

# THE TOASTMASTER

DECEMBER

1969



**ORANJESTAD, ARUBA**  
**Toasters 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. These clubs have a membership of 73,133.

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. 35 NO. 12



DECEMBER, 1969

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## In This Issue...

**SPECIAL REPORT** — Toastmasters celebrated TI's 45th anniversary in their communities during October, and *The Toastmaster* presents a report of the highlights of these activities. It was a month to remember! See page 7.

**ULTIMATE GOAL** — Toastmaster H. H. Christie contributes an article telling how communication barriers can result in many new ideas being lost in company files. Toastmasters training can help prevent this. See page 14.

**SENSITIVITY** — Contributing author Dr. William S. Tacey reminds us that the right word can save many situations in which defeat seems inevitable. Being sensitive to the feelings of others is the key. See page 24.

**SEMANTIC VOCABULARY** — Words have both meaning and connotation, and keeping up with the changing word meanings and mutations is part of the science of semantics. Contributing author Fred DeArmond cites several examples. See page 32.

### Season's Greetings

*Your Toastmasters International Board of Directors and the staff at World Headquarters extend to Toastmasters around the world their best wishes for a happy holiday season. May you and your family share the fellowship and goodwill of the season now and in the year ahead.*



Outlook '70



## Your Toastmasters Member Program

One night a lone horseman was riding across an Eastern desert, and as he crossed the dry bed of a river, a voice called "Halt!" He did so and the voice told him to dismount, pick up some pebbles, and put them in his pocket. Then the voice said, "You have done as I commanded. Tomorrow at sunup you will be both glad and sorry."

Mystified, the horseman rode on, as directed. At sunrise he reached into his pocket and found that the pebbles were diamonds, rubies, and other precious stones. Then he thought of the warning, and he was both glad and sorry — glad he had taken some, sorry he had not taken more.

Figuratively speaking, don't let the same thing happen to you as a Toastmaster. Something inside of each of us once commanded us to "Halt!" and to develop our communication and leadership abilities as a member of a Toastmasters club. Like the lone horseman, you too might be both glad and sorry — glad you *are* participating, but sorry you aren't participating more *fully*.

The Toastmasters program for the club member is intangibly as valuable as the precious gems picked up by the lone horseman. The value of Toastmasters is in the confidence you gain as a speaker and leader in your business and community.

Toastmasters will be even more valuable to you when you participate in the new Communication and Leadership and Listening to Learn programs. These, and the new audiovisual handbook, give you a wider range of opportunity to develop your skills.

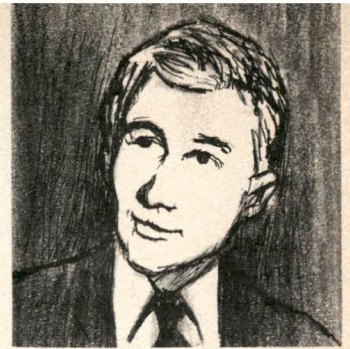
Be an active participant in the Toastmasters program for the member. You'll be glad you are!

International President Ralph E. Howland

**Toastmasters Members Serve and Grow**



## Educational Happenings For You and Your Club



### EFFECTIVE COMMUNICATION IS INFORMED SPEAKING

Know what you're talking about! Violent gestures, shouted words, and innuendoes might keep your audience listening to you, but without content you aren't communicating.

Effective communication is rooted in sound knowledge and creative thinking, two of the ways the Toastmasters Reading Program can benefit you. The new *Communication and Leadership* manual recommends that you participate in the reading program after completing three of the manual's 15 speaking projects.

Reading is an excellent guide to speaking, and the Toastmasters Reading Program will help you become an enlightened speaker. It provides the incentive to increase your knowledge and supplies you with speech ideas.

When you participate in the reading program you may select any subject that interests you. You then read three books on any phase of your subject and present a talk on each of the books you have read. At the completion of your third talk, the educational vice-president of your club is to notify World Headquarters of your achievement and you receive a TI award for informed speaking.

The Toastmasters Reading Program is a source of enjoyment, increased knowledge, new speech ideas, and an opportunity for further benefits from your Toastmasters membership.

### GESTURE WITH YOUR VOICE

A clear, friendly, resonant, vital voice is an asset to everyone who speaks. A good speaking voice can portray various shades of meaning and feeling, carry a sense of friendliness, reflect the personality of the speaker, and have life, force, and strength, even though it isn't a "big" voice.

The essentials of vocal variety and a good speaking voice are deep breathing, relaxing the throat muscles, correct tone

placement, careful enunciation, and sincerity. Voice gestures are as important as any other gestures — even more important than many.

### GRAMMAR GUIDES

Careful use of correct grammar will improve the effectiveness of your speaking. Your listeners should not have to unravel your thoughts:

"After awhile I was able to, although not always accurately, distinguish the good neighbors from the sulky ones." This sentence is awkward and should be restated: "After awhile I was able to *distinguish* — although not always accurately — the good neighbors from the sulky ones."

When speaking or writing, avoid separating infinitives such as *to distinguish* by inserting new thoughts between "to" and the verb.

### PARLIAMENTARY PRACTICE

Which of these four motions can be amended: amend, adjourn, postpone indefinitely, call for orders of the day?

According to Robert's Rules of Order, Revised, the motion to amend is the only one of these four which can be amended. Other motions which cannot be amended are: previous question, raise to a question of privilege, and lay on the table.

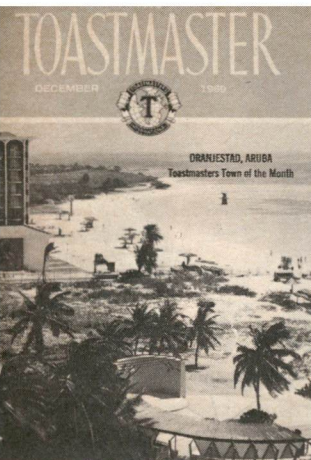
### WORDS AND THEIR USE

*Compare* — *Contrast* Compare is used to point out likenesses (used with *to*) or to examine two or more objects to find likenesses and differences (used with *with*).

"He compared my stories *to* Thurber's (said they were like his)." "He compared my stories *with* Thurber's (pointed out like and unlike traits)."

Contrast always means *difference*: "In contrast to Thurber's, my stories are pretty feeble."





### TOASTMASTERS TOWN OF THE MONTH—ORANJESTAD, ARUBA

ORANJESTAD, ARUBA, is the capital of the most western island of the Netherlands Antilles, in the Caribbean. The island lies 15 miles from the Venezuelan coast.

Oranjestad's population is about 17,000, while the population of the colorful, self-governing island is about 60,000. Peoples of Dutch, British, American, and Venezuelan nationality are in the majority. Aruba became autonomous in 1954, gaining equal status as a member of the Kingdom of the Netherlands, with the right to administer internal affairs.

A stable economy based on the ammonia, chemicals, oil refining, and tourist industries has given the islanders one of the highest standards of living in the world.

In 1499, Aruba was claimed for Spain by Alonso de Ojeda. In 1634, the Dutch assumed control, as it has ever since, except for short periods of rule by the French and then the British.

One of the island's colorful puzzles is its giant boulders which lie about the island in random piles, surrounded by hills composed of ancient limestone reefs raised up from the sea. Aruba's geological origin is believed to be the result of violent subterranean upheavals some 20 million years ago, which lifted and submerged the island numerous times.

Aruba is the only Caribbean island on which the Indian population is not extinct. The native Aruban today is a descendent of Indians, with a mixture of Spanish and Dutch blood of the early colonizers.

There is one Toastmasters club on the island of Aruba. Aruba Club 2688-U this month celebrates its tenth anniversary.

OCTOBER, 1969

# TOASTMASTERS CELEBRATE TI'S 45TH ANNIVERSARY IN THEIR COMMUNITY

SPECIAL  
REPORT



Toastmasters International's 45th anniversary celebration was an outstanding success. Thousands of Toastmasters enthusiastically responded to International President Ralph E. Howland's challenge that clubs, areas, districts, and councils conduct special community programs during October to attract public attention to the Toastmasters program.

In recognition of the importance of the Toastmasters communication and leadership program and Toastmasters' participation in community activities, five state governors proclaimed October as Toastmasters Month. The mayors of 11 cities in the United States also proclaimed Toastmasters Month.

Toastmasters Week was proclaimed by 15 mayors, two state governors and the commanding officer of a U.S. military installation. One state governor issued a Toastmasters Day proclamation.

Fifteen of the proclamation-signing ceremonies are reported pictorially in this special 45th anniversary report. Others have been reported in the October and November issues of *The Toastmaster*.

At press time, *The Toastmaster* had been informed that Toastmasters Month was proclaimed by the governors of Hawaii, Pennsylvania, Illinois, North Dakota, and New Mexico, and by the mayors of Del Rey Oaks, Calif.; Ponca City, Okla.; Monterey, Calif.; Longview, Tex.; Pacific Grove,

Calif.; Dayton, Ohio; Dearborn, Mich.; Kettering, Ohio; Bloomington, Ill.; Hereford, Tex.; and Oklahoma City, Okla. Officials of the borough of Scarborough, Ontario, also proclaimed Toastmasters Month.

Toastmasters Week was proclaimed by the commanding general of the White Sands Missile Range, N.M., by the governors of Kansas and Arkansas, and by the mayors of La Mesa, Calif.; Galion, Ohio; El Cajon, Calif.; Wichita, Kans.; Santa Ana, Calif.; Wilmington, Ohio; Key West, Fla.; Dallas, Tex.; Milton, Fla.; Charleston, S.C.; Terre Haute, Ind.; Moncton, New Brunswick; Pascageula, Miss.; Moss Point, Miss.; and Ocean Springs, Miss.

The governor of Texas proclaimed Toastmasters Day, and the governor of Oregon issued a special citation of commendation to Toastmasters International.

International President Howland contributed to the importance of the anniversary celebration by making eight official presidential visits to



**IN DALLAS**—Dallas, Tex., Mayor Eric Jonsson proclaimed Toastmasters Week in his city. From left are Warren Bruene, Al Markwardt, District 25 Governor Earl Bernhart, Mayor Jonsson, Nick Kreekon, and Charles Hower.

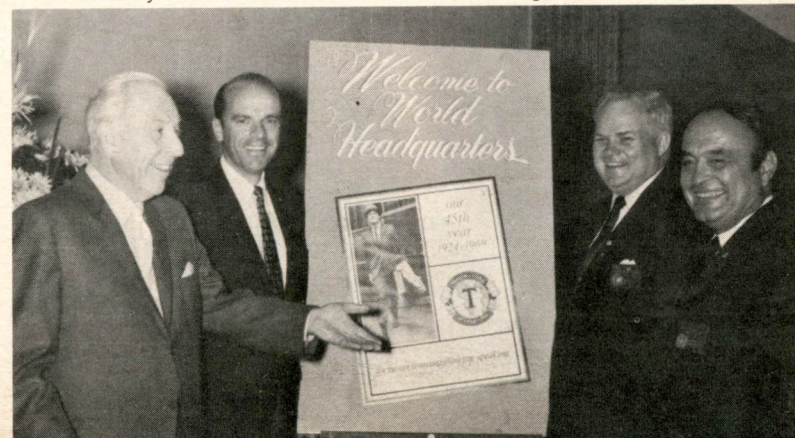


**IN NEW MEXICO**—New Mexico Governor David F. Cargo (right) presents his Toastmasters Month proclamation to Past International Director George W. McKim of District 23.



**IN FLORIDA**—Key West, Fla., Mayor Kermit H. Lewin (seated) proclaims Toastmasters Week and Toastmasters Henry V. Haskins and Leonard E. Salazar (right) of Southernmost Club 2293-47 are on hand to accept the proclamation.

**IN SANTA ANA**—Toastmasters Week was proclaimed in Santa Ana, Calif., and TI World Headquarters conducted an open house. Among the many people to visit WHQ were (from left) Past International President Sheldon Hayden, Don Ensich of Woodland Club 3051-12 in Santa Barbara, and Second Vice-President Dr. Russell G. Herron, hosted by TI Executive Director Robert T. Buck Engle and the WHQ staff.







**IN WICHITA**—Wichita, Kans., Mayor Don Enoch (right) reads a Toastmasters Week proclamation to (from left) TMs Lee DeGruy, Wayne Tompkins, District 22 Governor Chester Green, and J. E. Taylor.



**IN HAWAII**—Hawaii Governor John A. Burns (seated) signs a Toastmasters Month proclamation and witnessing the event are (standing from left) District 49 Governor John M. Coppinger, Harold Wong, and Herman Loebel.

Toastmasters districts. He also made a number of unofficial visits to other districts.

During October, President Howland joined in the anniversary celebrations of District 46, in Paramus, N.J.; District 18, in Baltimore, Md.; District 22, in Wichita, Kans.; District 55, in Casper, Wyo.; District 65, in Buffalo, N.Y.; District 60, in Toronto, Ont.; District 32, in Tumwater, Wash.; and District 33, in Richland, Wash. Unofficially, he participated in anniversary programs in District 35, in Oconomowoc, Wisc., and Founder's District, in Santa Ana, Calif.

Toastmasters around the world are benefiting from the community awareness generated by the special anniversary-month activities. New opportunities to present Speechcraft and the Youth Leadership Program resulted from the increased public understanding of the Toastmasters community projects, and a greater number of men became potential members.

Toastmasters were interviewed on many radio and television programs. Testimonials to the value of the Toastmasters program for the club and member were heard in the Monterey, Calif., area (Dis-

**IN KETTERING**—Kettering, Ohio, Mayor Robert J. Haverstick (seated) proclaimed October as Toastmasters Month. Standing are (from left) TMs John E. Pappas, TI Director Rollo R. Dawson, Ronald W. Klug, Duane F. Horton, and John L. Janning, all of District 40.



**IN OREGON**—Oregon Governor Tom McCall (seated) issued a commendation of the Toastmasters program. Present at the signing of the commendation are (standing from left) George Fowler, District 7 Governor Don Kearton, TI Executive Director Robert T. Buck Engle, International Director George C. Scott, and TI General Manager, J. William Venable.



**IN ARKANSAS**—Arkansas Governor Winthrop Rockefeller joined in the Toastmasters anniversary celebration by proclaiming Toastmasters Week. District 43 Lt. Governor Otto H. Wenk is presented the proclamation by Arkansas Lt. Governor Fotsie Britt.



**IN BLOOMINGTON**—Bloomington, Ill., Mayor Walter Bittner (seated) proclaimed Toastmasters Month and Area Six Governor Bruce Callis of District 54 was on hand to accept the document. Mayor Bittner is a former Toastmaster.







**IN DAYTON**—Dayton, Ohio, Mayor Dave Hall (seated) proclaimed Toastmasters Month and the event was covered by a local television station. Standing are (from left) District 40 Governor Luther Lester, Mel Weinberg, Glen DeVore, Everett Deubner, Past District 40 Governor Clarence W. Bill Abele, John Pappas, International Director Rollo R. Dawson, Dayton City Manager Graham W. Watt, and Lloyd S. Hathcock.

trict 4) on radio station KIDD. Among the speakers were a former mayor of Carmel, Calif., and the mayor of Monterey.

District 49 Toastmasters in Hawaii co-sponsored Honolulu's Aloha Week parade, entered a TI anniversary float, served as parade monitors, and performed as masters of ceremonies at special Aloha Week programs. District 49 Governor John M. Coppinger told the Toastmasters story on several radio and television programs.

In District 47, residents of the Key West, Fla., area learned more about Toastmasters through interview and

editorial broadcasts on radio station WKIZ.

Further mass media coverage of Toastmasters activities during October was provided by hundreds of newspapers and company publications around the world.

Reports of Toastmasters club, area, district, and council activities during October continue to be received at World Headquarters and will be reported in future issues of *The Toastmaster*.

October, 1969, demonstrated to people throughout the world that Toastmasters are on the move. Indeed, it was a celebration in many communities!



**IN NORTH DAKOTA**—North Dakota Governor William L. Guy (seated) hosts several District 20 TMs at the signing of his Toastmasters Month proclamation. Standing are (from left) Floyd Case, Chester Nelson, Rue Hanson, Ken Sisco, LeRoy Dockter, Wayne Wranham, and Herman Stommel. Gov. Guy is a former Toastmaster.



**IN ILLINOIS**—When Illinois Governor Richard B. Ogilvie (seated right) proclaimed Toastmasters Month during October, District 30 Governor Bruce D. Harper, District 8 Governor Wilbur J. Fox, and District 54 Governor Joshua K. Pang were present for the proclamation signing.

**IN OHIO**—Wilmington, Ohio, Mayor Dale R. Minton (seated) designated October 19-25 as Toastmasters Week. Standing are (from left) TMs Jon Kelton, Dr. Gene Mabrey, Len Dougherty, and David Yocum, president of Wilmington Club 2278-40.



**IN MICHIGAN**—Dearborn, Mich., Mayor Orville L. Hubbard proclaimed October as Toastmasters Month in his city, which is in District 28. City Councilman Edward J. Dombrowski (left) presents the proclamation to TMs Harold W. Gilley and Walter Eldred (right).





Many New Ideas Are . . .

# Lost in The Files



By H. H. CHRISTIE

In many company files there are sound ideas that are in the form of reports that never were followed through to the ultimate goal of making money for the company. Why?

One of the greatest obstacles most of us have is overcoming communication barriers. We generally fail to place the nec-

essary emphasis on relating and selling ideas to management, and thus many sound ideas are not followed through to the ultimate goal.

The responsibility of most company departments is to originate new ideas based on sound reasoning. Many of these ideas are not followed

through to the end — they are not presented to management on a level they can be interpreted and understood.

For example, scientists commonly present complex graphs and charts when a simplified, realistic picture could portray the same ideas in a “language” that management can understand. Many company general managers are very competent and although they are capable of making, and do make, money-making decisions, their education has not equipped them for the study and interpretation of a complex presentation that uses detailed terminology.

## Simplify

One of the basic problems is to determine first who will read your ideas and what education and position your readers have in the company. This also is true of the consultant, outsider, and everyone else with whom you intend to communicate. When you have established the gross qualifications and experience of the receiver of your ideas, you are adequately equipped to know what approach is necessary to relate your ideas.

Simplification cannot be stressed enough — most ideas can be clearly stated in terms which emphasize the most crit-

ical ideas. Very few employees are incompetent; most, having graduated from an accredited college or university and/or having many years of experience, are equipped with the basic tools for originating new ideas. It is at this point that many people stop, or begin to show signs of weakness; they lack self-confidence.

Most of us are involved in the direct selling of ideas and concepts that we originate. We have to convince and sell management or clients on our ideas. Here is a recommended procedure to use as a guide for effective presentation of ideas and facts:

## Present Facts

As soon as an idea has been conceived, portray the best picture with the optimum (not maximum) number of facts and related data. Specifically, consider every type of approach you know, and then decide which ones will suit and illustrate your ideas most effectively.

When compiling data for final presentation, it is necessary to exploit and explore all phases of related facts and ideas that could result in a more accurate compilation of material. This will result in the final objective of selling goods and services and ideas.

At this stage, examine every



alternative and how these will, or will not, affect management's interpretation; if you still are convinced that your idea is the most plausible and realistic approach, you should begin to crystallize your main ideas in a report to accompany the pertinent pictorial and graphical data. Your report should be brief and clear, and the ideas clearly understandable. Most managers do not have time to study the details that led to the final presentation and written conclusions.

### Questions

Some managers may ask "why" and "how" certain results were interpreted; the answer to these questions generally can be stated in a short sentence or paragraph.

Most scientists, for example, believe that large, bright-colored illustrations are the best way to present ideas. This belief is partly fallacious. A few clearly labelled, appropriately colored illustrations and charts of convenient and workable "table top" size generally are very effective. Many managers are skeptical of brightly colored, unnecessarily large displays. They suspect such a presentation is designed to "cover up" some of the pertinent facts, and they immediately become prejudiced. The only good rule for the format

of good presentation is common sense.

The final phase is the presentation of the data. The more complete your presentation, the easier it is for management to evaluate your idea or product. Management also wants to know all the pertinent economic considerations in regard to your idea.

In the final presentation to top-level management, it is imperative that all significant facets are co-ordinated and that the salient facts can be interpreted readily.

The individual who presents ideas and products should strive constantly to improve his command of his language so he can state his ideas in a concise, effective, and diplomatic manner.

### The Essential

Public speaking is essential in effective presentation. Toastmasters clubs exist in all major cities of the free world and through these clubs men have the opportunity to actively participate in self-improvement endeavors that can enhance their speaking and effective oral communication.

The success of your career depends almost entirely on these relatively few opportunities you get to meet with clients and management. The

individual who can present sound ideas in a positive and confident manner is going to be successful.

Many people who are released from a company can attribute their unemployment to their lack of effective communication with the company. Very few people are released from a company because of incompetence or inadequate knowledge of a particular field or subject.

### Understanding

Far too often the blame is placed on management, clients, investors, or the employees of other internal departments who did not understand, or who were not interested in reviewing and acting on, the data which was presented.

The average employee does not take enough time to analyze, study, and plan carefully his attack on the problem of convincing management or clients of what he has to offer. You need not be a wizard at salesmanship, but rather a person with common sense, familiarizing yourself with and utilizing the fundamentals

of when, why, and *how* to present material with the sole intent of convincing the individuals who are receiving the data.

### Show Ideas

Expedite and exploit the ideas *you* have to offer by: striving to illustrate them through well-illustrated, clearly labelled charts and competently written reports; becoming familiar with all the pertinent facts, positive points, and pitfalls of your idea; presenting your data in a clear, concise, effective manner, using the most proficient techniques in written and oral presentation, and providing summary sheets with brief and pertinent conclusions; and "clinching the deal" by ending your presentation in a positive, profound, but realistic manner.

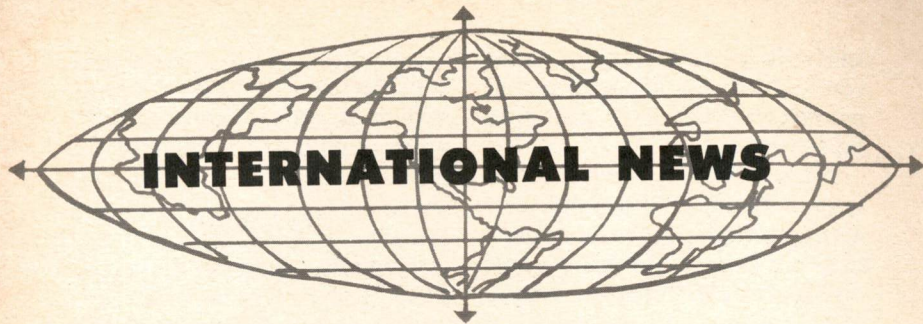
What better way to achieve recognition than by having your ideas or proposed product or service adopted by your company? And, what better way to prepare that action-arousing presentation than by participating in the Toastmasters club program?

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### ABOUT THE AUTHOR

*H. H. Christie is a past president of Chinook Club 1448-42 in Calgary, Alberta, Canada. Toastmaster Christie is area geologist for Champlin Petroleum Co. and a director of North Slave Explorations, both of Calgary.*





### Generates Inquiries

The Toronto, Ont., "Globe-Mail" newspaper published a half-page article about **Broadview Club 1569-60** on its business page, pointing out the TI communication and leadership program to business and industry leaders. Past District Governor Roy E. G. Durham reports that the article generated several inquiries about Toastmasters.

### Hawaiians Informed

The election of John M. Coppinger as **District 49** governor and a Youth Leadership Program conducted for pupils of the Shafter Elementary School in Honolulu were publicized in "Horizons," a newsletter published for employees of the Federal Aviation Administration.

### A Helpful Idea

Student fees for Speechcraft finance Youth Leadership Program class materials in **Area Four, District 47**. The eight clubs of Area Four have conducted two Speechcraft courses and eight Youth Leadership Programs since July 1, 1969. Try this successful financial formula in your area!

### In Boeing Publication

"Boeing Plane Talk," a publication for employees of the Wichita (Kans.) Division of the Boeing Company, promoted TI's 45th anniversary by publishing a photograph of **Area 12 and Area 13, District 22**, Toastmasters planning for International President Howland's visit during October.



**CHARTER PRESENTATION**—On hand for the charter presentation of **Lockbourne (Ohio) Club 3718-40**, at Lockbourne Air Force Base, were (from left) Col. Reo C. Trail, base commander; Harold D. Lloyd, club secretary-treasurer; and past District 40 Governor Clarence W. (Bill) Abele.

### Can Your Club Top This?

**Marshalltown (Iowa) Club 1857-19** has eight active Able Toastmasters on its membership roster and club President Lester L. Dahms challenges other clubs to top this number. Marshalltown club ATM's are: George W. Hertema, Sanford O. Sampson, Richard W. Elliott, Clem T. Houghton, Leonard A. Rasmussen, Lester L. Dahms, Donald M. Trowbridge, and Merle L. Royce.

### Humble Club Publicized

Articles about **Humble Club 3290-56** in Houston, Tex., appeared in "Humble in Houston" and "EXPRO News," publications for employees of the Humble Oil & Refining Company in Houston. The illustrated articles reported the members' testimonials about the value of their Toastmasters training and headlined the club's membership building program.

### In Editor's Column

Items about **Ridgley Club 3067-25** in Ft. Worth, Tex., appear regularly in "The Courier," a publication of the **General Dynamics Management Association of Ft. Worth**. "Courier" editor Bill Newsom, in his editor's column, praised the club and suggested that association members consider participating in the TI program.

### Skyway Clubs Share Ideas

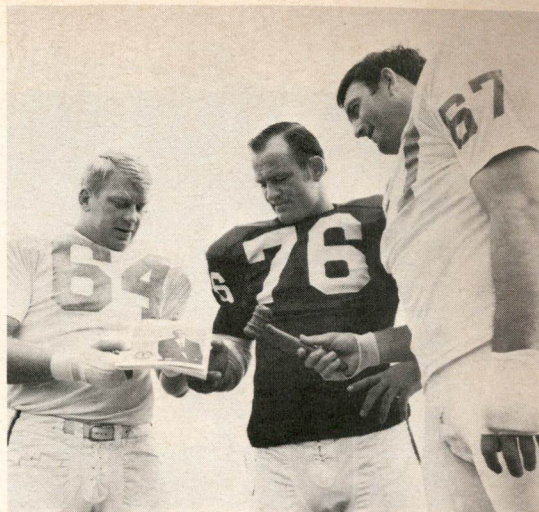
Inasmuch as **Skyway Club 3301-60** in Burlington, Ontario, and **Skyway Club 3692-47** in St. Petersburg, Fla., share the same club name, the respective members decided to also share club program ideas by corresponding with each other. This long-distance exchange might also generate inter-club competition between Ontario and Florida!

**PROMOTIONAL BENCH**—Bus stop benches in **Billings, Mont.**, publicize Toastmasters! Admiring one of 35 such benches are (from left) TMs Bud Haley, Robert McGinnis, International Director Carl H. Rupp, Jess Roybal, Clifford Peterson, and Joe Pronovost.





**TOASTMASTER GRIDDERS**—Minnesota Vikings teammates Milt Sunde, Paul Dickson, and Grady Alderman—members of **Russell H. Conwell Club 82-6** in Minneapolis—take time out from their gridiron training to review TI's new Communication and Leadership manual.



**TOASTMASTERS PURSE**—Toastmasters Night at the Louisville (Ky.) Downs Pacing Track included a special event—the Toastmasters Purse. With the pacer "Beauty Express" and driver are (from left) TMs Al Naugler and Wayne Henderson, and the pacer's owners.

**MAN OF THE YEAR**—Area Nine, District 46, named U.S. Congressman **James J. Howard** as its man of the year. Pictured at the award ceremony are (from left) TMs Eugene Salamon and John Waters, Rep. Howard, and TM Albin Bertics.



**IN NASSAU**—The Hon. **Cecil Wallace-Whitfield**, minister of education and culture in the Bahamas (right), presents an award to **Ethelyn Johnson**, who won a **First Bahamas Branch Club 1600-U** youth public speaking contest. Also pictured are **E. Pedro Roberts** and **Ernest T. Strachman**, club president.



## CLUB ANNIVERSARIES — JANUARY

### 30 YEARS

**Pendleton Club 154-33**  
Pendleton, Ore.

### 25 YEARS

**Mission Club 287-F**  
Riverside, Calif.  
**Carondelet Club 286-8**  
St. Louis, Mo.  
**Brandon Club 293-64**  
Brandon, Man., Can.

### 20 YEARS

**Northwestern Club 766-28**  
Detroit, Mich.  
**Forty-Niners Club 560-6**  
Minneapolis, Minn.  
**Midland Club 776-6**  
Minneapolis, Minn.  
**Allis-Chalmers Club 189-35**  
West Allis, Wisc.  
**Lanark Club 841-TCBI**  
Lanark, Scotland

### 15 YEARS

**Livingston County Club 1538-62**  
Howell, Mich.  
**Novato Club 1712-57**  
Novato, Calif.  
**El Cajon Valley Club 1704-5**  
El Cajon, Calif.  
**Tempe Club 1715-3**  
Tempe, Ariz.  
**Metropolitan Club 1696-6**  
St. Paul, Minn.  
**Capital Club 1684-43**  
Jackson, Miss.  
**Manzano Club 1729-23**  
Albuquerque, N.M.  
**Hettinger Club 1705-20**  
Hettinger, N.D.  
**Coffee County Club 1719-63**  
Manchester, Tenn.  
**Pasadena Club 1716-56**  
Pasadena, Texas  
**Public Service Club 1422-56**  
San Antonio, Texas  
**Totem Pole Club 610-7**  
Vancouver, Wash.  
**Port Credit Club 1474-60**  
Port Credit, Ont., Can.



**DOUG PETERSON**

**NAMED**

**MANAGING**

**EDITOR**



Douglas Peterson has been named managing editor at World Headquarters, it was announced this month by Robert T. Buck Engle, Toastmasters International executive director.

The new managing editor assumes responsibility for *The Toastmaster* and TIPS, the monthly newsletter distributed to all Toastmasters clubs.

Mr. Peterson has been in the news reporting and writing field for five years. Prior to joining Toastmasters International, he was for the past three years a member of the editorial staff of *The Daily News* in Whittier, Calif.

Before Whittier, he was a member of the news staff and sports editor of *The Desert Dispatch* in Barstow, Calif.

Mr. Peterson was assigned to public information duties during a four-year tour with the U.S. Air Force, both at Lackland AFB, San Antonio, Tex., and at Tachikawa Air Base, Japan.

A native of Southern California, he and his wife, Andrea, reside in La Habra, Calif., with their two sons, Kirk, 12, and Bob Allen, 9.

He presently is attending night school at California State College at Fullerton, working toward degrees in communication and political science.

Mr. Peterson succeeds Bob Satterthwaite as managing editor. Mr. Satterthwaite has been named manager of the TI publications department. Former publications department manager J. J. Showalter recently resigned to accept a public relations directorship at St. Joseph Hospital in Orange, Calif.

## OUR TOASTMASTERS HERITAGE

*(This message was presented by TI Executive Director Robert T. Buck Engle at an Area A-One, Founder's District, 45th anniversary dinner Oct. 29, 1969, in Santa Ana, Calif.)*

Our founder said many times that Toastmasters is fundamentally an educational organization. He left a heritage of more than one million men who are better men today because of his ideals and aspirations, his methods and ideas, and the personal example he set.

In his last general message to the membership, in the 40th anniversary issue of *The Toastmaster*, our founder reiterated the principles on which he based the Toastmasters program!

**Keep it simple.** This he did and this we are doing while keeping it current and complete.

**Toastmasters is "do it yourself."** Learn by doing.

Toastmasters is based on the **belief in the individual** and his ability to improve himself by developing to the fullest those abilities God has given him. Most organizations ask the individual to subordinate himself to the group. Ours is the only organization dedicated to the individual. We work together to bring out the best in each of us, and then we apply our skills to help others.

**We learn in moments of enjoyment.** Fellowship is important in Toastmasters.

Our founder left each past, present, and future member a heritage of challenge — to maintain the Toastmasters standard of excellence in our personal effort and club effort.

In his later years, our founder and I had many conversations on this point. He deplored the member and club which accepted a poorly planned and attended program. He urged that the club turn the searchlight on the club leadership, on its plans to meet the standard of excellence for meeting members' needs.

Our founder, Dr. Ralph C. Smedley, belongs to the ages. *"His life was gentle and the elements so mixed in him that nature might stand up and say to all the world, 'This was a man.'"*



# THE RIGHT



By DR. WILLIAM S. TACEY

Victor Herbert, great composer of such musical comedy songs as "Kiss Me Again" and "Thine Alone," once yielded to the blandishment of friends and composed an opera, *Natoma*. For a subject he drew upon American Indian lore.

On opening night in New York's Metropolitan Opera House every seat was filled, and the audience uproariously welcomed Mr. Herbert as he strode into the orchestra pit for the premiere of his masterpiece. No one present suspected that *Natoma* might turn out to be the biggest flop of all time.

During the first act disaster became apparent. Based upon Indian customs, the opera proved to be neither tuneful nor profound, not moving, and not funny.

From disaster the opera sank rapidly to debacle. In despair, four hundred of New York's finest opera buffs gloomily assembled at the Friar's Club for a midnight supper. Most of those present would have faced the electric chair with more joy of anticipation than they showed as they awaited the moment when Chauncey M. Depew would rise to introduce the speakers. All felt sorry for him, for what could he say?

Depew, distinguished lawyer, suave and urbane, seemed assured and in full command of himself and his audience as he spoke:

"Ladies and gentlemen, we are gathered here to pay tribute to our beloved Victor Herbert on the occasion of his opera *Natoma*. I think it would

be appropriate at this time"—and he dug some clippings out of his pocket, "to read these reviews. The first one says, 'what happened last night in the opera house was neither opera nor drama. It certainly was not related to music in any way.'"

Imagine the consternation of the audience. Had Depew broken under the strain? Amid shocked silence he blandly continued to read.

## Reversal

After several more similar reviews, Depew paused and eyed his horrified audience. Then he explained: "Ladies and gentlemen, shortly before we sat down to this banquet I visited the library here in the Friar's Club and collected the clippings which I have just read to you. They were the actual reviews of the first performance of Bizet's opera *Carmen*."

What a beautiful way to help his friend Victor Herbert to save face and to help all of the company present to commiserate with him. Depew's thoughtfulness and diplomacy served to break the spell of gloom which had been so apparent all evening. Perhaps the speech encouraged Herbert to believe that there was yet a chance for *Natoma* since *Carmen* had so successfully

withstood the critics' attack. Certainly the friends present became able to overcome their consternation.

Any speaker is apt to find himself in a situation where the ability to say the right word can help the participants put their feelings once more into perspective. The executives of a steel mill were waiting for the superintendent to arrive to chair the meeting which he had called. Suddenly a visibly shaken messenger appeared, to shout: "Paul's dead. I just found him in the washroom. The doctor and ambulance have taken the body."

## What He Wanted

In the instant of unbroken silence which ensued, an assistant superintendent spoke: "We all loved Paul. If he could, I know he would say not to mourn for him but to get on with our business."

Although grief-stricken and shocked, the quiet words and manner of the assistant superintendent enabled the men to attend to the business at hand, each aware he was doing what his boss would have wanted.

Learning how to say the right words requires learning, practice, and self discipline. A person who lets his feelings rule him is more apt to blurt out the words which will make a difficult situation impossible.



Learning how to be sensitive to the feelings of others requires careful observation of people in order to note and identify the signs which reveal their feelings. Lowered eyes, flushed cheeks, sudden silence, and trembling hands reveal embarrassment. Anger might be shown by tightly set jaws and whitened face. Head and hand motions indicate other inner reactions, and the trained observer is able to interpret them precisely.

An insensitive and selfish speaker not only will fail to notice the signs but continue with mind centered on his own selfish interests. For him there will be no reward of gratitude from his listeners — only the penalty of dislike or antipathy.

### Take Notice

To develop sensitivity, become a people watcher. The tedium of the waiting room of an airport or of a boring party can be dispelled by observing the people around you. While conversations might not be audible, actions can easily be seen. Notice how each person reveals his feelings. In the

process, forget self and all your personal cares.

Overcoming selfishness might be more difficult because each of us tends to consider self first. Yet, from a study of communication we learn that speakers who consider the listener first and adapt messages to suit him accomplish their own objectives more surely.

### Adapt To Others

Defer to others, rather than always trying to win every point. Discover what value there might be in the ideas of others.

Learning to say the right word comes only with constant practice. A compliment to a wife for a good dinner, praise for a son who has just done someone a favor, or gracious thanks to a newsboy who has just arrived in a snow storm will give them a lift and take you three steps closer to being able to speak the right word in even more significant situations.

Being able to say the right word can save many situations in which defeat seems inevitable.

### ABOUT THE AUTHOR

*William S. Tacey, Ed.D., is professor of speech in the department of speech and theatre arts at the University of Pittsburgh in Pittsburgh, Pa. Dr. Tacey is a previous contributor to THE TOASTMASTER and authored the TI HUMOR HANDBOOK.*

# Honor Roll



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

### ABLE TOASTMASTERS (ATM) Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

- |  |  |
|--|--|
| <b>Dwight B. Hunt, ATM</b><br>Alhambra (Calif.) Club 34-F      | <b>Edmund Premysl Sedivy, ATM</b><br>Big Sky Club 3175-17        |
| <b>William J. Hurley, ATM</b><br>Sequoia Club 1689-4           | <b>Thomas J. Hoey, ATM</b><br>Wesley Club 1022-16                |
| <b>John L. Block, ATM</b><br>Rosaria Club 1305-7               | <b>Terry Laughlin, ATM</b><br>Pathfinder Club 2734-30            |
| <b>James F. Williams, ATM</b><br>Mack Club 2733-18             | <b>Robert Michael Claffy, ATM</b><br>HDL Club 3323-36            |
| <b>Jack B. Wilson Jr., ATM</b><br>Highway Men Club 1692-16     | <b>Darwin D. Horn, ATM</b><br>Rolling Hills (Calif.) Club 139-51 |
| <b>Reuben Levine, ATM</b><br>Arsenal Club 2264-38              | <b>Donavon Earl Hampton, ATM</b><br>Golden Heart Club 1240-67    |
| <b>Edward R. Billings, ATM</b><br>Mason-Dixon Club 2186-48     | <b>Orlin M. Jacobson, ATM</b><br>Sequoia Club 1684-4             |
| <b>Robert E. Wirt, ATM</b><br>San Leandro (Calif.) Club 452-57 | <b>Don Kearton, ATM</b><br>Salem (Ore.) Club 138-7               |
| <b>Cecil E. McMahon, ATM</b><br>Bellwood Club 3282-66          | <b>Robert L. Long, ATM</b><br>Niles (Mich.) Club 1709-11         |
| <b>Kenneth L. Skinner, ATM</b><br>Papago Club 2694-3           | <b>Harold L. Treesh, ATM</b><br>Niles (Mich.) Club 1709-11       |
| <b>Ray Mullins, ATM</b><br>Los Gallos de la Bahia Club 3400-4  | <b>Arthur F. Irwin, ATM</b><br>Fairchild Club 2594-48            |

### LEADERSHIP THROUGH SPEECH Certificates of Progress

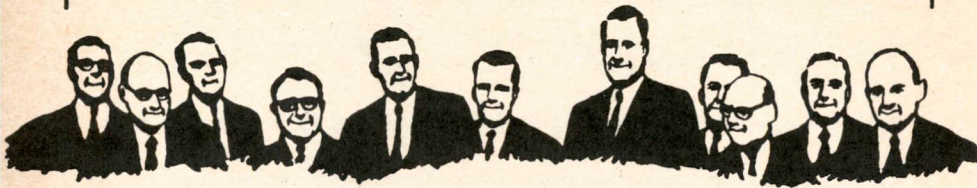
- |                                |                           |
|--------------------------------|---------------------------|
| <b>R. G. Lightfoot 3447-64</b> | <b>T. C. Dunn 1378-18</b> |
|--------------------------------|---------------------------|

### THE ADVANCED SPEAKER Certificates of Progress

- |                                |                                 |
|--------------------------------|---------------------------------|
| <b>P. H. Davis 2852-66</b>     | <b>R. M. Locke 1204-43</b>      |
| <b>A. Sequeria Jr. 1896-56</b> | <b>S. R. Overholser 1787-39</b> |
| <b>R. Davenport 3373-56</b>    | <b>W. D. McManus 1386-37</b>    |
| <b>E. C. Morris 556-52</b>     | <b>J. L. Perry 690-32</b>       |
| <b>G. E. Haff 1416-48</b>      | <b>J. R. Longman 2747-24</b>    |
| <b>E. J. Dobbs 3764-47</b>     | <i>(Continued on page 30)</i>   |



# TOASTMASTERS ON THE MOVE



## On The Move

Past International Director **George J. Flannery Jr.** of Collingswood, N.J., has been appointed a vice-president of **Woodcock, Moyer, Fricke, and French, Inc.**, a brokerage firm . . . TM **James J. Struble** of San Mateo, Calif., has been appointed assistant sales manager of mailing equipment for the **Friden Division** of the Singer Co. . . **Roger A. Cuadra**, District 4 senior lieutenant governor, of FMC Club 2873-4 in San Jose, Calif., has been named by the San Jose Chapter of the **National Association of Accountants** as its "most valuable member" . . . TM **James Williams** of Oakland (Calif.) Y Club 2767-57 authored an article, "A Voyage in the 4th Dimension," which was published in the "Progressive World," a journal

## Parliamentarians

Four members of Marshalltown (Iowa) Club 1857-19 are active in the **American Institute of Parliamentarians**. ATM **Lester L. Dahms**, a certified professional parliamentarian, is first vice-president of AIP; ATM **George W. Hertema** is a certified parliamentarian and serves with ATM Dahms on the AIP executive committee. Also a member of AIP are TMs **Gilbert J. Lee** and **Richard Wolken**.

of the **United Secularists of America** . . . The **James Martin Theological Seminary and College** in Mong Kok, Kowloon, Hong Kong, has named **Dr. Frank J. Steele** of Ephrata (Pa.) Club 3011-38 as its foreign director . . . **John E. Grauman** of Harry Roe Club 319-17 in Billings, Mont., has been elected department commander for the state of **Montana Disabled American Veterans** . . . TM **Daniel Bullis** has joined the **Geigy Agricultural Chemicals** firm in New York as a research specialist in the area of animal health products . . . **Win Chesley** of Hollywood (Fla.) Club 3770-47 served as chairman of a **Sales & Marketing Executives** conference which attracted 3,000 members of SME.

## International Who's Who

Immediate Past District 22 Governor **Claude L. Wilson**, ATM, of Salina, Kans., has been named to the **International Registry of Who's Who**, a publication recognizing achievement and prominence. ATM Wilson is president and board chairman of Salina Spring and Axle and president of the Automotive Wholesale of Kansas.



**NATION-WIDE COVERAGE**—International President **Ralph E. Howland** is hosted on the **National Broadcasting Co.** "Monitor" radio program by radio-television personality **Gene Rayburn**. The interview promoting TI's club and member program was aired coast-to-coast.

## Faux Pas

District 56 Governor **Norris W. Yates Jr.** was inadequately identified in a photo-caption entitled "Toastmasters Day" on page 21 of this magazine's November issue. Mr. Yates was pictured with International Director **Joe N. Westergate Jr.**, District 25 Governor **Earl Bernhart**, and District 56 Lt. Gov. **Russell Heaner** at the signing of a **Toastmasters Day** proclamation by Texas Governor **Preston Smith**.

## Deserves Credit

District 46 Governor **William J. Winters** deserves much of the credit for the success of the 1969 TI Golden Gavel presentation ceremony October 1 in New York City. Mr. Winters was in charge of the program but inadvertently was omitted in this magazine's November report of the event.

**ANNIVERSARY GATHERING**—Visitors to the TI World Headquarters 45th anniversary open house included (from left) Past International Director **Roy Graham**, Past International President **Sheldon Hayden**, and Second Vice-President **Dr. Russell G. Herron**.







**TOASTMASTERS DISPLAY**—Ames (Iowa) Club 569-19, Rodeo Club 1339-19, and Town and College Club 875-19 hosted a TI display booth at the 11th annual Ames Hobby Show, which attracted 5,000 viewers

## *Honor Roll*

— CONTINUED FROM PAGE 27

### THE ADVANCED SPEAKER

#### Certificates of Progress

R. W. Reed 2880-23  
 R. L. Burgess 3786-20  
 H. F. Brown 1032-16  
 W. O. Reece 569-19  
 R. L. Riddle 1269-15  
 C. C. Chien 2806-68  
 A. E. Rodin 3146-56  
 L. W. Hagen 452-57  
 A. P. Tinnesz 1898-46  
 J. S. Urquhart 2284-47  
 M. B. Luxner 3840-47  
 M. Morganstein 3323-36  
 L. C. Peterson 1809-38  
 E. W. Rayner 2147-35  
 A. T. Vanzura 1786-25  
 R. J. Lawless Jr. 2149-23  
 H. R. Hughes-Hallett 59-21  
 L. L. Bracher 1032-16  
 R. M. Lowe 3813-16  
 L. G. Paulous 1817-19

H. Powell 266-14  
 P. F. Brown 2224-14  
 J. D. Cumalat 2930-12  
 W. L. Flockhart 3059-11  
 H. C. Brandt 994-8  
 H. T. Spradley 203-5  
 W. E. Brophy 2183-5  
 D. E. Marena 1839-3  
 F. O. Barker 514-2  
 F. C. Morley 213-F  
 A. F. Mongelluzzo 233-13  
 H. L. Higgins 3059-11  
 J. Gera 2376-6  
 K. E. Herman 610-7  
 G. C. Kiser 203-5  
 R. A. Cuadra 2873-4  
 P. Stadsvolo 258-2  
 J. E. Bell 1990-2  
 C. E. Edwards 3048-F

## President's Program Progress Report

In response to the president's membership building challenge, the following clubs showed outstanding member gains during October, the first month of the special, October-through-January membership building project.

Firstline Club 2530-2, Seattle, Wash. (29)	Scarborough (Ont.) Club 3090-60 (9)
First National Bank Club 413-14, Atlanta, Ga. (27)	High Dawn Club 730-7, Portland, Ore. (8)
Armed Forces Staff College Club 2865-66, Norfolk, Va. (19)	Faousa Diamond Club 3404-36, Washington, D.C. (8)
Quebec (Que.) Club 1838-61 (12)	Shaganappi 60 Club 3205-42, Calgary, Alta. (8)
Pipestone (Minn.) Club 1324-6 (11)	Toastmasters Breakfast Club 2056-57, Concord, Calif. (8)
Northern Nooners Club 1084-42, Edmonton, Alta. (11)	RAAP Club 3633-66, Radford, Va. (8)
Belvoir Club 2578-36, Fort Belvoir, Va. (10)	Karingal Club 1665-TCA, Sydney, New South Wales (8)
Toastburners Club 3697-F, Pomona, Calif. (9)	Akarana Club 3398-U, Auckland, N.Z. (8)
Sierra Sunrise Club 2318-59, Reno, Nev. (9)	

The following areas within the designated districts registered three or more Youth Leadership Programs between July 1, 1969, and October 31, 1969:

Area Four, District 47 (11)	Area One, District 59 (6)
Area Sixteen, District 36 (8)	Area Eight, District 38 (5)
Area Nine, District 28 (6)	Area One, District 47 (4)
Area Eleven, District 47 (6)	Area Three, District 47 (3)
	Area Nine, District 47 (3)

Ninety-nine Speechcraft courses have been registered at World Headquarters between July 1, 1969, and October 31, 1969. Among the leading districts, and the number of courses registered, are: **District 5 (9)**; **District 25, District 47 and District 56 (5 each)**; **District 7, District 37, District 41, District 52**, and the **Toastmasters Council of Australia (4 each)**.



# A Semantic Vocabulary For Speakers

By FRED DE ARMOND

Words, the tools of language, have both meaning and connotation, and keeping up with the constantly changing meanings and mutations is part of the science of semantics.

The frequent figurative use of words often attaches to them connotations or "reputations" which convey impressions beyond the scope of their

original meanings. These impressions may be either informative or "affective" — that is, carrying overtones of feeling rather than thinking.

"Snake in the grass," "stab in the back," and "as uplifting as a pig in a sty" are instances of figurative use of affective connotations.

In the semantic vocabulary for speakers, the definitions



sometimes are couched in ironic tones. This is done to illustrate the semantic influence at work in language usage.

**Accent.** Those words and phrases and sentences where it is desired to place emphasis. In writing, we use italics, capital letters, quotation marks, or exclamation points to denote accent. In oral discourse this must be accomplished by voice pitch and gesture.

## No Doubt

A good speaker leaves no doubt whether he is making a simple statement, a challenging assertion, a questionable allusion, asking a direct question, or posing a rhetorical question.

**Affectation.** A manner of speech or thinking adopted by a speaker who is ashamed of his raising.

**Analogy.** A form of expression available to speakers who have thought of their subjects in terms broad enough to adapt to their expositions parallels from other worlds of thought. The narrow specialist is incapable of drawing analogies.

**Antithesis.** A rhetorical device for contrasting and equating opposites. The antithesis of conservative is radical. By picturing one in terms of good and the other in terms of evil, a speaker colors his discourse.

**Begging the question.** The sophist's way of trying to avoid having to prove his case by slyly assuming in his terminology that no proof is required.

Pierre Cot, a prominent French socialist speaking in Washington, D.C., during wartime referred to several notables in France, Spain, and elsewhere as "Fascists." A listener interrupted, "Pardon, M. Cot, but don't you mean 'anti-communist' rather than 'Fascist'?" The speaker was trying to beg the question of his discourse by using a smear word.

**Blooper.** An inadvertent boner by a speaker. Sometimes such a crack loosens up an otherwise stiff and formal affair and gives it a fresh launching.

## Humor

At a company banquet, a retiring official was presented a handsome gift, which he acknowledged by saying he was overwhelmed: "I just want you to know that I thank you from my very bottom." The chairman retrieved the situation by declaring that this was truly a deep-seated emotion. If the author of a blooper can come up with something on this order, he might turn his blunder into a hit.

**Bromide.** Those "brother-



hood of man" utterances with which too many speeches of a political, civic, or religious nature are freely interlarded. The principal qualification for making such an outburst is to wear rose-colored spectacles with which to view the world.

**Cliche.** A word, phrase, or sentence worn threadbare by repeated use. "Sound as a dollar" was pungent when it was new and true. Now that it is neither new nor true, the simile has lost its potency, except as satire. A multitude of others are in various stages of desuetude that call for substitutions by smart speakers. But just because an expression is found in the Bible or Shakespeare or Lincoln's speeches doesn't make it a cliche.

#### Seek Belief

**Common sense.** An uncommon trait but one with which every man believes he is well endowed.

**The "constructive fallacy."** The notion that a good argument must always be affirmative, not negative. This is only half of argumentation. The careers of many of the great orators such as Demosthenes, Burke, Fox, Patrick Henry, Garrison, Sumner, and others constitutes strong evidence that negative appeals sometimes are necessary to make truth and justice prevail. The

best defense of a cause often is a good offense.

**The conventional wisdom.** A derisive expression coined to discredit much of what was voiced about economics or politics by earlier generations than those pundits who speak for the present.

**Dialectic.** Broadly, dialectic is the art of disputation. As described by the German thinker, Hegel, the evolution of an idea or a system. It consisted of three steps — analysis, synthesis, antithesis.

#### Conflict

Karl Marx borrowed from Hegel to set up his Marxian dialectic. He conceived the world of ideas as an endless, never-to-be-resolved conflict between the Haves and the Have-nots. He didn't regard stability in government and business as desirable. To him, the ideal was a continuous war between two systems of thought — his own and Adam Smith's.

**Economy of language.** It was thus defined by Herbert Spencer: "A reader or listener has at each moment but a limited amount of mental power available. To recognize and interpret the symbols presented to him, requires part of this power; to arrange and combine the images suggested requires a further part; and only

that part which remains can be used for realizing the thought conveyed."

**Euphemism.** The use of a "nice" word or phrase to characterize an ugly conception. "Non-violent" in its current usage is an example. "Juvenile delinquency" for "juvenile crime" is another.

**Emotion.** That part of speech addressed to the listener's heart rather than his brain. No thinking is required for it. Excessive "compassion" combined with tear-jerking language facility is desirable.

#### Anticipate

**Impromptu.** Said off the top of the mind without preparation. Therefore, for most persons, not well said. Very few people have minds quick and spontaneous enough to say anything worth saying to a group, without preparation. But with even two minutes notice, it is possible to be effectively impromptu. Or, the occasion might be anticipated before going to a meeting.

**Irony.** The communication of an opinion by stating or overstating skeptically the opposing view in such a way as to make it seem repulsive. Among the great masters of irony were Mark Twain, Anatole France, and Henry Mencken.

**Laughter.** The easiest form of reaction to be evoked by a speaker. You can get them to laugh at your jokes if you have any trace of talent as a raconteur. But that's no indication that the audience approves or will remember the substance of a speech.

**Loaded words.** In which an editorial twist is given to a simple statement of fact. A favorite method of certain journalists and demagogic speakers. "He sneaked in" instead of "he entered quietly." "The senator screamed" for "the senator objected."

#### Speaker's Image

**Modesty.** A trait exemplified chiefly by a speaker's disclaimer of the laudation accorded by his introducer.

**Pause for effect.** When a speaker has made a strong point and then allows some seconds for it to sink into the listeners' understanding before he casts another pearl.

**Peroration.** A speech ending on a high and rememberable note. This was Abraham Lincoln's method, as in the First Inaugural address: "I am loth to close. We are not enemies but friends. We must not be enemies . . ."

**Patriotism.** Sentiment now deplored by old-fashioned modernists as "flag waving"



and "chauvanist nationalism."

**Qualifying words and phrases.** A safe way to write a speech. But it sucks out some of the force of the utterance. Every condition or qualification weakens what follows.

**Reductio ad absurdum.** Latin phrase meaning to reduce an opponent's argument to an absurdity. This is done by extending the implications in what an adversary has said. As when Dr. Henry Wriston addressed himself to Henry Wallace's claim that "Men and women cannot be really free until they have plenty to eat." Replied Wriston: "If a balanced diet is the indispensable preamble to liberty, the Pilgrims must have been wrong after all, for they fled from plenty to scarcity in order to secure freedom."

#### Present The Answer

**Rhetorical question.** A question that in its context suggests the one and only answer to it. The speaker seems to be putting his case up to his audience. Actually, that is far from his intention. He has a made-to-order answer that he is out to sell. "And who brought this

curse upon us?" he asks. He doesn't want you, his listener, to answer. He already provided the answer by pointing to that arch-villain, Joe Whoozis.

**Simplicity.** "The most deceitful mistress that ever betrayed man," writes Henry Adams. Not to be attained by using only terse sentences and short, Anglo-Saxon words. Accomplished by the labor of straight thinking and careful re-writing and rehearsal.

#### Couple Thoughts

**Transitions.** Stepping stones for crossing a stream without getting wet feet. Transition sentences enable the speaker to pass from one topic or section of his speech to another without losing some listeners in the passage.

**Wit.** "The salt that makes truth palatable." — Leonard Levinson in his "Left-Handed Dictionary."

This is a semantic vocabulary for speakers. Listen for examples of these techniques in Toastmasters club talks, and watch for them in your own speeches. Some are handy to use, others ought to be avoided — or used at your own risk!

#### ABOUT THE AUTHOR

*Fred DeArmond of Springfield, Mo., is a free lance writer and author of a number of books. He is a frequent contributor to THE TOASTMASTER.*

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*Mr. Toastmaster* and *Mr. Club Officer*, member materials and club programs will be listed on this page from time to time. These materials are made possible at minimum or no cost as part of the service provided by your per capita fees. Make your membership meaningful and maintain a standard of excellence in your club operations and programs by putting these suggestions to use. You will want to check the Supply Catalog frequently for other educational or club program aids which will be of benefit to you. Please see your club secretary to consult the catalog for instructions on ordering.

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# NEW CLUBS

As of October 31, 1969

- District 14** NORTH DRUID HILLS Club No. 2071-14. Meets Thurs., 7:30 a.m., Stouffers Cafet., N. Druid Hills Rd., ATLANTA, Ga. Contact: 633-1451. Area: Twelve.
- District 16** QUESTERS Club No. 3735-16. Meets Tues., 12:15 p.m., Phillips Research Center, 256 CL, BARTLESVILLE, Okla. Contact: 336-6600, Ext. 48260. Sponsoring Clubs: BARTLESVILLE CLUB 186-16 and OSAGE CLUB 1585-16.
- District 19** CLARION Club No. 2316-19. Meets Tues., 7:00 a.m., First National Bank, 1st Ave. N.W., CLARION, Iowa. Contact: 532-2615 or 532-2760. Sponsoring Club: BELMOND CLUB 1328-19.
- District 21** MERRITT Club No. 1874-21. Meets Wed., 6:30 p.m., 1st-3rd meeting at Valnicola Hotel, 2nd-4th meeting at Town Hall, MERRITT, British Columbia. Contact: 378-4224. Sponsoring Club: KAMLOOPS (B.C.) CLUB 2784-21. Area: Four.
- District 32** PENINSULA Club No. 3409-32. Meets 2nd-4th Mon., 6:00 p.m., Scandia Gaard, Rt. 3, GIG HARBOR, Wash. Contact: 265-3474. Sponsoring Club: BREMERTON CLUB 63-32.
- District 36** CRYSTAL MALL Club No. 3889-36. Meets alt. Wed., noon, 1941 Jefferson Davis Hwy., Rm. 1513, ARLINGTON, Va. Contact: 557-8495.  
NIH Club No. 3421-36. Meets Thurs., noon, NIH Bldg. 10, BETHESDA, Md. Contact: 622-2443.
- District 40** CITY OF DAYTON Club No. 747-40. Meets alt. Fri., noon, Kings Table, 337 W. First St., DAYTON, Ohio. Contact: 222-3441, Ext. 507. Sponsoring Club: DAYTON CLUB 405-40.
- District 42** PTARMIGAN Club No. 1285-42. Meets 1st-3rd Mon., 6:00 p.m., High Level Cafe, HIGH LEVEL, Alberta. Contact: 926-3761.
- District 62** SPEAKEASY Club No. 2642-62. Meets Wed., 11:30 a.m., Beacon Drive Inn, 1645 Beacon, GRAND HAVEN, Mich. Contact: 842-0200.
- District 65** ELMGROVE Club No. 2356-65. Meets 2nd-4th Mon., 5:30 p.m., Kodak Apparatus Div. — Elmgrove Plant, Bldg. #1, ROCHESTER, N.Y. Contact: 325-2000, Ext. 12883. Sponsoring Club: TOWER CLUB 963-65.
- District 66** HERCULES Club No. 3183-66. Meets Wed. & Fri., noon, Hercules Inc., HOPEWELL, Va. Contact: 458-9821, Ext. 317. Area: Four.
- TCA** ALPHA Club No. 1764-TCA. Meets 1st-3rd-5th Tues., 6:30 p.m., Anzac House, Wickham Tce., BRISBANE, Queensland, Australia. Contact: 79-1226 or 78-2740.  
GOLD COAST Club No. 1794-TCA. Meets 2nd-4th Mon., 7:00 p.m., Burleigh Hotel, 12 The Esplanade, Burleigh Heads, GOLD COAST, Queensland. Contact: Southport 23874. Sponsoring Club: BRISBANE CENTRAL CLUB 3433-TCA.

## DISTRICT GOVERNORS 1969-70

1. 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
  20. Art Skolness
  21. David C. Brown
  22. Chester Green
  23. Albert F. Boeglin, 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. Shuttleworth
  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.
  51. Arthur M. Hays
  52. Dr. C. Harold Havlik
  53. I. William Hollander, ATM
  54. Joshua K. Pang, ATM
  55. Daniel M. Belcher
  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
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  64. Robert Shewring
  65. Robert H. Root
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  67. William Dolan
  68. Leonard A. Washofsky
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390 Hacienda Court, Los Altos, Calif. 94022  
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5252 Richwood Dr., Edina, Minn. 55436  
1490 Fir St. S., Salem, Ore. 97302  
1560 Gallop Ln., Florissant, Mo. 63031  
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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 Ave., Modesto, Calif. 95350  
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  
610 S. 48th St., Lincoln, Nebr. 68510  
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835 Milwaukee, Denver, Colo. 80206  
702 Anchorage Ave., Modesto, Calif. 95350  
3003 Redington Woods, Toledo, Ohio 43615  
P.O. Box 2064, Pascagoula, Miss. 39567  
1330 London Ln., Glenview, Ill. 60025  
48 Jarman St., Sudbury, Mass. 01776  
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315 N. 27th Ave., Yakima, Wash. 98902  
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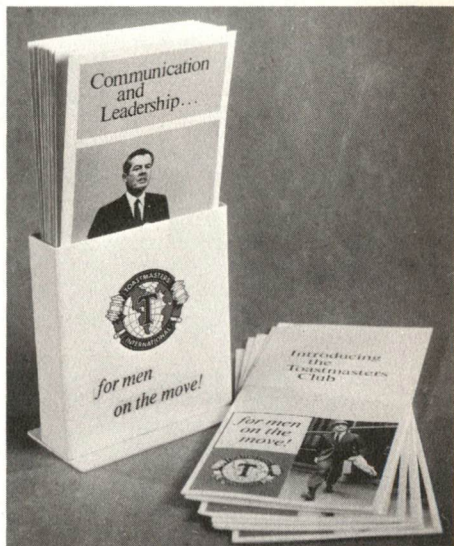
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