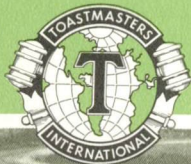


THE TOASTMASTER

APRIL

1970



SHREVEPORT, LOUISIANA
Toastmasters Town of the Month



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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. 4

APRIL 1970

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Address All Communications **THE TOASTMASTER • SANTA ANA, CALIFORNIA 92711**

In This Issue...

NEW MEMBER PROFILE — A detailed description of the type of men who join Toastmasters clubs today is revealed with the results of a survey of 5,139 new members. The survey reveals age, education, and occupation of new members. See page 6.

BE PREPARED — Toastmaster Karl G. Albrecht tells about the necessity of having a flexible opening for your speech. He tells how to avoid embarrassment when the chairman's introduction invades your territory. See page 8.



CONVENTION ACTIVITIES — Plans are being completed for your 39th International convention, August 10-13, in Portland, Ore. Educational programs, fun, recreation, and fellowship await Toastmasters and their families in Portland. See page 15.

A VISIT TO HAWAII — Toastmasters International has arranged with Churchill Tours, Inc., Portland, for a post-convention tour to Hawaii. Three itineraries are available to Toastmasters and their families on their visit to the beautiful islands. See page 22.

THE SHORTEST DISTANCE — Toastmaster David A. Corey, a frequent contributor to *The Toastmaster* magazine, describes how to make good letter-writing easy. He tells how to avoid confusion and wordiness in your letters. See page 36.



Outlook '70



What Works For You...

One of the most frustrating things to see in this world is a sophisticated calculator being used for nothing but simple addition. Its true benefits never are realized when it is not used to its fullest extent.

An individual can use his abilities in much the same manner and produce the same results. Do you know the true extent of your abilities?

The Toastmasters communication and leadership program offers many ways for us to test our limits. This month is Toastmasters Invitation Month, and we have the opportunity to test our abilities — and further develop them — in a specific area.

If we are to use our abilities effectively, we must know their limits. We must find these limits before they can be pushed back. Finding and pushing back these limits is a process of testing.

Your abilities can be tested to the limit during Toastmasters Invitation Month. Each of us can be reasonably sure that if we invite a friend or neighbor to our Toastmasters club, he will agree to be our guest. Is that the limit of your abilities?

We joined Toastmasters to expand our abilities. Accept the challenge of Toastmasters Invitation Month to gain new confidence. *Work* to get a guest who is a true challenge to your communication and leadership abilities.

Invite someone you've never met or someone who is an occasional acquaintance. Your efforts in this area might surprise you. The true value of our Toastmasters training is to expand our abilities by using them to their fullest extent.

International President Ralph E. Howland

TOASTMASTERS MEMBERS SERVE AND GROW

now scene by buck engle —

executive director

'Lay On' An Invitation? Say It Like

*"Man, the Toastmasters program is spelled **SUCCESS**. That's right, it is success for you — it puts you in a position for a more enjoyable job, or for a better job, or for more money . . . We want you to come to see this success program in action!"*

Is this the way you share your opportunity when telling others about your Toastmasters member and club programs?

BE NOW. Don't just start talking about your Toastmasters club and then about the program and how you have speeches and someone evaluates you. Don't just ask the person to come along to a club meeting.

You're right. The prospect is half scared . . . goes to too many meetings . . . doesn't want to join anything. He thought about it a long time ago . . . but now he's too busy to join, although he knows it's a good program.

Whatsa matter? Have we Toastmasters lost our touch, or are we out of touch?

Today, people are motivated more than ever by success and anything that will move them closer to it — and your Toastmasters program has it. It has helped you, me, and all the other



It Is...

Toastmasters — not all in the same way, not to the same degree, and not in the same length of time, but the benefits are evident.

Take a NOW look at what's happened to you since you have had part of the Toastmasters action — take this NOW look with the other members of your club during a Table Topics session — share your happenings with those of your company who are in charge of personnel development.

Tell them about the Toastmasters member success program for communication and leadership. Tell them about the big bonus of the club success program for members. Tell them about the testimonials you and your fellow members have given.

"Lay on" the NOW Toastmasters success stories when you extend your next invitation to come see the Toastmasters program in action.

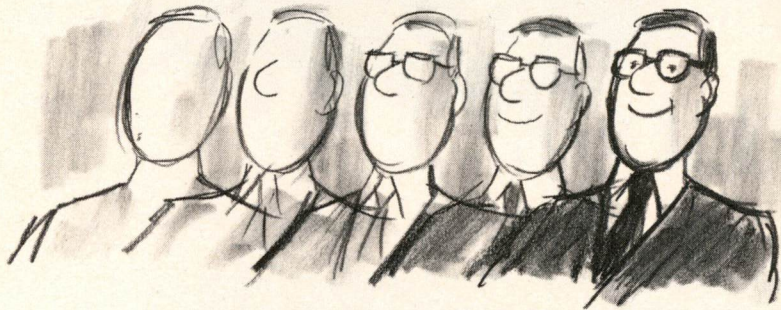
Think and use the NOW Toastmasters success approach — say it like it is.

Don't sell the yesterday — sell today!

Tell about the NOW!

Sell the success *opportunity* — the opportunity to share, to prepare for increased income, and responsibility or even a new occupation!

Who Wants To Be A TOASTMASTER?



What kind of men are becoming Toastmasters today? Have you wondered what type of man wants to join a Toastmasters club? The new members in your club may be an indication, but what is the general membership trend? Also, what type of man is being overlooked as a potential new member?

The new Toastmaster is a streamlined individual aiming for high places. A recent survey of 5,139 new members has provided a detailed breakdown of age, education, and occupation of the men who are joining Toastmasters clubs today. This information was compiled by World Headquarters from the latest membership application forms.

The survey results are valuable to you and your fellow club members in your efforts to get new members. The type of individual who is most likely to join can be singled out. Compare this with the total membership survey in the August, 1969, issue of *The Toastmaster*. You can set a plan of action with this information.

The survey results also are interesting to visitors, guests, and prospective new members. This information also might be interesting as material for the local news media, the local library, or individuals where you are employed. Show it to industrial personnel and training directors of the firms in your community.

Based on the results of the survey, the new members' average age is in the mid-thirties. There were 2,144 men, or 41 percent, between the ages of 25 and 34, and 30 percent between the ages of 35 and 44.

The new Toastmaster also is likely to be either a professional man or a manager, supervisor, or owner of a business. There were 1,581 new members, or 31 percent, who indicated they are members of a profession. Another 1,522 new members, or 30 percent, classified their occupation as manager, supervisor, or owner of a business.

Here is a breakdown of the 5,139 new members' age, education, and occupation:

| <i>Age</i> | <i>Total Number</i> |
|----------------|---------------------|
| Under 20 years | 29 |
| 20-24 years | 387 |
| 25-34 years | 2,144 |
| 35-44 years | 1,563 |
| 45-54 years | 758 |
| 55 and over | 215 |

| <i>Education</i> | <i>Total Number</i> |
|------------------|---------------------|
| Grade School | 35 |
| High School | 643 |
| Some College | 1,319 |
| College Graduate | 2,809 |

| <i>Occupation</i> | <i>Total Number</i> |
|--------------------------|---------------------|
| Armed Forces | 331 |
| Education | 202 |
| Manager/Supervisor/Owner | 1,522 |
| Production/Clerical | 369 |
| Professional | 1,581 |
| Retired | 63 |
| Sales | 689 |
| Student | 73 |

These results reflect the profile of the men who have joined Toastmasters clubs most recently. How does your club membership compare with these survey results? Does your club attract new members? Can you see a potential area of new members which is yet untapped?



Make It Flexible

By KARL G. ALBRECHT

It happens to each of us, sooner or later. You've made thorough preparation for your speech, researched your topic, organized the material, blended in humor, and rehearsed. You're ready to give the talk that will be remembered.

The audience, all umpteen hundred of them, will be on the edge of their chairs. Then the program chairman introduces you. Chances are, he's going to invade your territory. How much of your speech he will deliver, you don't know yet.

Suddenly, you sit there in horror, listening to him deliver your opening remarks. Your speech is falling apart before your eyes! He then enthusiastically turns to you to take the platform.

Anyone who has lived through this terrifying experience can certify that the sudden psychological shock is more profound than that which preceded your "icebreaker."

Your heart begins to pound, your eyes refuse to focus, your brain slips out of gear. Your mouth is dry and your palms are sweating.

First Impulse

Your first impulse is to flee. Your next is to "brain" the chairman with the gavel or the nearest chair.

But, few persons actually die of embarrassment. You regain control of your mind and body and pull your speech out of the fire as gracefully as circumstances allow.

You can avoid such a likelihood. There are three important rules to follow. First, prepare the chairman or Toastmaster with the necessary information he should tell the audience about you and your topic. Second, prepare your speech with a flexible opening, listen to the chairman's introduction, and adapt your open-

ing remarks to the introduction. Third, regardless of what happens, maintain your composure.

As you approach the lectern, remember *you are in charge*. It is not likely the audience will realize your predicament, so don't explain it.

It isn't necessary to act with the boldness of a certain speaker who stepped to the microphone and announced, "Ladies and gentlemen, believing as I do that brevity is the soul of wit, I thank Mr. Jones for delivering my speech for me, and I take my leave."

The second rule is to prepare a flexible opening; one you can shape to fit the occasion. This magic trick can turn a potential flop into assured success.

Nine Lives

Think of yourself as a cat with the proverbial nine lives, able to bounce back with a good opening when the one you plan to use has been killed. A small inventory of variations for your opening will make it impossible for the chairman to take your introduction.

Exercising the first rule, you should try to anticipate a problem and work to prevent it. A few polite words to the chairman before the program begins often can circumvent embarrassment.

Assume the responsibility of making positive and definite contributions to the introduction that will bring you before the audience. Tell the chairman what ought to be said. Be sure to caution him not to present a lot of personal data that is not related to your speech.

The question of modesty should not inhibit your instructions. There is information you want passed along to your audience. It is the chairman's responsibility to interest the audience.

Be Prepared

But the prudent speaker always backs up his precautions with preparation for accidents that aren't supposed to happen.

The principle is simple. You need a well-prepared opening which blends smoothly with the body of your speech, and you must be prepared to rearrange it, shorten it, expand it, or abandon it if that becomes necessary.

Listen to the chairman's remarks. Link your words to his. If you're lucky, a slight adjustment will start you into your speech pleasantly.

However, if you have been victimized severely, it will be necessary to invent a completely new opening. A question of human kindness arises here.

A minor *faux pas* by the chairman can be rectified by your skill in rearranging your opening.

If he takes your material so extensively as to violate the integrity of your speech, you have no choice but to call attention to that fact. If you do this gracefully, but firmly, you can minimize the situation's awkwardness. Proceed smoothly into what is left of your speech.

At times like this, humorous remarks can work miracles. But, don't sacrifice the quality of the speech, or your reputation as a speaker, in order to rescue the chairman. He probably has placed himself beyond help by mumbling something indiscreetly, about "stealing your thunder."

Be Confident

The best tactic is to meet the embarrassing situation head-on. Above all, you (and he) have an obligation to the audience.

Fortunately, tragedies of this kind are rare. A speaker who is mentally prepared for injuries to the opening of his speech seldom will be embarrassed. His skill in adapting his opening to the chairman's remarks can eliminate awkward incidents.

By now, you probably have reaffirmed in your mind the importance of a speech open-

ing. But flexibility only is one of the elements of planning to assure accomplishment of purpose.

Remember what a good opening is *not*. It is not a means of killing time while the audience decides to like you. It is not an artificial opportunity to tell your new joke. Above all, it is not simply a customary appendage to a speech.

Get Attention

Reach out and seize the audience's attention. Within a few seconds, your message will award you undivided attention.

Various techniques make your opening flexible. Probably the most effective precaution is to keep it short — with little for the chairman to take.

Keep important information in the body of the speech, and take advantage of imaginative techniques to open the presentation — automatically having reduced the probability of being caught short. Only sheer coincidence (or malice) would allow a highly original opening to be preempted.

You always have the option of expanding if the situation requires increased emphasis. You can refer to the chairman's remarks. But, if you plan a short opening, it is unlikely you will have to change anything.

A good general policy in planning your opening is to work out at least two distinctly different approaches. You might use some humorous comments which are generally related to the topic. You also should prepare a serious opening in which you can relate the subject matter to the interests of your listeners.

No one technique can cover all situations, but the idea is to be ready to open your speech from two or more angles. This kind of speech planning provides an interesting bonus: you might find, to your delight, added effort will produce a variety of effective openings. You can face the audience with confidence that your first remarks will attract attention.

Well Armed

Armed with your small arsenal of possible openings, select one and tie it carefully to the body of your speech. If all goes well, this is the one you will use. Flexibility is necessary, but don't forget that the speaker's platform is not the place to decide what you are going to say.

Finally, you should constantly work to improve the ability to "think on your feet." The best prepared speaker often must adjust his opening. Your ability to evaluate the situation and select the appro-

priate remark is the key to making the principles of the flexible opening work for you.

Devote special attention to your Table Topics experiences and sharpen these skills. When it is your turn to deliver an impromptu presentation, put it to use. Let your imagination run freely. Come up with fresh ideas or unique comments. Do not discharge the assignment with a few perfunctory remarks.

You can develop the skills,

as well as the tools, for making an effective opening under the most challenging circumstances.

All techniques for planning your opening remarks should be combined with other requirements of effective speaking. Each part of your speech must be given proper attention. The final product must be balanced and well integrated.

Starting with your next speech project, give your opening the attention it deserves.

ABOUT THE AUTHOR

Karl G. Albrecht is past president of Ryan Club 2878-5 at Ryan Aeronautical Co. in San Diego, Calif. He has a degree in physics from Johns Hopkins University and is employed in electronic systems development.

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: _____

INTRODUCING . . .

Your New Introduction

Toastmasters International introduces a new brochure, "Introducing the Speaker," which sets the standard of excellence for the introductory remarks by which a speaker is presented to his audience.

Speech introductions are a significant phase in the development of your communication and leadership abilities. A good introduction is as important to a speech as an attractive waiting room is for a business, or as the front yard is for a home.

"Introducing the Speaker" (Code 111) has been written especially for Toastmasters International by Dr. Robert T. Oliver, the author of TI's Communication and Leadership Program manuals. Dr. Oliver is a research professor of international speech at Pennsylvania State University.

"Introducing the Speaker" was written not only for the individual presenting the introduction but also for the speaker being introduced.

Introductions need not be flat, dull, or stereotyped. They can be graceful, witty, fun to give, and fun to hear. One function of the introduction is to establish the proper "mental set" so the audience will know what to expect from the speaker.

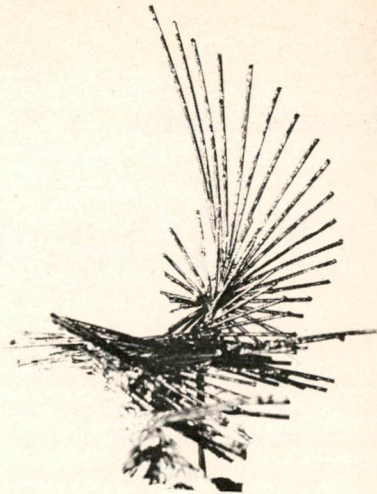
This new brochure explains the functions of an introductory speech, what the speaker should contribute to it, and what the introducer should say.

You have three responsibilities when you assume introduction duties: to yourself, in the development of your communication and leadership abilities; to the speaker, in bonding him to the audience; and to the audience, whose attention you must win for the speaker.

Order your copy of "Introducing the Speaker" from World Headquarters today! Cost: 15 cents. Add 15% packing and shipping costs. California orders should include 5% sales tax.

SUCCESS

IS...



The sculpture that will be the symbol of the 39th International convention in Portland, Ore., August 10-13, will complement the convention theme, "Success Is . . ."

The symbol and the theme have particular significance to Toastmasters in the development of their communication and leadership abilities.

You and your fellow Toastmasters already have made up your minds what will be *your* individual success. You have joined a Toastmasters club as a vehicle on the way to achieving that particular success at which you are aiming — self improvement resulting in increased opportunities, a promotion, increased salary, or a new job.

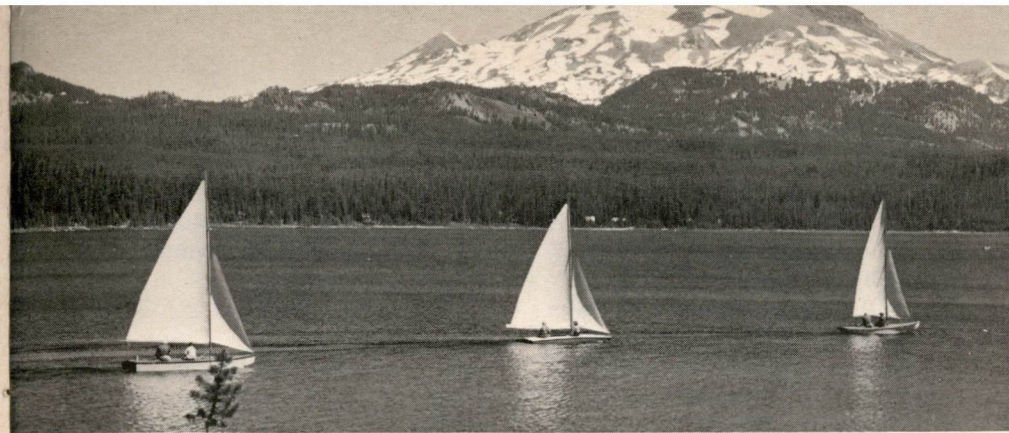
Likenesses of this sculpture will be exhibited at various points in the convention hotel. It has been described by some as a swift bird in flight, by others as a challenging mountain, and still others have seen it as offering pathways open to the choice of anyone and everyone.

But being little more than a metal sculpture, it only can be a symbol to Toastmasters — a symbol of success through the development of your communication and leadership abilities.

Your symbol of success is *your* goal.

The symbol of Toastmasters International is *your* success.

The program of the 39th International convention is designed to contribute to your success. The theme "Success Is . . ." reminds you that you are on your way . . .



TI'S 39th INTERNATIONAL CONVENTION

PREVIEW

Exciting new educational programs — including videotape replay, the impact of interpersonal communication, and action through non-verbal communication — coupled with fun-packed social and recreational activities, are awaiting you and your family at TI's 39th International convention in Portland, Ore., August 10-13.

The intriguing schedule of educational programs and speakers for this annual event includes the introduction of TI's new Speechcraft program. Also included will be

several "how-to" seminars and presentations of the latest Toastmasters techniques.



SUCCESS

IS...

Highlights of the "Success Is . . ." educational series will start with the Tuesday afternoon (Aug. 11) presentation of the new Speechcraft program by Dr. Frank E. X.

Dance. Dr. Dance, of the University of Wisconsin, is a member of TI's Educational Advisory Committee.

Opening the Wednesday morning session will be Dr. Alvin A. Goldberg of Northwestern University, also a member of TI's Educational Advisory Committee, who will present a demonstration in interpersonal communication entitled "The Speaker — To One and Many."



SUCCESS

IS...

Wednesday's day-long educational program will conclude with "Read to Remember," an audience-participation session dealing with non-verbal communication through effective speed reading. This program will be conducted by David L. Schmidt, senior consultant for Lawrence-Leiter Co., Kansas City, Mo.

Your hosts for the convention are District 7 Host Chairman John H. Miller, ATM, and Vice-Chairman Edward P. Miska, ATM. Their committee and the Toastmasters of District 7 are assisting World Headquarters in what is expected to be one of TI's finest conventions.

The convention opening ceremonies will occur Monday morning, August 10, and a full schedule of action programs is slated through Thursday noon, August 13.



SUCCESS

IS...

Immediately prior to the official convention opening, Toastmasters will gather informally at 8:00 p.m. Sunday for the annual Proxy Prowl, an evening of fun and hospitality.

Ladies and children will have a variety of entertainment interspersed throughout the three and one-half days of the convention. This includes sightseeing tours covering historical sites, the mountains and the beaches, local apparel manufacturing firms, and river cruises.



SUCCESS

IS...

A beautiful swimming pool at the Portland Hilton will be at the disposal of Toastmasters and their families attending the convention. A full schedule

of optional, organized recreation activities will be available to the youngsters.

One of the highlights of the entertainment schedule will be Tuesday evening's "Western Whirl," which includes a reception and entertainment, a buffet dinner, and the world famous New Oregon Singers, under the direction of Bruce Kelly. The traditional President's Dinner Dance will be conducted Wednesday night.

Election of International directors and officers will be during the Tuesday morning business session. Other business, including the report of the president, will be Monday morning following the official opening ceremonies.

The day of educational activities Wednesday combines a host of lively and exciting Toastmasters programs that will include the introduction of the new club manual *Patterns in Programming*, the

Distinguished Club Plan, the Community Awareness Communication program, and the Sponsoring a New Club session.

TI's Hall of Fame recognition for the many Toastmaster achievements at the member, club, area, district, and international levels will occur throughout the three and one-half days of the convention.



SUCCESS

IS...

The International Speech Contest will be the feature of the Hall of Fame Breakfast, along with the President's Program awards presentation.

Success Is... your attendance at the International convention. See you in Portland, August 10-13, at your convention!

OFFICIAL CONVENTION CALL TO ALL CLUBS

In accordance with Article V, Section 4 (b) of the Bylaws of Toastmasters International, you are hereby notified that the 39th annual convention of Toastmasters International will be in Portland, Ore., on the 10th, 11th, 12th, and 13th of August, 1970, at the Portland Hilton Hotel.

All Toastmasters are urged to attend.

Board of Directors, Toastmasters International
by Ralph E. Howland, Chairman

CONVENTION CITY 1970 PORTLAND, OREGON



The Toastmasters International 39th annual convention, August 10-13, will be conducted in a city whose name was selected by the flip of a coin, but is now affectionately referred to as Oregon's "city of roses."

Slightly more than 100 years ago two early American pioneers, Francis Pettygrove and Asa Lovejoy, stood under the

fir trees lining the Willamette River and flipped a coin to decide the name of the city.

Lovejoy was from Boston,

Mass., and Pettygrove was from Portland, Me. Pettygrove won the toss and the city-to-be was named Portland.

Portland is located by the Willamette River near its junction with the mighty Columbia River. Blessed with a year-round equable climate, evenly distributed rainfall makes the Rose City the northern gateway to a green valley of rolling farmland, orchards, dairies, and timber tracts.

The Country

Almost in Portland's backyard stands majestic Mount Hood, reigning peacefully over the Cascade Mountains.

Portland's central location places it in close proximity to every place of scenic beauty in Oregon. Whether the traveler wishes to see the awesome Oregon Caves in Southern Oregon, the blue Crater Lake in the Cascades, the gentle wheat lands of Eastern Oregon, or the Pacific Ocean surf, he can be there within a few hours traveling time from Portland.

But Toastmasters might not have time to leave the Rose City during the convention. There are many places of interest and sightseeing opportunities within the city to keep Toastmasters and their families busy for much longer than the convention week.

There are 56 parks in Portland, some inspiringly natural and others landscaped and restfully pleasant. They combine play facilities, recreation, and beauty. The 103-acre Washington Park, near the civic center, boasts the International Rose Test Gardens, while the zoological gardens, only a mile away, contain a fine zoo and aviary.

Mount Tabor Park, on Portland's east side, is the site of an extinct volcano and contains three reservoirs of pure water from the Bull Run River. Many of the nearby parks have natural elevations which command magnificent views of the surrounding country.

Recreation Sites

Amusement parks provide swimming pools, concessions, picnic grounds, dancing, and roller skating. During the summer season, Portland has horse racing at Portland Meadows and Greyhound racing at Fairview Park.

The Rose City's \$8-million Memorial Coliseum, completed in 1959 on the shores of the Willamette River, is the home of ice hockey, professional basketball, conventions, ice skating, and many other sports and events.

Oregon's two basic industries, wood products and agriculture, still dominate the eco-

conomic structure of the state, but the city also has an abundance of hydro-electric power resources. Portland has become a center of industry in the state.

The New England influence of the early days remains keenly felt and shown through the city's fine schools, colleges, and churches.

The Rose City's population is slightly under 400,000, but more than one million persons live, work, and play in the Portland area.

Portland boasts one of America's largest shopping centers, the west coast's busiest seaport, a modern jet-age airport, and an efficient system of highways and freeways.

Toastmasters and their families will truly enjoy this city of diverse beauty and excitement while attending the 39th International convention. The many activities at the convention, along with the excitement of Portland, will keep you and your family entertained for the entire time you are there.

Free Insurance To Pre-Registrants

Toastmasters International is providing special convention insurance coverage for members and their families who pre-register for the 1970 convention in Portland. (Use form on Page 25). *This policy does not cover children under nine years of age.*

The policy, written by Fireman's Fund Insurance Co., offers \$10,000 accidental death and dismemberment with \$1,000 medical expense for accidents. (The first \$25 is deductible). Pre-registrants will be covered while traveling to and from the convention and during the convention. Coverage starts three days (72 hours) before the Annual Business Meeting or whenever members leave home to travel to the convention, whichever period is shorter. It extends three days (72 hours) after the close of the convention or until the member reaches home, whichever period is shorter.

Toastmasters International will pay the premium for ADVANCE REGISTRANTS ONLY.

Those who receive complimentary registration will not receive the free insurance. They may purchase the coverage for \$1 per person.

ADVANCE CONVENTION REGISTRATION 1970 TOASTMASTERS INTERNATIONAL CONVENTION AUGUST 10-13 PORTLAND HILTON HOTEL, PORTLAND, OREGON

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1970-71.)

Registration will be required at all general sessions on Mon., Tues., Wed. Pre-register and order meal event tickets now! **ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY.** All advance registrations received by June 30 will include at no cost a \$10,000 accidental travel policy covering each person registered. The policy covers the convention period, plus three days immediately before and after the convention. *Advance registrants also will receive a claim ticket for a packet of Toastmasters materials.*

To: Toastmasters International

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

_____ Member Registration @ \$7.00\$ _____
(Includes free travel insurance)

_____ Ladies Registration @ \$2.00\$ _____
(Includes free travel insurance)

_____ Youth Registration (9 years and older) @ \$1.00.....\$ _____

_____ Tickets District Governors' Luncheon @ \$5.50.....\$ _____
(Mon., noon, Aug. 10)

_____ Tickets Western Whirl @ \$8.00.....\$ _____
(Tues., 6:30 p.m., Aug. 11)

_____ Tickets President's Dinner Dance @ \$9.00.....\$ _____
(Wed., 7:30 p.m., Aug. 12)

_____ Tickets Hall of Fame Breakfast @ \$3.75.....\$ _____
(Thurs., 8:30 a.m., Aug. 13)

I enclose my check for \$ _____ payable to Toastmasters International.

(PLEASE PRINT)

CLUB NO. _____ DISTRICT NO. _____

NAME _____

WIFE'S FIRST NAME _____

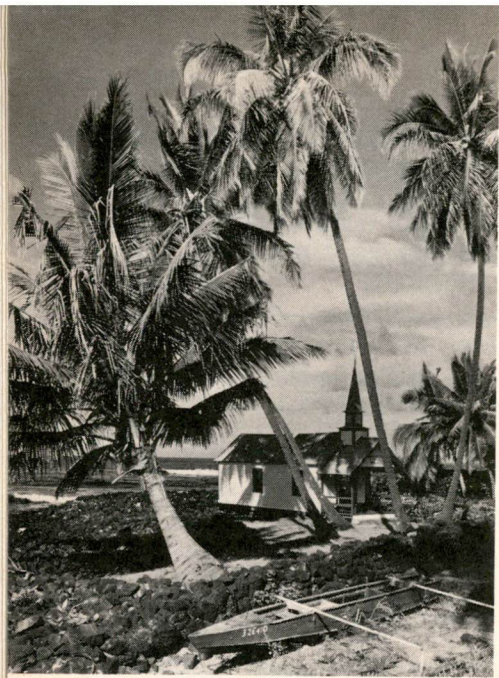
ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

NO. CHILDREN ATTENDING (Elementary School Age) _____

(Jr. High School Age) _____ (Senior High School Age) _____

If you are an *incoming* district officer, please indicate office _____



TOASTMASTERS POST-CONVENTION TOUR TO HAWAII

On To Hawaii

Many Toastmasters attending TI's 39th International convention, August 10-13, in Portland, Ore., plan to extend their vacation on the Toastmasters post-convention tour to Hawaii.

Toastmasters International has arranged with Churchill Tours, Inc., in Portland, to provide three itineraries so you and your family can plan a dream vacation at special tour prices. This opportunity is available only to Toastmasters and their immediate families.

The first itinerary, for \$298 per person, is a seven-day, six-night, (August 14-20) stay on the island of Oahu, where hotel accommodations have been arranged at the new Waikiki Holiday Inn in Honolulu.

The second itinerary, for an additional \$208 per person, is a six-day, five-night, extension (until August 25) of the first itinerary. Toastmasters who select this itinerary will postpone their departure from the state of Hawaii for a tour of the outer islands.

The third itinerary, for \$398 per person, is an exciting seven-day, six-night (August 14-20) combination of the first and second itineraries. Toastmasters who select the third

itinerary will be treated to three days in Honolulu, plus a four-day visit to the outer islands of Kauai and Maui.

The post-convention tour leaves Portland on Friday, August 14, via jet airliner. Within a few hours, Diamond Head appears under the wing tips and is quickly followed by the gleaming stretches of Waikiki Beach.

Your Arrival

After the traditional Hawaiian welcome of a fresh flower lei, you and your family leave the Honolulu International Airport for the Waikiki Holiday Inn, to spend the balance of the day leisurely acquainting yourselves with—and preparing for—the island paradise and the festive activities that lie ahead.

A detailed description of the itineraries appeared in the March issue of *The Toastmaster*. Choose the itinerary best suited to your time schedule and desires, and join your fellow Toastmasters after the convention as they leave for the Hawaiian wonderland.

The average temperature throughout the year in Hawaii is between 72 and 78 degrees, so don't forget your bathing suit! Informal, light-weight, drip-dry clothing is recommended. A dress-up garment and evening wrap should be in-

cluded, but luggage is limited to two average-size suitcases per person.

The tour cost includes hotel accommodations, sharing twin bed rooms with private bath; round-trip air transportation; arrival and departure transfers at all points; and sightseeing tours listed in the itineraries.

Optional Tours

There also are optional Honolulu sightseeing tours available at extra cost. These options include:

1. The oceanic sea life park, a 55-mile drive to the southern end of Oahu. Cost: \$10.25 per person.

2. The Polynesian Cultural Center, a visit to six Polynesian villages. Cost: \$17.50 per person.

3. The Mount Tantalus city drive, a half-day drive past inspiring scenic views and points of interest. Cost: \$6.50 per person.

4. A night in the Philippines, which includes Philippine entertainment and Filipino and Spanish buffet. Cost: \$7.95 per person.

5. The Polynesian water spectacular, an entire evening of entertainment including a buffet dinner. Cost: \$7.95 per person.

6. A Hawaiian Luau, a sumptuous native feast of au-

thentic Hawaiian foods. Cost: \$12.00 per person. Round-trip transfers: \$2.50 per person.

7. The Kamaaina Dinner, the dinner-show in the Monarch Room of the famous Royal Hawaiian Hotel. Cost: \$12.00 per person.

8. A sunset catamaran sail, a two-hour cruise aboard the Ale Ale Kai V to Diamond Head. Refreshments served aboard the cruise. Cost: \$12.50 per person.

9. An all-day, all-island tour which includes air fare, sight-seeing tours, meals, and refreshments. Cost: \$80.00 per person.

Join your fellow Toastmasters and their families for the post-convention tour in the land of the golden people. You'll be glad you saved your vacation to attend TI's 39th International convention and then join in the fun of the post-convention tour to Hawaii.

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 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.

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.

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

ARE YOU A DISTINGUISHED TOASTMASTER?



The highest Toastmasters International member-recognition a Toastmaster can receive is the *Distinguished Toastmaster* (DTM) award. It is reserved for members with notable achievement in all phases of the TI communication and leadership program.

Are you a Distinguished Toastmaster?

Have you been a Toastmaster for five years or more?

Are you an Able Toastmaster?

Have you served as a Youth Leadership Program coordinator within the past two years?

Did you participate as a Speechcraft speaker within the past two years?

Have you been a club officer and an appointed or elected district officer?

Have you presented five or more speeches for a Toastmasters speakers bureau?

Have you sponsored five or more new members and assisted in the formation of a new club?

If you have done these things, you are eligible for Distinguished Toastmaster recognition!

Notify World Headquarters that you are eligible for this award. Eligibility forms (1209) will be sent to you!

The DTM award is not presented automatically. It is necessary for you or a fellow Toastmaster to inform World Headquarters that you have qualified for Distinguished Toastmaster recognition.

Distinguished Toastmasters are named to the Toastmasters International Hall of Fame and recognized at the International convention.

While achieving Able Toastmaster recognition, you will have met certain Distinguished Toastmaster criteria, steps toward receiving the highest Toastmasters award.

Honor Roll



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

ABLE TOASTMASTER (ATM) Certificates of Achievement

These Toastmasters are entitled to include ATM after their name.

Melvin L. Markel, ATM
Autonetics Club 3777-F

H. M. McDaniel, ATM
Magic Empire Club 652-16

T. Earl Curb, ATM
Wesley Club 1022-16

Lee R. Evers, ATM
Ardmore Club 1320-16

Theodor C. Berenthien, ATM
Gunpowder Club 2562-18

Daniel M. Shea, ATM
Quincy Club 675-31

Carl S. Armbrister, ATM
Tejas Club 966-56

Jack H. Stonestreet, ATM
Evergreen Club 333-32

Charles S. Allen, ATM
Redstone Club 1932-48

Stephen G. Seech, ATM
Executive Club 412-50

Richard C. Young, ATM
North American Rockwell
Club 2008-50

Robert W. Cockrell, ATM
Fluor Club 124-51

Daniel M. Belcher, ATM
Scottsbluff Club 944-55

LEADERSHIP THROUGH SPEECH Certificates of Progress

D. Golde 91-6
J. W. Ferguson 1032-16
R. W. Foy 3035-43

J. A. Swanson 160-9
W. D. Lennon 3136-18
R. Schmidt 2993-54

THE ADVANCED SPEAKER Certificates of Progress

R. L. Nathan 12-F
A. H. MacBride 602-F
A. G. Long 74-3
G. R. Shaul Sr. 1952-4
B. W. Ela 152-5
G. A. Staeheli 383-6
J. C. Madrosen 480-7
J. D. Bates 2912-7

D. L. Reinholt 3293-11
V. L. Stangle 3876-15
A. J. Patt 1686-18, 3775-18
L. Cleeton 1412-19
J. M. Daughton 633-24
G. G. Bouche 713-25
C. B. Greiser 3159-28

(Continued on page 34)



Membership Builder

Heidelberg (Germany) Club 1632-U is averaging eight guests per meeting. Four new members were accepted in a period of two weeks.

Joint Installation

Four clubs in Area Eight of District 18 banded together for joint installation ceremonies attended by more than 150 persons. The clubs are: **Bel Air Club 3136-18**, **Harford County Club 1914-18**, **Susquehanna Club 3898-18**, and **Gunpowder Club 2562-18**.

HONORARY MEMBERSHIP — Boris Pavrh (left), of Yugoslavia, a representative of Yugoslav Airlines, is named an honorary member of **Conejo Valley Club 1864-12** in Thousand Oaks, Calif. Club Secretary-Treasurer Robert Sankovich presents the membership pin.

Speechcraft In Action

A Speechcraft course conducted by **Civic Center Club 3077-47** in Hialeah, Fla., resulted in five new members.

Sales Incentive

Membership sales are being boosted by **Rhode Island Credit Union Club 854-31** in Providence by a special offer to members who bring a guest and/or sign up a new member: a ball point pen for a guest and a portfolio for signing him up!

GUEST SPEAKER — Ronald B. Lee (right), assistant United States postmaster general for planning and marketing, accepts a certificate of recognition from former club president Dave Daggett, during a meeting of **Ben Franklin Club 3794-36** in Washington, D.C. Mr. Lee spoke to the club about postal reform.

Power of the Air Waves

Numerous inquiries about TI membership were received by **Barangay Club 3128-U** in Bacolod City, Philippines, after several club members were interviewed on a local hour-long radio program.

Front Page

Chartering ceremonies of **Shillelagh Club 2620-U** in Oxfordshire, England, received front page coverage in the "Heyford Observer," an official U.S. Air Force publication at RAF Upper Heyford, England.

Installation Publicity

Installation ceremonies for the newly formed **Moraga (Calif.) Club 57-57** received extensive photographic coverage in "The Contra Costa Times," the "Midweek Sun," "The Squire," and the "Oakland Tribune" newspapers.



VOTE OF THANKS — Former Club President Thomas Ichikawa (right) of **Owego (N.Y.) Club 3712-34** accepts a plaque from Jerard Lockwood, president of the Tioga County Unit of the **American Cancer Society**, for cancer education programs conducted by Owego Toastmasters.

HONORED GUEST — The Honorable Robert M. Sayre, United States Ambassador to Panama, signs the guest register for a meeting of **Isthmian Club 1788-U** in the Panama Canal Zone. Escorting the ambassador are club President John F. Geraci (left) and educational Vice-President Edward A. McFarland.



Radio Debates

Yankton (S.D.) Club 1294-41 presents a monthly debate about popular issues for broadcast on radio station **KYNT**. The club was invited by the station to organize the debates.

Flag Presentation

Members of **Banaba Club 1912-U** in the Philippines have presented World Headquarters with a Philippine flag, which is being displayed in the board of directors meeting room at WHQ.

CLUB ANNIVERSARIES — MAY

35 YEARS

Lee Emerson Bassett Club 33-4
Palo Alto, Calif.

25 Years

Cook-Du-Page Club 290-30
Hinsdale, Ill.

Eli Lilly Club 311-11
Indianapolis, Ind.

Business Men's Club 281-24
Omaha, Nebr.

Kennewick Club 316-33
Kennewick, Wash.

Seattle General Club 277-2
Seattle, Wash.

Yakima Club 318-33
Yakima, Wash.

Beaver Dam Club 310-35
Beaver Dam, Wisc.

Centennial Club 313-64
Winnipeg, Man., Can.

20 YEARS

Stockham Club 818-48
Birmingham, Ala.

China Lake Club 853-12
China Lake, Calif.

Potomac Club 827-36
Washington, D.C.

Quannapowitt Club 849-31
Boston, Mass.

Downtown Club 99-22
Kansas City, Mo.

Whitehall Triangle Club 242-13
Pittsburgh, Pa.

Skyliners Club 831-64
Winnipeg, Man., Can.

Kilmarnock Club 926-TCBI
Kilmarnock, Scotland

Johannesburg Club 113-U
Johannesburg, South Africa

15 YEARS

Roundup Club 1839-3
Phoenix, Ariz.

Paso Robles Club 1785-12
Paso Robles, Calif.

Sunrise Club 1829-4
Salinas, Calif.

Downtown Club 1803-4
Santa Cruz, Calif.

Ukiah Valley Club 1739-57
Ukiah, Calif.

New London Club 1782-53
New London, Conn.

Civil Service Commission Club 1847-2
Washington, D.C.

Wings of Gold Club 1836-29
Pensacola NAS, Fla.

Palolo Club 1780-49
Honolulu, Hawaii

Kaneohe Bay Club 1805-49
Kailua, Hawaii

Schofield Club 1775-49
Wahiawa, Hawaii

Marshalltown Club 1857-19
Marshalltown, Iowa

Rochester Club 1807-28
Rochester, Mich.

Columbus Club 744-24
Columbus, Nebr.

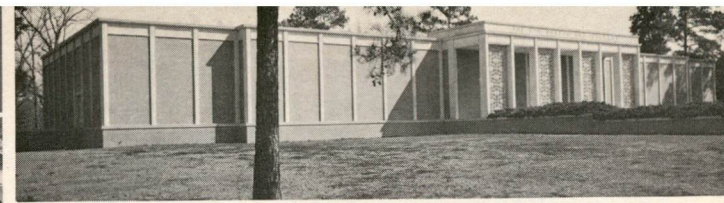
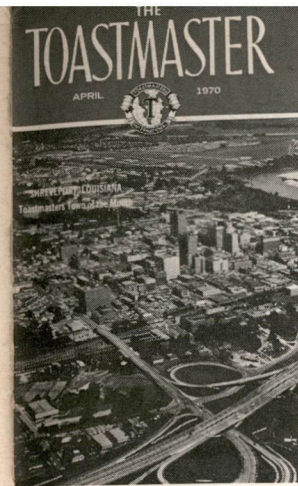
Tally-Ho Club 1826-24
Fremont, Nebr.

Summitt Club 1781-46
Summitt, N.J.

Yawners Club 982-7
Corvallis, Ore.

Hobnobbers Club 1685-31
Quonset Point, R.I.

Gavel & Glass Club 1693-60
Toronto, Ont., Can.



TOASTMASTERS TOWN OF THE MONTH — SHREVEPORT, LA.

SHREVEPORT, LOUISIANA, has a romantic history which portrays the vigor and strength with which it has developed into the modern city it is today. Shreveport is the second largest city in Louisiana. With its neighbor, Bossier City, Shreveport has an area population of more than 300,000.

Shreveport was founded in 1835 when Capt. Henry Miller Shreve and seven other men bought 640 acres and founded the Shreve Town Company. The city was incorporated in 1839 and was the capital of Louisiana for a short period between 1863 and 1865.

Shreveport has year around recreation activities and sports. It also boasts the Louisiana State Museum, the R. W. Norton Art Gallery, and nearby Barksdale Air Force Base.

The Mayor of Shreveport and the commanding officer of Barksdale AFB plan to proclaim a "Toastmasters Week" this month in recognition of Shreveport's selection as Toastmasters Town of the Month.

There are eight Toastmasters clubs in the Shreveport area. Shreveport's oldest club, Shreveport Club 718-25, was chartered in May, 1949.

Other clubs in Shreveport include: Western Electric Club 565-25, West Shreveport Club 915-25, Caddo Club 1435-25, Bayou Pierre Club 2485-25, and Hi-Noon Club 3172-25.

There also is a Toastmasters club in adjacent Bossier City, Greater Bossier Club 2251-25, and a club at Barksdale AFB, Barksdale Club 2480-25.

TOASTMASTERS ON THE MOVE



In Britain

Toastmasters in the Chelmsford area arranged good local publicity when TI Executive Director Robert T. Buck Engle visited recently. Among those greeting Executive Director Engle was Chelmsford Area President Jim Bilsland.

Election Victories

D. L. Gillespie and Dan Chernish, both members of Revelstoke Club 1784-21 in Revelstoke, British Columbia, Canada, have won two-year terms on the Revelstoke City Council. Toastmaster Gillespie was elected mayor.

Greater Responsibilities

Robert C. Weagel, charter member and past president of YMCA Club 719-15 in Salt Lake City, Utah, has been named vice-president of the Southwest Division of United States Smelting Refining and Mining Co.

Manual Writer

Dr. S. K. Ballal, a past president of Cookeville (Tenn.) Club 2744-63 has received overwhelming acceptance for a "Speak-Up" manual he developed for the Cookeville Jaycees. "It is a definite product of my Toastmasters training," he writes.

SEE THYSELF — Members of Manhattan (Kans.) Club 2570-22 take the opportunity to see themselves on closed circuit television. Each member gave a one-minute speech, then watched his performance to make his own evaluation.



PRIZE WINNER — Los Cerritos Club 192-F in Bellflower, Calif., won first theme trophy in Bellflower's annual Liberty Day Parade. TM George Simington portrays 1776'er while club Past President Mearl Ellison drives.



Company Spokesmen

Tom Pepper Jr. and Carl Jacobi, both of Vertol Club 3716-38 in Morton, Pa., represented the Boeing-Vertol Co. and presented slide-talks about Boeing's new 747 to groups in the Philadelphia area.

What's New?

Toastmasters International and the new communication and leadership program is recommended for men whose "hang-up" is speech in the "What's New" section of the January issue of **Business Week** magazine.

New Duties

Ernest L. Long Jr. of Western Electric Club 565-25 in Shreveport, La., has been promoted to senior plant engineer at **Western Electric**.

Scheduled as Keynoter

Bill Hamilton of International City Club 2880-23 in El Paso, Tex., is keynote speaker at this month's four-state **Junior College Teachers and Professors Conference** in Hobbs, N.M. Toastmaster Hamilton is a planning engineer for Mountain Bell Telephone Co.

AWARD PRESENTATIONS—Phillip M. Swatek (left), Pacific Region Director of Federal Aviation Administration, presents special achievement awards to District 49 Governor **John M. Coppinger** (center) and TM **John C. Olson**. Air traffic controllers Coppinger and Olson helped in guiding five U.S. Navy jet aircraft to a safe landing after they ran low on fuel over the Pacific Ocean.





SILVER ANNIVERSARY — Helping celebrate the 25th anniversary of Rochester (Minn.) Club 271-6 are (from left) club charter member **Arthur Hirman**; Past International President (1963-64) **Alex P. Smekta**, a long-time member of the club; and club president **William Fitzgerald**.

Feature News

Jack Flanagan of Northern Club 664-28 in Detroit, Mich., received substantial recognition for himself, his club, and Toastmasters International in a feature article in "Partners," an employee publication of Detroit Diesel Engine Division of General Motors.

Additional Charge

Past International Director (1964-65) **George J. Flannery Jr.** has been placed in charge of the Ardmore (Pa.) branch of **Woodcock, Moyer, Fricke, and French, Inc.** The Ardmore office is the largest branch of the Philadelphia-based investment firm.

Honor Roll

— CONTINUED FROM PAGE 27

THE ADVANCED SPEAKER

Certificates of Progress

F. E. Stubblefield 406-33
S. E. Gadiou 2097-35
J. Snow 439-37
H. E. Dobson 1528-40
L. L. Boas Jr. 1204-43
M. J. Mahoney 3826-47
G. B. Cohen 2681-50
A. H. Bartschmid Jr. 966-56
W. R. Humphreys 971-56
L. A. Hardin 2386-56
G. H. Bloom 2797-57
R. N. Gearhart 3429-62
W. H. Bruce 130-F
E. M. Sholl 1348-F
M. J. Edgerton 33-4
G. V. Ferry 2624-4
N. L. Bell 208-6
E. D. Begley 307-7
K. A. Hague 1086-7

F. Kubli Jr. 1476-10
W. L. Richardson Jr. 3412-14
H. Shelley 1054-18
W. D. Shisler 3910-18
N. I. MacDonald 973-21
D. J. Suedmeier 2788-24
W. K. Hunter 2228-26
C. W. Hunt 81-33
W. J. Hayes III 1989-35
R. Q. Hiser 3637-36
A. D. Domenico 256-38
S. Tokarski 667-42
R. R. Gauch 863-46
W. Chesley 3370-47
W. H. Billingsley 966-56
M. C. Wukasch 966-56
T. Wall 1813-56
O. Sabel 539-57
L. Masse 1344-61

In Recognition of...

The Membership Builders

Eight Toastmasters have earned special recognition by sponsoring five or more new members during TI's special October-through-January membership building project. These eight men sponsored a total of 71 new members. The number of new members sponsored by each Toastmaster is above his name.

-13-

Richard B. Battin
Edward H. White Club 3631-47

-8-

Wright L. Lassiter Jr.
Tuskegee Club 3303-48

-13-

Raymon C. Ingram
Tulsa Club 148-16

-7-

George B. Bradshaw
Pacific Beach Club 54-5

-9-

John Cheek
High Dawn Club 730-7

-5-

Curt McKim
Northwest Club 2855-30

-8-

Tom Starkweather
Tri-State Club 3466-23

-5-

Vance Vallandigham
Lamplighters Club 449-9

-4-

*Tom Starkweather
Chaparral Club 1205-23

* Sponsored a total of 12 new members for two clubs.

Sixteen clubs in Toastmasters International have earned recognition as President's 40 Clubs by establishing and maintaining a membership of 40 men. They are:

Esso Club 1374-U
First Bahamas Branch Club 1600-U
Auckland Club 3593-U
Papago Club 2694-3
Dan Patch Club 1280-6
New Albany Club 410-11
Pittsburgh Club 144-13
Ponca City Club 1846-16

Anthony Wayne Club 1380-28
UniRoyal Club 2510-35
Raleigh Club 843-37
Queen City Club 1420-37
Bull Horn Club 2513-38
DPSC Club 3403-38
Fort Lauderdale Club 2004-47
Water and Power Club 3629-52

WRITE IT LIKE IT IS

By Cmdr. DAVID A. COREY

“Clear writers, like fountains, do not seem so deep as they are; the turbid look the most profound:” from *Imaginary Conversations* by Walter Savage Landor.

What is the impression you make in your writing—letter-writing?

Letters are one-way conversations without benefit of immediate response. You want the recipient to understand your meaning without having to ask questions, putting the responsibility upon you to *write it like it is*.

Take a minute to look at a letter. It is a simple parcel to carry your message. You recognize it immediately.

The head of your letter tells from WHERE it came and WHEN it was written. The address tells its destination and the signature tells WHO sent it. The body of your letter tells the WHAT, WHY, and HOW of your message.

Because of so neat an arrangement, you can get to the business of writing a letter at once. Don't let the frills trou-

ble you. The opening and close almost are routine, and the only thing to remember is that there are formal and informal letters. When you have doubt about these, refer to one of the many style guides available.

Your prime responsibility is to write the message—the body of the letter. If you do your job well, people who read it will know at once why you wrote it, but they will not be conscious of *how* you wrote it. In other words: “clear writers . . . do not seem so deep as they are.”

When developing the body of your letter, forget big words and the long, involved sentences. A distinguished letter is not one with many pompous words.

Good plain letters are the kind readers like to receive. They are the kind of letters by which you and/or your

company profit because they are efficient as well as satisfying.

Few of us have the talent for writing with the simplicity of Abraham Lincoln. And, the chances are that we will never be able to emulate his superb style.

But all of us are able to write naturally, and if your letters have been too complex and wordy, you can learn to make them *simple* and *short*. You can *strengthen* your sentences and improve the tone of your letters by your *sincerity*.

How Long?

The *length* of a letter is not to be measured by lines or pages. A two-page letter might be short, while a ten-liner might be long.

There are two tests you can use to determine whether or not a letter is too long. One is whether it says more than *needs* to be said. The other is whether it takes too many words for *what* it must say.

You should remember, when answering a letter, it is seldom necessary to repeat what was said in the original. Avoid needless words and information.

Beware of round-about prepositional phrases such as “with regard to” and “in reference to.” Keep your phrases short. Use “met” instead of

“held the meeting” and “answer” instead of “give answers to.” And for goodness' sake, don't qualify your statements with irrelevant “ifs.”

Simplicity is the tool for understanding. Two thousand years ago, the Roman poet, Horace, said, “Knowledge is the foundation and source of good writing.”

How obvious this becomes when you compare the letter you wrote about a familiar subject with another you wrote about a subject of which you were not quite sure. It is likely you used more than the necessary amount of words in writing about the unfamiliar subject.

Like A Speech

Know your subject so well you can discuss it confidently and naturally. Again, it is much like the preparation and delivery of a speech before your fellow club members. Use short words, short sentences, and short paragraphs. Be compact.

Remember not to separate closely related parts of sentences. And, above all, tie thoughts together so your reader can follow you from one to another without getting lost. Remember “the turbid (only) look the most profound.”

The *strength* of a letter can

be defined as its capacity for producing a reaction of effect. Furthermore, that quality should be evident in the letter's shortness and simplicity. A weak composition is one which uses many words to give only a general idea of what is intended. A strong composition gives an exact picture, etching it out with specific, concrete words.

For example, don't say, "it is believed you will be interested" when you could be strong and positive with "it will interest you . . ."

Use active verbs to shorten your sentences, and keep the passive forms for use only where necessary. Say, "Jones was at the meeting," instead of "the meeting was attended by Jones." Don't explain your answer before giving it. Give answers straightaway and then explain, if necessary. Never hedge by using expressions like, "it appears."

Sincerity is important. No one can tell you how to make a letter ring with sincerity any more than he can tell you how to be sincere. Here I assume you are a genuine person, eager to write letters reflect-

ing your honest interest in whatever it is you have to say.

There probably are things you do unwittingly that muffle the ring of sincerity in your writing, but strive to be human. Use words that stand for human beings, like the names of persons, along with the personal pronouns, you, he, we, and our.

Admit mistakes. Don't try to hide them behind meaningless words. Watch out for intensives and emphatics; they might overwhelm your reader. For example: highest, greatest, extremely.

And don't say, "It is to be noted" when you could more easily say, "I note."

Avoid being either cowering or arrogant in your writing. Strive to express yourself in a friendly way and with a simple dignity befitting your position and your company.

So there you have it! Keep it *short* and *simple*. *Strengthen* your construction and improve your tone through your *sincerity*. If you do these things, you will write better letters. Your readers will know you are writing it "like it is."

ABOUT THE AUTHOR

David A. Corey is a commander in the United States Coast Guard and a past Toastmasters International director. He is a past president of Gosport Club 2896-66 in Portsmouth, Va., and a former District 53 Governor.

President's Program Progress Report

In response to the president's membership building challenge, these nine clubs showed outstanding member gains (the number in parentheses) during February:

Clay-Webster Club 1366-8
Springfield, Ill. (14)
Reddy's Club 1820-3
Phoenix, Ariz. (11)
Denton Club 1677-25
Denton, Tex. (9)
Rainbow Club 3104-6
Minneapolis, Minn. (8)

Clearwater Club 2449-9
Orofino, Idaho (8)
Reveille Club 2971-25
Fort Worth, Tex. (8)
Mount Rushmore Club 1326-41
Rapid City, S. D. (8)
Kingsville Club 1743-56
Kingsville, Tex. (8)

Thursday Thirty Club 1530-63
Chattanooga, Tenn. (8)

There were 152 Speechcraft courses registered between July 1, 1969, and February 28, 1970. These clubs registered three courses during that period:

Metropolitan Club 1570-52
Los Angeles, Calif.

Centennial Club 313-64
Winnipeg, Man., Canada

New London Club 1782-53
New London, Conn.

There were 297 Youth Leadership Program registrations between July 1, 1969, and February 28, 1970. These clubs have registered four or more classes (number in parentheses) during that period:

Anthony Wayne Club 1380-28
Toledo, Ohio (8)
Hollywood Club 3770-47
Hollywood, Fla. (6)
Faousa Diamond Club 3404-36
Washington, D. C. (6)

Daybreakers Club 2919-47
Cocoa, Fla. (5)
Youngstown Club 1986-10
Youngstown, Ohio (4)
Sunrise Club 2508-47
Fort Lauderdale, Fla. (4)

There were 105 new clubs chartered between July 1, 1969, and February 28, 1970. These districts have chartered four or more new clubs (number in parentheses) during that period: **TCBI (7); TCA (5); District 19 (4); District 28 (4); District 46 (4); and District 47 (4).**

NEW CLUBS

As of February 27, 1970

District 4

2783 TOASTMASTERS Club 2783-4. Meets Wed., 5:00 p.m., IBM Corp. cafeteria, Monterey and Cottle Rds., SAN JOSE, Calif. Contact: 377-1462. Area: Two. **Sponsoring Club: 1577 TOASTMASTERS CLUB 1577-4.**

District 7

DOWNTOWN Club 1627-7. Meets Mon., noon, The Linton House, 220 W. Second St., ALBANY, Ore. Contact: 926-4257.

District 15

EVANSTON Club 1816-15. Meets alt. Wed., 7:30 p.m., Jolly Roger or Out Post Cafe, EVANSTON, Wyo. Contact: 789-3651 or 789-2810. Area: Five.

District 23

MIDDLE RIO GRANDE Club 2143-23. Meets 1st and 3rd Tues., 7:00 p.m., El Camino Gold Room, 707 California, N.W., SOCORRO, N.M. Contact: 835-2703. **Sponsoring Club: CHAPARRAL CLUB 1205-23.**

District 28

DETROIT DISTRICT DENTAL SOCIETY Club 3326-28. Meets last Mon., 7:00 p.m., Paradise Cafe, Woodward Ave., DETROIT, Mich. Contact: 427-4280. **Sponsoring Club: NORTHEASTERN CLUB 573-28.**

District 30

PALATINE Club 3307-30. Meets alt. Mon., 8:00 p.m., Palatine Savings and Loan, Palatine Rd. and Brock Way, PALATINE, Ill. Contact: 358-7809. Area: Two. **Sponsoring Club: RANDHURST CLUB 3684-30.**

District 46

BROOKLYN KINGS Club 1055-46. Meets alt. Wed., 11:45 a.m., Internal Revenue Service, 35 Tillary St., BROOKLYN, N.Y. Contact: 596-6170.

District 56

E.D.P.C. Club 2280-56. Meets alt. Mon., 4:50 p.m., Dow Bldg., 5th Floor Conf. Rm., 2616 Richmond Ave., HOUSTON, Tex. Contact: 221-5701. Area: Five. **Sponsoring Club: HUMBLE CLUB 3290-56.**

TCBI

MELROSE & DISTRICT Club 1749-TCBI. Meets alt. Thurs., 7:30 p.m., Bon-Aurod Hotel, MELROSE, Rosburghshire, Scotland.

CUNINGHAME Club 2611-TCBI. Meets Tues., 7:30 p.m., Engledene Hotel, ARDROSSAN, Ayrshire, Scotland.

CHELMSFORD Club 3426-TCBI. Meets Mon., 7:30 p.m., Griffin Hotel, Danbury, CHELMSFORD, Essex, England.

HULL SPEAKERS Club 3890-TCBI. Meets Mon., 7:30 p.m., White Lion Hotel, Lombard St., HULL, Yorkshire, England.

District U

TAKAPUNA Club 2506-U. Meets alt. Mon., 6:00 p.m., Mon Desir Motel, Hurstmere Rd., TAKAPUNA, Auckland, New Zealand. **Sponsoring Club: AKARANA CLUB 3398-U.**

DISTRICT GOVERNORS 1969-70

- F. Vance J. Mingus
 2. Daniel S. Johnson, ATM
 3. Gene E. Anderson, ATM
 4. William J. Hurley, ATM
 5. Durwood E. English
 6. Clifford L. Thompson, ATM
 7. Don Kearton, ATM
 8. Wilbur J. Fox
 9. W. E. Whiteman
 10. Frank Bower
 11. Gilbert W. Smith
 12. Dana D. Simons
 13. Charles G. Kramer
 14. Cecil Passmore, Jr., ATM
 15. Conrad R. Peterson
 16. Richard E. Schneider, ATM
 17. Don Barrick
 18. William D. Lennon
 19. Jack H. Hotchkiss, ATM
 20. Art Skolness
 21. David C. Brown
 22. Chester Green
 23. Albert F. Boegli, ATM
 24. S. Scott Miller
 25. Earl Bernhart
 26. Watt Pye
 27. Lloyd G. Ploutz
 28. Norman W. Jennings
 29. John D. Wolfe
 30. Bruce D. Harper
 31. Robert P. Savoy, ATM
 32. Don Anderson
 33. Lane Woodard
 34. Salvatore Fauci, ATM
 35. Donald J. Costello
 36. Robert J. Mindak, ATM
 37. Leonard C. Butler, ATM
 38. Francis E. Swiacki
 39. Klayton Nelson
 40. Carl Harrington
 41. Phil D. Morgan
 42. Harry G. Shuttlesworth
 43. Charles R. Crook
 44. Robert F. Spikes
 45. H. Frank Richards
 46. William J. Winters
 47. Hugh T. Burgay, ATM
 48. Luther E. Lee
 49. John M. Coppinger
 50. Leon E. Blakely, Jr., ATM
 51. Arthur M. Hays
 52. Dr. C. Harold Havlik
 53. I. William Hollander, ATM
 54. Joshua K. Pang, ATM
 55. Daniel M. Belcher, ATM
 56. Norris W. Yates, Jr.
 57. Donald E. Orput
 58. Jack H. Shetley
 59. Keith Henrikson
 60. Laurie Erwin
 61. Lionel Masse
 62. John P. Motley
 63. Robert L. Graves
 64. Robert Shewring
 65. Robert H. Root
 66. John C. Downey, Jr.
 67. William Dolan
 68. Leonard A. Washofsky
- 1016 Tyleen Pl., Pomona, Calif. 91766
 12011 18th Ave. S.W., Seattle, Wash. 98146
 198 S. Tucson Blvd., Tucson, Ariz. 85716
 390 Hacienda Court, Los Altos, Calif. 94022
 4580 Mt. Alifan Dr., San Diego, Calif. 92111
 5252 Richwood Dr., Edina, Minn. 55436
 1490 Fir St. S., Salem, Ore. 97302
 1560 Gallop Ln., Florissant, Mo. 63031
 Route 1, Cataldo, Ida. 83810
 852 Hunter St. N.W., Warren, Ohio 44485
 4029 W. Washington St., Indianapolis, Ind. 46241
 1039 Randolph Rd., Santa Barbara, Calif. 93105
 MR 2, Box 183A, Toronto, Ohio 43964
 Route 1, Dexter, Ga. 31019
 Petersboro, Utah, RFD Mendon, Utah 84325
 2115 Garden, Ponca City, Okla. 74801
 P.O. Box 1223, Bozeman, Mont. 59715
 Box 233-C, Route 1, Abington, Md. 21009
 RR 2, Marion, Iowa 52302
 Route 1, Glyndon, Minn. 56547
 2096 Falkland Pl., Victoria, B.C., Canada
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 520 N. Ash, Carlsbad, N.M. 88220
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 1330 London Ln., Glenview, Ill. 60025
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 315 N. 27th Ave., Yakima, Wash. 98902
 43 Washington Ave., Endicott, N.Y. 13760
 439 William St., Racine, Wisc. 53402
 3714 Forest Grove Dr., Annandale, Va. 22003
 P.O. Box 9223, Greensboro, N.C. 27408
 3813 Chalfont Dr., Philadelphia, Pa. 19114
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 4924 E. 59th Pl., Maywood, Calif. 90270
 1153 N. Central, Glendale, Calif. 91202
 816 Center St., Manchester, Conn. 06040
 19 Northview Dr., Route 3, Box 138, Kankakee, Ill. 60901
 2610 3rd Ave., Scottsbluff, Nebr. 69361
 110 Eastley Dr., San Antonio, Tex. 78217
 P.O. Box 94, San Pablo, Calif. 94806
 P.O. Box 8061, Greenville, S.C. 29604
 1611 Clemson Rd., Reno, Nev. 89502
 650 Parliament St., Apt. 1423, Toronto 4, Ont., Canada
 896 de la Colline, Sainte-Foy, Quebec 10, Que., Canada
 1135 S. Carriage Hill, Traverse City, Mich. 49684
 459 Oakley, Nashville, Tenn. 37220
 537 Cedarcrest Dr., Winnipeg 16, Man., Canada
 57 Wynnwood Ave., Tonawanda, N.Y. 14150
 5408 Melbeck Rd., Richmond, Va. 23234
 3513 Upland Dr., Anchorage, Alaska 99504
 1411 Decatur St., New Orleans, La. 70116

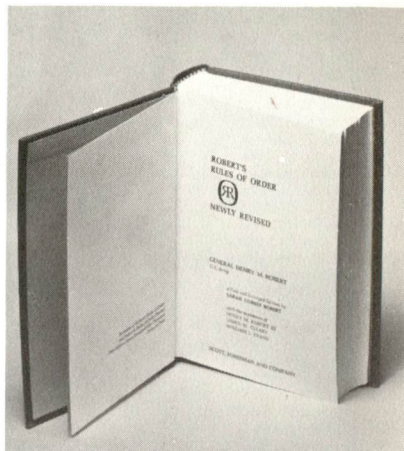
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