often a specialist in his job. Not only is he a high school graduate, but often he has served a long apprenticeship, attended technical

schools, and takes periodic courses to update his knowledge and background.

Potential for promotion is unlimited, but competition is tremendous. He must study constantly, work hard, and show himself to be outstanding both in ability and leadership potential. These are the men who today's management singles out for promotion to more responsible positions.

In the 18 years that I have been employed by the Santa Fe Railroad as a locomotive fireman and engineer, I have seen technological changes take place in an industry that had not changed much in the preceding 50 years.

In a relatively short time the railroads have advanced from the “Old Iron Horse,” which was comparatively simple in its operation, to the modern diesel electric locomotives.

These are operated in multiple units and controlled by one locomotive engineer. The loads almost are unlimited in size.

The highly sophisticated mechanical, air brake, and radio equipment being used in today's diesel locomotives is as far advanced from their steam forebearers as the automobile is advanced from the horse and carriage.

## What Type?

What about the men who operate this modern equipment? What type of men are they?

About eight years ago, the Brotherhood of Locomotive Engineers (the labor organization representing most of the locomotive engineers in the United States and Canada) conducted a survey of its membership and learned that the average level of formal education was the ninth grade.

Of course, this average rapidly is increasing. Today's locomotive engineer, like the craftsmen in other up-to-date industries, must keep abreast of the technological changes, requirements, and job skills demanded in his chosen field.

Not only must he have a vast knowledge of many types of new equipment and the variety of systems used in today's locomotives, but he also must possess a quick mind in

order to perceive and understand the changes which are taking place almost daily.

Railroad management, like that of many other industries, has advanced so rapidly that many of the men it employs are unable to keep abreast of the change.

## Old Methods

This creates a two-fold problem: first, training methods used for many years no longer are adequate, nor are they rapid enough to supply the numbers of trained men required in the industry today; and second, there is a lack of qualified supervisors capable of teaching and training employees under new training methods.

A new method of training has been developed by Santa Fe and Southern Pacific. These two railroads are experimenting with locomotive simulators similar to those pioneered by the aircraft industry.

Not only can men be trained more quickly in the many facets of the highly complex equipment, but the simulator provides a means to weed out men who show little or no aptitude for the job.

In addition, this training method supplies the means for keeping the existing roster of engineers up-to-date on equipment changes as they occur.

The railroad is my primary example of the change in industry and the vast changes that are taking place both for management and employees.

Industrial management realizes that it does have many capable employees, and it is seeking men who can, and will, qualify for advancement and training in the new and highly technical supervisory positions.

Today's "blue collar worker" is a highly trained, skilled and intelligent employee, and he has definite plans for personal development and job advancement.

#### Valuable Training

Toastmasters can provide the "polish" and leadership training necessary to make the individual worker stand out in the eyes of his employer and to help him along the highly competitive road to personal advancement.

Unlike his "white collar" counterpart, the average "blue collar worker" lacks the opportunity to *meet the public*, and therefore he often associates only with the men with whom he works.

The "blue collar worker" ought to realize that he *needs* to develop his abilities to communicate, think, and express himself, rapidly and intelligently.

These are but a few of the ways that the Toastmasters International club and member programs can meet the needs of the "blue collar worker" who wants to be recognized among his fellow workers; the man who has the desire to advance to a position of importance and responsibility.

#### What He Needs

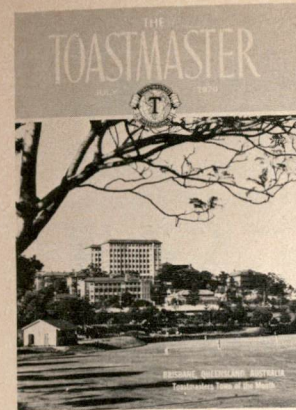
Toastmasters can provide the "missing link" that the "blue collar worker" needs, and we, as Toastmasters, should put forth a special effort to make our methods and benefits known to the man with the overalls, gloves, and blue collar.

He has the same desire for self-improvement that you and I do.

So, to each of those "special" men, I say: "Fellow workers arise and improve yourselves — *through Toastmasters.*"

#### ABOUT THE AUTHOR

*Donald E. Orput is past governor of District 57 and a member of Richmond (Calif.) Breakfast Club 635-57. He is employed by the Santa Fe Railroad as a locomotive engineer.*



### TOASTMASTERS TOWN OF THE MONTH — BRISBANE, AUSTRALIA

BRISBANE, QUEENSLAND, AUSTRALIA, Toastmasters Town of the Month for July, is the third largest city in Australia. Its population exceeds 800,000.

Popularly referred to as Queensland's "Sunshine Capital," Brisbane enjoys a temperate, subtropical climate and teems with gardens of palms and tropical vines, poinsettia (Brisbane's floral emblem), poinciana, and bougainvillea.

This beautiful city is ringed by hills thick with tropical rain forests. But, from the hills, it is a short drive to the golden beaches of Australia's eastern coast. This natural beauty that surrounds Brisbane makes it a tourist mecca.

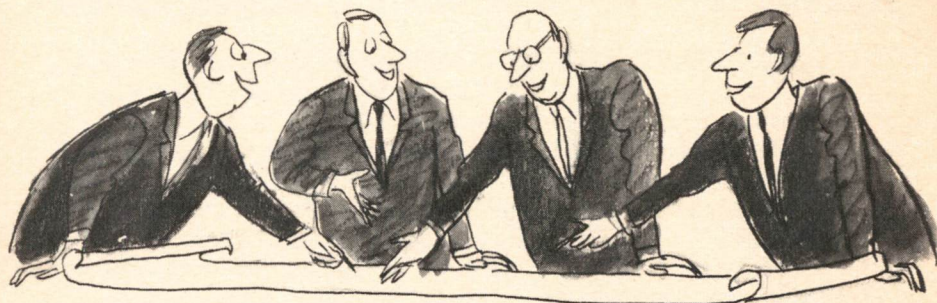
This modern metropolis was established in the 18th Century as a British penal colony. Many of the buildings erected by the early convict labor now stand in artistic contrast to the city's modern skyscrapers.

Brisbane is situated along the banks of the leisurely-flowing Brisbane River. The city is the marketplace for the wealth of the state of Queensland (twice the land area of Alaska).

Toastmasters visiting Brisbane may choose from nine clubs in the area. These clubs have arranged for an official, city declared Toastmasters Week during July. Brisbane's two major newspapers, seven radio and four television stations also will interview Toastmasters.

The nine clubs are: Brisbane Central Club 3433-TCA, Advance Club 3050-TCA, D. C. Club 3761-TCA, Legal & General Club 1710-TCA, Alpha Club 1764-TCA, Gold Coast Club 1794-TCA, and three new clubs planning to charter this month.

# Toastmasters And The Community



By ABRAHAM REDNOR, ATM

There is no such thing as a "generation gap" and there never has been, but there is a communication gap.

This "gap" is not only between young and old, it also exists between nations, religions, political ideologies, and other noticeable areas where there is conflict.

There is a communication gap in your community! As a Toastmaster, you can help bridge that gap.

Your Toastmasters club provides an unusual opportunity for you to become involved in your community and earn civic recognition for yourself and your club.

Put the skills you are devel-

oping in your club to use and become involved in community activities: Youth Leadership, Speechcraft, school, church, civic groups, your club's speakers bureau, and discussion groups dealing with issues of public interest.

These activities benefit your community and broaden your communication and leadership development. They supplement the Toastmasters training you receive in your club.

The Youth Leadership Program benefits both the young participants and the Toastmasters who conduct it.

## What Gap?

It is amazing to observe the young people's progress in a Youth Leadership class, especially when so much is being said about the generation gap.

This was evident in a recent class conducted for junior high school students by Gunpowder Club 2562-18.

The teenagers' awareness of local, regional, national, and international affairs was gratifying, and the manner in which they addressed themselves to the problems of the world was a revelation to the Toastmasters who conducted the class.

It was inspirational. If this is indicative of the quality of our future citizens, there is cause for much optimism.

Speechcraft also benefits both the participants and the Toastmasters who conduct the course.

My club meets on a military post, and it conducted several Speechcraft courses in the past year. Speechcraft is of great value to our civilian personnel office because it eliminates the need for, and the cost of, professional speech instructors.

## Fellow Workers

Speechcraft students are more at ease when the course is presented by their fellow employees. Conducting these courses keeps our membership at a high level, and many of our members who have served as instructors have shown considerable improvement in the development of their communication and leadership abilities.

It's gratifying to watch a Toastmaster functioning in a group other than his club. Through his Toastmasters club exposure to extemporaneous speaking and parliamentary procedure, an individual develops great facility for effective communication and leadership.

It is not unusual for a Toastmaster to put his newly developed talents to work in a non-Toastmasters group. Many Toastmasters assume

leadership roles in schools, churches, and civic groups.

In many large cities — and some not so large — interested citizens are encouraged to evaluate their school district's educational curricula. Many authorities agree that educational institutions are not keeping pace with social and technological progress.

Task forces, special committees, and subcommittees are being organized to attack this major problem. Participation in these community action groups is an ideal opportunity for Toastmasters to practice chairmanship and committee operations, and to become meaningfully involved in their community.

### New Experiences

Your club's speakers bureau provides you with opportunities for new experiences. Many organizations need speakers for a variety of occasions. Community speaking opportunities range from dinner speeches to fund-raising campaigns to enlist public attention and action on major issues: cancer, heart disease, drug addiction, pollution, and crime.

Drug addiction is an urgent problem because it is attacking the fabric of society. A campaign to reach the teenager before he is swayed by

peer influences would be effective if properly conducted.

A team of Toastmasters and narcotics experts could conduct a series of discussions and reach many more youths than a small group of unaided professionals. In fact, many Toastmasters already are participating in similar programs!

Contact your local police department and find out what you can do to help halt this ever-increasing problem.

### Toastmasters Needed

Other groups that need men with Toastmasters experience include the cancer society and the heart association. Ask your chamber of commerce for a list of volunteer organizations that are seeking to alleviate a problem. They need your knowledge and experience.

Defensive driver training courses, in which Toastmasters have served as instructors, also offer opportunities for community involvement. As the number of cars and drivers increases, it is virtually impossible for local police to meet the requirements of this training program.

Without the development of proper driving attitudes, the accident rate and its attendant economic and human suffering will get beyond control. The contribution of Toastmasters in supplementing the efforts of

the local police is noteworthy.

From these examples, and from the many situations that you observe around you, it is evident that a community benefits by having a trained Toastmaster in its midst.

Each of us should apply our communication and leadership abilities in our community. Our participation offers new experiences and it can improve conditions in our community and stimulate greater community awareness of your Toastmasters club.

Toastmasters - sponsored community programs bring the community and its Toastmasters clubs closer together. They provide an exchange of ideas that benefits both the Toastmaster and his community.

The trained Toastmaster has a lot to offer his community, and the more citizens who become Toastmasters, the more the community will benefit.

The communication gap *can* be closed.

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### ABOUT THE AUTHOR

*Able Toastmaster Abraham Rednor is a member of Gunpowder Club 2562-18 at Edgewood Arsenal, Md., where he is employed as a chemical engineer.*

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### Changing Your Address?

If you're planning to move, let us know your new address eight weeks prior to the scheduled move. Be sure to complete all the necessary information. This will insure uninterrupted delivery to you of **The Toastmaster** magazine and other TI materials. **Send to: Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A., 92711.**

Club No. \_\_\_\_\_ District No. \_\_\_\_\_

Name \_\_\_\_\_

Present address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

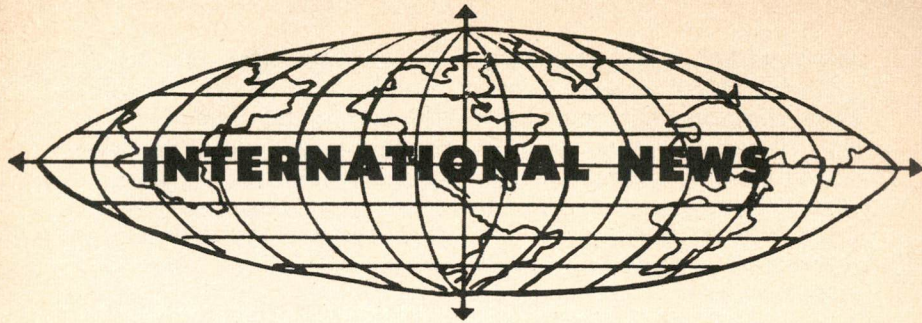
Country \_\_\_\_\_ Zip Code \_\_\_\_\_

New address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_

If you are a club, area, division, or district officer, indicate your complete title: \_\_\_\_\_



### Honored Guest

**Roundup Club 1839-3** in Phoenix, Ariz., hosted **Arizona Governor Jack Williams** as a guest speaker and named him an honorary member of the club. Governor Williams presented Roundup Toastmasters with an official Arizona State Flag.

### Presidential Inspiration

The visit of **International President Ralph E. Howland** to Columbus, Ohio, was the inspiration for an article about the Toastmasters International program published in the **Columbus Business Forum**, a publication of the Columbus Chamber of Commerce.

### A Challenge!!!

"I . . . challenge any other club to beat the **Pompano Beach (Fla.) Club 3003-47** for its achievement," writes Arthur Burton, DTM. Pompano Beach Club has five past area governors, five past lieutenant governors, seven ATMs, three DTMs, and eight past district chairmen. Its members have given more outside speeches than the entire membership of District 47, according to Toastmaster Burton.

### Official Invitation

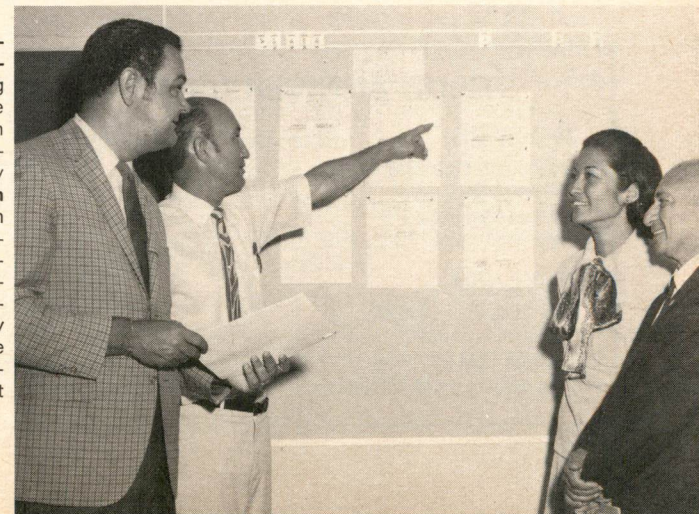
**Merrimac Club 3125-66** and **Chesapeake Club 3142-66** at the Norfolk Naval Shipyard, Portsmouth, Va., received official support for their efforts during Toastmasters Invitation Month in April. **Rear Adm. James A. Brown**, commander of the Norfolk Shipyard, circulated an official letter to all Shipyard officers, key civilians, and Marine barracks officers inviting them to participate in the clubs' activities.



**TOASTMASTERS APPRECIATION — Victor I. Corbell** (right), retiring president of the Salt River Project, which supplies water and power to Central Arizona, is presented a plaque by Donald Womack, ATM, on behalf of **Mariposa Club 1441-3**, **Papago Club 2694-3**, and **Twilight Club 3480-3** in appreciation of Mr. Corbell's support of the Toastmasters program.

**SUCCESSFUL SPEECHCRAFT —** Toastmasters at the Fort Worth, Tex., division of **General Dynamics Corp.** present Speechcraft course for fellow employees. Accepting a certificate of achievement is John McHugh (second from left). Participating in the instruction were (from left) **Bart Hubbard of Longhorns Club 3178-25**; **Ed Chandler of Plus-Two Club 349-25**; and **Richard Alden of Ridglea Club 3067-25**.

**REVIEWING ASSIGNMENTS —** Checking judging assignments for the finals of the high school speech contests, sponsored by the **Hawaii Speech League**, are (from left) **District 49 Governor John M. Copping**; **Alden Petersen**, League vice-president; **Judy Naniolo**, League president; and **Herman Loebel**, District 49 Lt. Governor.





## Toastmasters Week

An active community awareness program conducted by **Madrid (Spain) Club 2378-U** resulted in a Toastmasters Week proclamation at Torrejon Air Base, local radio coverage, and newspaper and magazine articles throughout the Madrid area. Col. Herndon F. Williams, 401st Tactical Fighter Wing commander at Torrejon, authored an article promoting Toastmasters training. The article appeared in the base newspaper.

## Speaking of Drugs

Four **District 4** Toastmasters employed by Lockheed Missiles & Space Co., Sunnyvale, Calif., are presenting an 18-hour "Drug Decision" course for youths 11 to 14 years old. The four are: Don Dewar and Glen Shake, both of **Jet Stream Club 2624-4**; Dan Chen, **Los Gallos de la Bahia Club 3400-4**; and Terry Ross, **Telestars Club 1913-4**.

## In The News

"Vanguard," a publication for employees of the Veterans Administration office of personnel, recently pictured District 36's past area governor **LaVorn A. Taylor** at work making VA contacts in Vietnam, and condensed an article by **Emile de Armas**, past president of VA Topicmasters Club 3273-36 in Washington, D.C.

## Telephone Talk

International President **Ralph E. Howland** spoke from his home in Oconomowoc, Wisc., to members of **Council Bluffs (Iowa) Club 2114-24**. A long-distance question and answer period followed President Howland's talk, which was transmitted by conventional telephone hookups on a new network, "Telelecture," developed by the Bell System.

## CLUB ANNIVERSARIES — AUGUST

### 20 YEARS

**Superstition Club 73-3**  
Mesa, Arizona

**Cap Sias Club 864-19**  
Waterloo, Iowa

### 15 YEARS

**Oahu Olelo Club 1900-49**  
Honolulu, Hawaii

**Elks Club 1835-37**  
Burlington, North Carolina

**North State Club 1879-37**  
Raleigh, North Carolina

**Mid-Day Club 1790-10**  
Cleveland, Ohio

**Military Club 1908-38**  
Philadelphia, Pennsylvania

**Port Arthur Club 1896-56**  
Port Arthur, Texas

**Marvin G. Rook Club 1848-40**  
Charleston, West Virginia

# Weather and Clothes... IN PORTLAND

Have you been wondering what the weather will be like in Portland, Ore., at your 39th International convention Aug. 10-13? What kind of clothing should you bring to the convention?

First of all, pack your summer clothes, but also include a coat or jacket in case of cool temperatures after sundown.

Pack the type of clothing that corresponds with your favorite activities, because Portland has a variety of activities for the entire family.

Street wear is casual, but coat-and-tie attire is required in many of the more formal restaurants and in the Portland Hilton Hotel's Canlis' Room; casual attire — walking shorts and slacks — for men and women in the Hilton's dining room, lobby, and restaurant.

Toastmasters and their families intending to take advantage of the Hilton's swimming pool should plan to dress in their hotel room and use the service elevator to and from the pool area. Swim attire is not appropriate in other areas of the hotel. Coat-and-tie attire is appropriate for the convention sessions.

Pack at least one set of western-style duds, pardner, for the Tuesday evening "Frontier Western Whirl," which includes a reception, entertainment, and a buffet dinner. But plan to leave yer spurs and shootin' irons at the front door.

Formal attire is optional at the President's Dinner Dance Wednesday evening. A business suit is appropriate, and Toastmasters' ladies may wear cocktail dresses.

Fly, drive, hitchhike, or navigate the inland waterways to Portland, but plan to be there for your 39th International convention. Take part in the many educational programs offered at the convention, and then enjoy the hospitality and variety of activities available in this beautiful city.

COMPLETE

CLIP

MAIL

**APPLICATION FOR  
HOTEL ACCOMMODATIONS**

39th Annual Convention  
Toastmasters International  
Portland, Oregon

Reservations Manager  
Portland Hilton Hotel  
921 S.W. 6th Avenue  
Portland, Oregon 97204

Please reserve \_\_\_\_\_ single room(s)  
at \_\_\_\_\_ \$16-19, \_\_\_\_\_ \$21-25, \_\_\_\_\_ \$26-27

Please reserve \_\_\_\_\_ double room(s)  
at \_\_\_\_\_ \$22-25, \_\_\_\_\_ \$27-31, \_\_\_\_\_ \$32-33

Please reserve \_\_\_\_\_ twin room(s)  
at \_\_\_\_\_ \$22-25, \_\_\_\_\_ \$27-31, \_\_\_\_\_ \$32-33

All rates European Plan (no meals included).

For further information, please write the hotel reservations manager.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on Aug. \_\_\_\_\_, 1970.  
(Room(s) will be held until 6:00 p.m. on the date of arrival unless otherwise notified.)

I will depart \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on Aug. \_\_\_\_\_, 1970

I am sharing the room with \_\_\_\_\_.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

To be assured accommodations at the Portland Hilton, this form must be mailed by July 20th.

**MR. TOASTMASTER:** This is  
your last opportunity to make  
reservations for you and your  
family to enjoy the Toastmasters  
post-convention tour to Hawaii.

Complete this form and mail  
it today.

**THE DEADLINE IS JULY 10, 1970.**



**TOASTMASTERS INTERNATIONAL  
POST-CONVENTION TOUR**

Friday, Aug. 14 – Thursday, Aug. 20 • Extension return – Tuesday, Aug. 25.

Please forward reservation request with full payment to:

Arrangements have been made with Churchill Tours, Inc. to tour Hawaii after our 1970 convention in Portland, Oregon. Please use this form for reservations.

**TOASTMASTERS INTERNATIONAL TOUR**  
c/o GROUP DEPARTMENT  
**CHURCHILL TOURS, INC.**  
POST OFFICE BOX 67  
PORTLAND, OREGON 97207

Please confirm \_\_\_\_\_ space(s) on the following Hawaii Post-Convention Tour.

- |                                  |   |                          |
|----------------------------------|---|--------------------------|
| <b>Itinerary #I:</b> . . . . .   | \$298.00 per person twin occupancy<br>Honolulu . . . 7 Days/6 Nights                | <input type="checkbox"/> |
| <b>Itinerary #II:</b> . . . . .  | \$208.00 per person twin occupancy<br>Outer Island Extension . . . 6 Days/5 Nights  | <input type="checkbox"/> |
| <b>Itinerary #III:</b> . . . . . | \$395.00 per person twin occupancy<br>Honolulu & Outer Island . . . 7 Days/6 Nights | <input type="checkbox"/> |

- SPECIAL NOTES:** . . . . .
1. Flight schedules and fares from Honolulu to home city quoted on request.
  2. Deadline for reservations is July 10, 1970.
  3. Reserve early as space is limited.

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please forward the following additional information \_\_\_\_\_

Complete itinerary will be forwarded upon receipt of your payment,  
or upon request.

## Men on the Move...

# That's The Way It Was...

Thousands of people now know more about Toastmasters International, thanks to your efforts during TI President Ralph E. Howland's April Invitation Month program.

A Toastmasters club in Marshalltown, Iowa, invited 721 men to see the Toastmasters program in action during the special invitation month, a club in Greensboro, N.C., hosted 99 visitors, and a club in Flint, Mich., welcomed twice as many guests as its members had invited! These are the highlights of the April Invitation Month as they were reported to World Headquarters by 93 clubs in 44 districts and the Toastmasters Council of Australia.

The 93 clubs extended more than 3,300 invitations, and a total of 1,100 interested people accepted.

International recognition is deserved by all clubs and members who participated in the invitation month program, and special recognition is given here to clubs which recorded outstanding accomplishments.

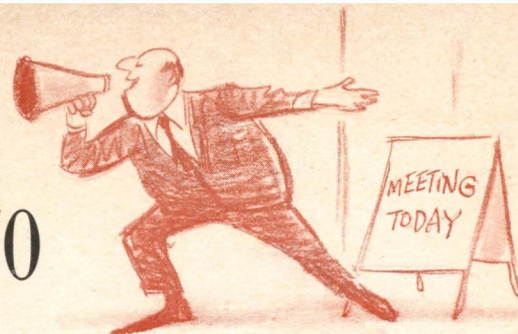
*Marshalltown (Iowa) Club 1857-19* led all others in the number of invitations extended; the members invited 721 guests!

*Bell Club 3920-65* in Buffalo, N.Y., issued 181 invitations; *Downtown Club 1386-37* in Greensboro, North Carolina, issued 165; *Ponca City (Okla.) Club 1846-16*, invited 117 guests; *Rainbow Club 3104-6* in Minneapolis, Minn., and *Internal Revenue Service Club 891-31* in Providence, R.I., invited 100 guests each; and *Federal Employees Club 2287-43* in Little Rock, Ark., issued 79 invitations.

*Downtown Club 1386-37* in Greensboro, N.C., led all clubs in the number of visitors during April — 99.

*Marshalltown (Iowa) Club 1857-19* hosted 77 guests; *Ponca City (Okla.) Club 1846-16* hosted 64; *MCAFAN Club 737-49* in Honolulu, Hawaii, hosted 41; *Pacesetters Club 1895-33* in Walla Walla, Wash., hosted 35; *Coolabah Club 3358-TCA* in

# APRIL, 1970



*Mackay, Queensland, Australia, hosted 31; and Rainbow Club 3104-6* in Minneapolis, Minn., hosted 24.

*Arrowhead Club 2266-62* in Flint, Mich., invited only two guests but had twice as many visitors! Although the number of invitations and the number of guests are small, Arrowhead Toastmasters had the best "response" of any club.

Two other clubs hosted more guests than they had invited: *Thursday Night Club 1875-44* in Amarillo, Tex., invited five guests but had seven visitors, and *Blackhawk Club 444-19* in Waterloo, Iowa, invited three and hosted four.

One-hundred percent response was reported by *Pacesetters Club 1895-33* in Walla Walla, Wash. (35 invitations and 35 guests); *Totem Club 1750-21* in Vancouver, British Columbia, (19 invitations and 19 guests); and by *La Crosse (Wisc.) Club 411-35* (15 invitations and 15 guests).

April Invitation Month activity was strongest in International President Howland's home district — *District 35* — according to the number of clubs reporting their activities. Six clubs in District 35 reported their invitation month programs, and *District 40* was close behind with five clubs reporting their activities.

Four clubs in each of these districts reported their invitation month activities to World Headquarters: *District 16, District 25, District 36, District 42, and District 49.*

The success of the April Invitation Month is apparent. Thousands of people are now better informed about TI's communication and leadership program because hundreds of Toastmasters like you made it a point to share their Toastmasters opportunity with others.

From all indications, a TI April Invitation Month will become an annual event. A new program is "on the move." Keep it rolling by making every month a Toastmasters Invitation Month!

# Is The Audience THERE When You Speak?

By JOHN M. COPPINGER

Soon you'll be preparing your next speech, and if your club follows the usual procedure you'll have plenty of time to prepare it.

But when you stand before your listeners and deliver that speech, will your audience *really* be there, or will only your evaluator be paying much attention to what you say and how you say it?

Ask yourself, "Is my speech *really* interesting?" Is it only another speech? If it is just a dull, drab, dissertation you threw together to fulfill a speaking assignment, you're missing a great deal of satisfaction in your Toastmasters training.

There are several ways to make a speech interesting to your audience, but the most important is content. Is your speech *really* interesting?

When selecting material and preparing for your talk, always consider your audience. Your speech *must* fit the audience. This is a goal every Toastmaster should work to achieve.

Some Toastmasters clubs consider content germane to

the evaluation process. This attitude is not widespread, however, apparently because many clubs feel that men join Toastmasters to gain confidence standing and speaking before a group.

In reality, content is part of every speech evaluation, whether or not it is *consciously* taken into consideration. Content indicates the amount of work you put into preparing your speech.

## They Who Judge

The value of your message is judged by everyone who listens to you, whether in idle conversation, a speech before your club, or an outside speaking engagement. Your message should broaden the viewpoint of your listeners. It should be of value to each of them.

Your speech also should have an effect upon your listeners. It should be informative, inspirational, humorous, or persuasive. If your message does not fulfill one of these goals, then why present it?

Although the new Toastmaster concentrates on becoming accustomed to the mechanics of effective speaking — eye contact, gestures, voice control — he should realize that content also is pertinent to the development of his communication and leadership abilities.

Selecting "meaty" content is one of the best ways to alleviate nervousness. Choose a topic that is so interesting that you become more concerned about your message than about your status as a speaker.

This has a chain reaction. Not only do *you* become involved in what you are saying, but the *audience* becomes involved. Your listeners pay attention and absorb your message. This automatically bolsters your confidence.

## Your Preparation

If the content of your speech is its torso, then the legs upon which it stands are the preparation you put into your talk. This involves practice and research—some library work and a great deal of reading about the subject. If you're going to be original, the front page of your newspaper will not be sufficient research for your speech.

You *can* find a speech topic in the daily newspaper, but you're going to need research for background, different points of view, and other aspects that your newspaper can't provide.

Preparation also includes planning your delivery. Frequently the subject and content of a speech are interesting, but the speech lacks effective delivery. Does your opening



statement "grab" the group's attention?

The best way to get audience attention quickly is to get your listeners *involved*—make them identify immediately with your subject.

There are four ways to get the immediate attention of your audience: a thought-provoking statement, a humorous story, a question, or the shock treatment.

An example of the shock treatment was graphically used by a Toastmaster who explosively began his speech with, "Tonight, one or two of you in this room might not live to return to the comfort of your home!"

### Instant Listening

Everyone who heard this instantly was attuned to the speaker and interested in knowing why such a fate might mar a pleasant evening. The speaker went on to describe the pitfalls of automobile driving, the absence of safety features in some cars, and the lack of some drivers' safety-mindedness.

Your job is to make sure that your listeners hear your speech's content. But remember, the best opening statement in the world can't sell poor content.

It is impossible to please everyone, but try to appeal to

each listener so that he becomes involved and relates your message to his personal life, family, friends, or job.

In your club, for example, a speech might include references to the occupations of some of your fellow members. The men whose occupations you mentioned will be listening attentively, and the others will be listening for *their* occupations to be mentioned.

### Know Humor

Humor is another way to support your content and maintain audience interest. Many professional speakers are in great demand because they know how to use humor to support their speech content.

This is not to say that you should make "funny" speeches, but humor should be considered as an effective ingredient in your content.

Humor that is interjected into a speech *must* fit the material, just as your content must fit the audience. It is not uncommon to hear a speaker use the phrase, "That reminds me of the story about..." What follows might be humorous, but if it is not relevant the bond between the audience and the speaker will be shattered. An irrelevant story detracts the audience's attention from your message.

Humor must be woven into your speech. In his book *How to Win Your Audience With Humor*, Win Pendleton writes about the important aspects of humor: when and when not to use it.

Humor is only a tool to "round out" the content of your speech and to assure you that the audience will want to hear more of what you have to say.

### Who Remembers?

A speaker's closing remarks must leave the audience with a favorable impression of what has been said. Make your conclusion readily apparent to your listeners. What's the use of making a speech if no one remembers what you have said, because they're still waiting for more?

Leave your listeners with a remark that lets them speculate about the future of the

subject you talked about, or close with the answer to the question you asked in your opening statement.

The successful development of your communication and leadership abilities depends upon how you exercise them. In your next speech, challenge your listeners to evaluate content as well as delivery. Ask them to consider the logic of your conclusion.

### Ask Questions

A good way to determine whether your message was received is to give each of your fellow club members a set of three or four questions to answer after your speech is completed.

If you are diligent in your speech preparation you will leave a favorable impression upon your audience, even if your delivery needs more work.

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### ABOUT THE AUTHOR

*John M. Coppinger is past governor of District 49, a member of Waikiki Club 3680-49 in Honolulu, Hawaii, and a previous contributor to The Toastmaster magazine. He is an air traffic control officer at the Honolulu International Airport.*

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### ERROR CORRECTED

"Plain Letters," a U.S. government publication prepared by the General Services Administration, was the source of ATM David A. Corey's article, "Write It Like It Is," which appeared in the April, 1970, issue of **The Toastmaster**, but credit as to the source of Mr. Corey's article inadvertently was omitted.

# NEW CLUBS

As of May 21, 1970

## District F

REAL ESTATE Club 43-F. Meets Mon., 7:00 a.m., 1st California Title Co., 1600 N. Main St., SANTA ANA, California. Contact: 532-6736. Area: A-One. **Sponsoring Club: BUSINESS MEN'S CLUB 100-F.**

## District 6

TRI-COUNTY Club 3817-6. Meets 1st, 3rd, and 5th Thurs., 8:00 p.m., Delano Legion Club, DELANO, Minn. Contact: 972-2574. Area: Twenty-one. **Sponsoring Club: COSMOPOLITAN CLUB 515-6.**

## District 11

TOWER TREE Club 3419-11. Meets 1st and 3rd Mon., 6:00 p.m., Eagles Lodge, 920 E. Main St., GREENSBURG, Ind. Contact: 663-3361, Ext. 40. **Sponsoring Club: MALLORY CLUB 1170-11.**

## District 19

STORY TELLERS Club 1383-19. Meets Tues., 7:00 a.m., Happy Chef Restaurant, R.Rt. 2, STORY CITY, Iowa. Contact: 733-2381. Area: Four. **Sponsoring Club: TOWN AND COLLEGE CLUB 875-19.**

## District 25

DOWNTOWN Club 3095-25. Meets Wed., 7:00 a.m., Jetton's Cafeteria, Seventh and Terrell, FORT WORTH, Tex. Contact: 332-7241, Ext. 413.

## District 38

EXECUTIVE Club 619-38. Meets alt. Tues. and Wed., 5:15 p.m., Boeing Co., RIDLEY, Pa. Contact: 522-4941. Area: Fourteen. **Sponsoring Club: VERTOL CLUB 3716-38.**

## District 44

BROWNWOOD Club 3461-44. Meets Mon., 5:15 p.m., Area Conference Rm., General Telephone Co., 2701 Fourth St., BROWNWOOD, Tex. Contact: 646-3571.

## District 47

APOPKA Club 840-47. Meets Tues., 7:45 p.m., Gold Rm., State Bank of Apopka, 33 E. Main St., APOPKA, Fla. Contact: 889-4171. Area: Five. **Sponsoring Club: ORLANDO CLUB 1066-47.**

## District 56

POST OAK Club 3897-56. Meets Mon., noon, Sakowitz, 5000 Westheimer, HOUSTON, Tex. Contact: 621-9100. **Sponsoring Club: HIGH NOON CLUB 505-56.**

## TCBI

FERMOY Club 2846-TCBI. Meets Mon., 8:00 p.m., Royal Motel, FERMOY, County Cork, Ireland.

## District U

ATSUGI O'TOASTMASTERS Club 3162-U. Meets alt. Thurs., 11:30 a.m., Commissioned Officers' Mess, Naval Air Station, ATSUGI, Japan. Contact: 228-5111.

## DISTRICT GOVERNORS 1969-70

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