# THE TOASTMASTER 

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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

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Santa Ana, California,
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## In Thi̊is \รsШ®oo.

WHAT'S YOUR STANDING-The new TI Membership Sales Scoreboard reports clubs and districts which have the highest reported membership sales since July 1 of this year. Put your name, your club's name, and your district on the board. See page 6.


OUR GAME CAN BE PRODUCTIVE-District 3 Governor Kenneth S. Jagolinzer, ATM, writes about the name of the game: "Sharing Toastmasters." It's fun and productive, and it benefits you and your fellow Toastmasters. See page 8 .

A SPECIAL EDUCATIONAL SECTION FOR YOU-Here's your special 16 -page section of educational materials and supplies which you can remove from the magazine and keep as your personal copy. Keep it with you in your membership sales activities, and have it available at your club for handy reference. See page 13.

TI BOARD MEETING REPORT-This is your report of the Toastmasters International Board of Direciors meeting at the 39 th International convention. See page 30.


## GOOD FELLOWSHIP AND SOUND ADVICE

In Toastmasiers, Success Is . . . determined by the individual. One of the things that make our organization unique is the fact that we teach ourselves. We learn by doing.

We don't benefit from spoon feeding. We, as Toastmasters, must get our feet wet to benefit. The motivation is our doing, the work is our responsibility, and the resulting Success Is . . ours.

But we must participate. The benefits we achieve through the Toastmasters experience are directly related to the degree of our participation.

Yet, too often we hear members complain that the Area doesn't do this, or the District doesn't do that. Some even suggest that World Headquarters provide materials that would perform most of the work.

Silly? Of course it is. It is not WHQ, the District, or the Area that can benefit from the Toastmasters experience. Only we can benefit when we put our hearts into the effort and diligently strive to achieve those goals which are most important to us.

The good fellowship of the club's atmosphere provides us an opportunity to learn in moments of enjoyment. We are never too tired or too busy to accomplish something with our friends that we enjoy, and from which we benefit.

Let's use our club as a forum to practice the arts of communication and leadership. Let's set our goals, proceed with a standard of excellence, and ask our friends to share Toastmasters benefits with us.

Success Is . . , sharing a good idea.


International President Arthur M. Diamond

## Educational Happenings For

## A PROGRAM OF EVALUATION

Evaluation is a very personal activity and an important part of your club's program. It also is a substantial portion in the development of your communication and leadership abilities. Don't take this responsibility casually, whether you are the evaluator or the speaker whose talk is being evaluated.

Ask your educational committee to plan a club program devoted to discussing the techniques of effective evaluation. This is especially important now with the introduction of TI's Advanced Communication and Leadership Program manual.

## Arrange New Programs

Besides speech evaluations, there are many other opportunities in your club to develop your abilities in this sensitive area of communication and leadership. Try to arrange the program so that you and your fellow Toastmasters can evaluate Table Topics speakers, the Topicmaster, the Toastmaster, evaluators, and others in your club.

In all cases, your duties remain the same. Your responsibility is to analyze how the speaker can improve his presentation.

To be sure you are fulfilling your responsibilities as an evaluator, review TI's Effective Speech Evaluation manual (202). Every Toastmaster should have a copy of this manual.

Also, your club should have the "Communication and Leadership Evaluation Guide" (228) for Section One projects and the "Advanced Communication and Leadership Evaluation Guide" (229) for Section Two projects.

Evaluation guides provide the necessary forms for each project in the Communication and Leadership Program
manuals.

## You and Your Club



## YOUR YAH AND YEH!

By Harry Stewart, ATM, Tokyo Club 1674-U
Sincere Toastmasters are carefully avoiding the legendary "um's" and "ah's," and it is about time we started controlling our "yah's" and "yeh's."

The most common word used around the world - Y-E-S when spoken clearly is an earmark of correct expression.

Listen to the businessmen around you. Listen to the responses from your friends on the telephone. Count your answers. You will be surprised at the number of times this simple word, Y-E-S is mispronounced.

A well-rounded YES will impress your listeners, and it will confirm your own opinion that you really mean the affirmative.

## An Overall Opinion Maker

Your listeners have little respect for a hap-hazard "yah" or "yeh," and their opinion of your language ability closely is related to their overall opinion of you.

Imagine the respect a judge will have for an attorney who responds, "Yah, your Honor," or what respect an interviewer has for a prospective employee who responds with, "Yeh ..." to his questions.

Toastmasters evaluations usually are in response to speeches. It might be an advantage to you to evaluate conversations. The importance of a correct YES surely is as great as the elimination of the "um" and "ah."

Determine to count the number of "yeh's" and "yah's" you utter each day. Ask your family, friends, and fellow Toastmasters to help you eliminate them. It can be a big benefit to you.

## The League-Leading Districts

To the officers and members of the districts leading the league, a tip of the 'board for a successful demonstration of outstanding enthusiasm and participation in the TI communication and leadership program - membership sales. Top ratings are based upon the percentage of membership increase in each district between July 1 and Aug. 31, 1970.

District 55 7.7\%
District 12 5.2\%
District 23 7.6\%
TCA 5.1\%
District 39 6.9\%
District 25 6.6\%
District 56 5.7\%
District 47 5.3\%
District 50 5.1\%
Founder's 4.9\%
District 33 4.6\%
District 5 4.6\%

## The League-Leading Clubs

A tilt of the 'board to the officers and members of the following 17 clubs for demonstrating outstanding enthusiasm and participation in sharing their TI communication and leadership program. Listed clubs lead the league for the period July 1 through August 31, 1970. Number of new members appears in parentheses.

| Triple Ah'z Club 1171-28 (20) | Laramie Club 2546-55 (9) |
| :--- | :---: |
| Detroit, Mich. | Laramie, Wyo. |
| WSTF Club 3242-23 (17) | Hamilton Club 1893-U (8) |
| Las Cruces, N.M. | Hamilton, New Zealand |
| Sharpstown Club 2243-56 (15) | Mid Pacific Club 2728-U (8) |
| Houston, Tex. | Wake Island |
| Ponca City Club 1846-16 (11) | Peachtree Center Club 2261-14 (8) |
| Ponca City, Okla. | Atlanta, Ga. |
| Kaohsiung Club 1904-U (10) | The Big "D" Club 713-25 (8) |
| Kaohsiung, Taiwan | Dallas, Tex. |
| Pacesetters Club 1895-33 (10) | Laemthong Club 1635-U (7) |
| Walla Walla, Wash. | Bangkok, Thailand |
| Texas Talkers Club 3731-56 (10) | Des Plaines Club 1645-30 (7) |
| Houston, Tex. | Des Plaines, III. |
| Rockhampton Club 3732-TCA (10) | Patent Office Club 2540-36 (7) |
| Rockhampton, Queensland, Australia | Arlington, Va. |

## Ku-Ring-Gai Club 1091-TCA (7) <br> Sydney, N.S.W., Australia

Toastmasters who score with five or more new member sponsorships since July 1, 1970, also will be recognized each month on the TI Membership Sales Scoreboard. Be sure to have your club administrative vice-president credit your new member sponsorship accomplishments on each of your prospects, Membership Application Forms (400) so they can be recorded at WHQ.

## LET'S POPULARIZE THE GAME

## By KENNETH S. JAGOLINZER, ATM

The name of the game is SHARING TOASTMASTERS, a game of communicative skill played by an unlimited number of individuals, each a member of the team. The object of the game is to get as many new players as you can so that they too can enjoy participating.

Each game is new, interesting, useful, and stimulating. Equipment is provided by the team, and coaching constantly is available.

Goals and unexpected benefits are attained with regularity and ease by those who practice at the game, though there is some occasional fumbling and dropping of the ball.

It is not a physical contact game, but a personal contact effort, and all players become winners in a direct relationship to their participation and enthusiasm.

The rules are simple and offer each player an equal opportunity to become a "first stringer." Convince your friends and associates to join in this age-old game of development. Everyone wins.
The unique aspect of this game is that you can make up or adopt new rules that can lead to greater achievements. The more you develop your communicative abilities, the more benefits your fellow players receive; the faster they advance, the more benefits you receive.

## RULES OF THE GAME

## Purpose

1. To help fellow players develop effective communicative abilities.
2. To provide players with opportunities to achieve skill and experience in the preparation and presentation of speeches among friends.
3. To encourage players to read and listen analytically.
4. To provide players with fair and constructive evaluation of their efforts toward self improvement.

## General Requirements

1. Eligibility - Any man, at least 18 years of age, may, upon his acceptance by the other team members, become a participant in this game of communication and leadership development for personal satisfaction.

## Duties of Officials and Players

1. Team Property Manager-Have name tags, application blanks, guest book, writing instrument, firm handshake, broad smile at each team workout.
2. Individual Players-Greet each prospect and encourage him to join the team. Demonstrate the team's serious attitude toward scoring successful development.
3. Selection Sequence-1) The prospective participant must attend at least two regular team workouts before being considered for team membership, and 2) The prospective participant must apply for team membership.
4. Team Manager - Acknowledge, identify, and welcome all prospects before the entire team. Invite prospects' comments and return visit to see the Toastmasters program in action.
5. Assistant Manager-Assign each prospect a seasoned player as a guide to explain all phases and rules of the game.

## Awards and Acknowledgements

1. Trophies, Plaques, and Certifi-cates-Regularly scheduled recognition and impressive, permanent evidence of players' progress is encouraged and frequently awarded.
2. Publicity-Most players receive some in the course of their participation.
3. Intangible Rewards-These are frequent and self-evident. They usually are verified by persons close to the player: friends and associates. They are long-lasting, pleasant, and usually financially beneficial.
4. Every participant receives selfsatisfaction.

Get your team members on the ball! Score BIG on the TI Scoreboard of Membership Sales. Become a "first stringer" on the Toastmasters team, and put your club and district among the top pennant contenders for honors at TI's 1971 Super Bowl-your 40th International convention.
5. To increase the players' knowledge of the rules of parliamentary procedure and skills in conducting meetings and participating in other related games such as group discussions.
6. To provide players with leadership training.
7. To provide opportunities and encouragement for players to appear before audiences and creditably express their thoughts.

TOASTMASTERS ON THE MOVE

## $\square$



## Added Responsibiliities

Dr. Russell G. Herron, TI Senior Vice-President and founding president of the Tri-County Association for the Mentally Retarded (TCAMR), has announced his intention to relinquish his TCAMR post because of community responsibilities. Dr. Herron was the guest of honor at an awards banquet of the Ventura County (Calif.) Association for the Retarded, which he led for the past three years. He will continue active in the state organization.

## On The Board

Horst O. Linszner, a member of three Los Angeles, Calif., Toastmasters clubs, was elected vicepresident and publicity chairman on the board of directors of the Los Angeles County Association of Financial Planners.

## Promoted

William H. Connett of Falls Church (Va.) Club 3213-36 was assigned U.S. Internal Revenue Service assistant district director in Buffalo, N.Y.

ANNIVERSARY-CHARTER PICNIC — Past District 16 Governor Richard E. Schneider, ATM, addresses more than 150 Toastmasters and their wives at a picnic celebration observing the 15th anniversary of Ponca City (Okla.) Club 1846-16 and the chartering of Conoco Noon'ers Club 806-16.



HAPPY 40TH-TI dignitaries gathered to help celebrate the 40th anniversary of San Diego (Calif) Club 7-5. From left are past District 5 Governor Robert Thomas, past International Director Cy Campbell, past District 5 Governor Durwood English, past International President (1930-32) J. Clark Chamberlain, TI Executive Director Robert T. Buck Engle, and District 5 Governor Harold O. Story, DTM.

## Works Published

Two articles about Toastmasters, written by Fred E. Ebel of CutlerHammer Club 3537-35 in Milwaukee, Wisc., were published in the "Cutler-Hammer Office and Professional Workers'" newspaper, a publication of Cutler-Hammer Co., Milwaukee.

## Article Featured

An article about Toastmasters International, written by Richard R. Crick, club extension director in the Fort Wayne, Ind., area, was featured in the August, 1970, issue of the Spotlite, a monthly activities guide for visitors and residents in Fort Wayne.

CHARTER PRESENTATION—Past International Director Loring D. Dalton presents club charter to club President Harold Hanson and Educational Vice-President Connie Overboe of Keannekeuk Club 1518-54 in Danville, III.



NEW GAVEL CLUB-International Director Clifford L. Thompson, ATM (right), and LeRoy Westerlund (left), present charter to President Dave T. of the Bayport Logorrheans Gavel Club at Stillwater (Minn.) State Prison

## Elected Overseer

Albert J. DiGregorio, executive vice-president of the United Lens Co., Inc., and a member of Mid-Day Club 3671-31 in Worcester, Mass., has been elected to the Overseers of Old Sturbridge Village, a national organization for the development of the village as a museum of early 19th Century New England history.

## Nominated

Wally Kohl of Boeing Sweptwing Club 52-2 in Renton, Wash., was elected as his party's nominee to the Washington State House of Representatives.

## TI Cited

The Boy Scouts of America (B.S.A.) has cited Toastmasters International for its assistance in developing the $\mathbf{1 9 7 1}$ Reader's Digest/ B.S.A. National Public Speaking Contest.

## Earns Membership

Gerald R. Watson of Census Club 3349-36 in Suitland, Md., was elected to membership in the American Institute of Parliamentarians.

## Understanding Wife

Jerry W. Henry, president of Cleveland (Tenn.) Club 3728-63, has a wife who understands the responsibilities of his club officership. Sue Henry is president of her Toastmistress Club in Chattanooga, Tenn.

## Guest Speaker

Rudy C. Stiefel, president of Grand Central Club 3061-46 in New York, N.Y., and president of Infotran, Inc., in New York, was a guest speaker at the Conference for Electronic Crime Countermeasures at the University of Kentucky, Lexington, Ky.

## Speaking Milestones

Toastmasters of District 5, under the leadership of past District 5 Governor Durwood E. English, successfully completed their 30th Annual Extemporaneous High School Speech Contest. Students from approximately 50 high schools received extensive publicity and on-the-spot television coverage.

## SUCCESS

IS...

## A <br> SPECIAL SECTION OF

## EDUCATIONAL HAPPENINGS FOR YOU AND YOUR CLUB

Communication and Leadership Educational materials and supplies to expand your
educational experience and help you and your club achieve and maintain the Toastmasters standard of excellence for member and club educational programming.

ITEMS AVAILABLE TO TOASTMASTERS ONLY
REMOVE THIS SPECIAL SECTION FROM THE MAGAZINE AND KEEP IT HANDY FOR FUTURE REFERENCE WHEN ORDERING YOUR PERSONAL TOASTMASTERS MATERIALS. NOVEMBER 1970

Mr. Toastmaster: The member and club program materials which are brought to your attention in this Special Section are designed to help you and your club achieve and maintain the Toastmasters standard of excellence. These communication and leadership educational materials and supplies are available to you and your fellow Toastmasters only from World Headquarters.

You will want to obtain many of the educational materials for your personal development program. Others you will want your club to have so it can be more effective in programming for maximum educational opportunity for you and other members.

The availability of these materials at minimal or no cost to you is part of the service provided by your membership dues. Make your membership meaningful, and maintain the standard of excellence in your club operations and programs by putting these materials and ideas to effective use.

You will want to check the TI Supply Catalog frequently for other educational or club program aids which can benefit you. Your club secretary has the latest (October, 1970) issue of the TI Supply Catalog.

Toastmasters educational materials and supplies may not be resold or reproduced.

## ORDERING PROCEDURES

1. Type or plainly print all required information
2. Include your club's name, and club and district numbers.
3. Include full name, address, and zip code of person to whom material will be shipped
4. List the name of the item, its number, the quantity you want, and its price.
5. Add $15 \%$ packing and shipping costs to the total price of all items, unless otherwise indicated. Where these costs exceed $15 \%$, you will be billed for the excess. Orders will be shipped fourth class mail. If you wish your order shipped air mail or special delivery, you will be billed for the additional postage.
6. Orders originating in the State of California must include an additional $5 \%$ sales tax.
7. Enclose your check or money order, payable in U.S. funds, to Toastmasters International, or charge it to your club account.

SEND YOUR ORDER TO:
TOASTMASTERS INTERNATIONAL, INC.
P.O. BOX 10400

SANTA ANA, CALIFORNIA 92711

## (Part I)

## MEMBER EDUCATIONAL MATERIALS COMMUNICATION

These educational materials can broaden the scope of your communication and leadership abilities. They can help you polish the rough edges you have been planning to work on.

TABLE TOPICS-This pamphlet (1315), available for 20 cents, explains the method, purpose, and value of Table Topics programs in impromptu discussion and conversation.

SAYING GRACE-This handy collection (929), for $\$ 1.00$, provides 55 forms of giving thanks before meals. Compiled and adapted by Dr. Ralph C. Smedley.

THEY'RE ALL AROUND US-At no charge, this publication (1616) provides many ideas about how to find speech subjects.

THE PUNCTUATOR-A handy, practical guide (172), for $\$ 2.00$, that mechanically explains away perplexing punctuation problems. Spin the dial and the answer appears with an example.

## POINTERS ON SPEECH MAKING-

For 15 cents, a six-page pamphlet (107) outlining speech formulas, preparation, delivery, qualities, and cautions.

HOW TO PUT VOCAL VARIETY INTO YOUR SPEECH-A six-page pamphlet (109) explaining methods of controlling and developing your voice. Available for 15 cents.
(172)


## Communication (Cont.)

HOW TO USE GESTURES-A six-page pamphlet (110), for 15 cents, explaining the uses of gestures.

(1200)

Described on Page 18

## EVALUATION

Evaluation is one of the most important elements of communication and leadership. Your evaluation always should strive for improvement, be it outward, in general, or selfdirected.

## EFFECTIVE SPEECH EVALUATION

 -This 60-cent manual (202) is for individual and general evaluators and includes suggestions for establishing variety in your club's evaluation program.COMMUNICATION AND LEADERSHIP PROGRAM EVALUATION GUIDES-For the member who forgets his manual. A complete 15-page set (228) for evaluating each project in the Toastmasters Communication and Leadership Program, Section One. Available only in sets for 35 cents.

## Evaluation (Cont.)

## ADVANCED COMMUNICATION AND

 LEADERSHIP PROGRAM EVALUATION GUIDES-A complete 15-page set (229) for evaluating each project in the Toastmasters Advanced Communication and Leadership Program, second section. Available only in sets, at 35 cents.
## MEMBER PROGRAM HANDBOOKS

Maintaining variety, interest, and entertainment in your club meetings, meeting-after-meeting, is one of the most difficult tasks for any Toastmaster. Effective use of these publications can help you build membership and maintain member interest in your club:

DEBATE HANDBOOK-This convenient handbook (104), available for 60 cents, contains the basic information for participating in, staging, and judging a debate.

MR. CHAIRMAN—A guide (200) for the many aspects of chairmanship, based upon the rules of parliamentary procedure. Available for 70 cents.

CONFERENCE LEADER'S GUIDE-A handbook (212), for 60 cents, about all phases of conference leadership.

MEMBERS, MEETINGS, AND MEALS -An excellent planning aid (220) for club, area, district, community, and company meetings, banquets, conferences, and conventions. Available for 80 cents. Ideal reference when you are in charge of a meeting, or any phase of one.

## GHumor

Gandbook

(1192)

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## Member Program Handbooks (Cont.)

HUMOR HANDBOOK - Available for $\$ 1.00$, this handy publication (1192) tells when and how to use humor. It is not a jokebook.

(1193)

TOASTMASTERS INTERNATIONAL AUDIOVISUAL HANDBOOK - Illustrated guide (1193), $\$ 1.00$, for selecting the audiovisual technique best suited for your speech. Contains audiovisual aids you can make, suggestions and references about audiovisual equipment, and a bibliography of audiovisual research material.

LISTENING TO LEARN-Available for $\$ 1.25$ (11 or more, $\$ 1.00$ each), this $20-$ page manual (1200) contains tips about how to improve your listening ability and how speakers can make listening easier for their audiences.

## PARLIAMENTARY PROCEDURE

Speakers dealing with audiences and groups find it necessary to establish a common ground for communication. TI's parliamentary procedure guides offer you and your club the universally accepted methods for this practice.

PARLIAMENTARY PROCEDURE AT A GLANCE-This book (B-25), by O. Garland Jones, contains a simplified index for quick parliamentary reference. Available for $\$ 2.00$.

PARLIAMENTARY PROCEDURE IN ACTION-Available for 15 cents, this pocket-size card (169) outlines the program and fundamentals of correct club procedure.

## Parliamentary Procedure (Cont.)

## HENDERSON'S PARLIAMENTARY

 GUIDE-Available for 15 cents, this is a pocket-size outline (170) for studying parliamentary procedure.PARLIAMENTARY SLIDE RULE (THE LEGISLATOR) - Available for $\$ 1.25$, this pocket-size guide (171) covers 40 of the most important points of parliamentary law.

ROBERT'S RULES OF ORDER (NEWLY REVISED) - This recently up-dated volume (B-30), by General Henry M. Robert, covers all points of parliamentary procedure. Available for $\$ 5.00$.

(171)

## MEMBERSHIP

Toastmasters membership and association can be one of your most important elements for success in business and social activities. The TI emblem is your sign of achievement.

MINIATURE MEMBERSHIP PIN -
This gold electro plate, hand finished membership pin can be worn proudly wherever you go. Available individually (5751) for $\$ 1.55$. Available in lots of 12 or more (5752) for $\$ 1.30$ each. Supplied to Canadian Toastmasters duty-free from Canadian factory.

ABLE TOASTMASTER PIN—Available for $\$ 5.75$, this yellow gold-filled pin (5939)

(5939) is your sign of achievement. Include ATM certificate number with your order.

## Membership (Cont.)

DISTINGUISHED TOASTMASTER PIN-Priced at $\$ 5.75$, this yellow goldfilled pin (5800) displays that you are among the elite corps of men who have proven ability and success in the Toastmasters Communication and Leadership Program. Include DTM certificate number with your order.

SELF-ADHESIVE EMBLEM (31/2") This Toastmasters emblem (360), for 15 cents, is in color and suitable for use on automobile, meeting place windows, luggage, and notebooks.

(9014)

BLAZER EMBLEM (PLAIN)-This TI emblem (9013), for only $\$ 1.50$, is $314^{\prime \prime}$ x $31 / 2^{\prime \prime}$, embroidered, felt-backed, in white, gold, and navy. It is detachable with sturdy pin-through clips. Minimum order of six.

BLAZER EMBLEM (LETTERED) Available for $\$ 1.75$ each, this emblem (9014) has the district number or club and district numbers embroidered on the plain blazer emblem described above. Minimum order of six.

BRIEFCASE (ZIPPER) - This blue plastic briefcase (230), priced at $\$ 1.75$, is embossed with a gold TI emblem. It is a convenient carrier for club materials.

MEMBERSHIP PLAQUE-This 5 " x $7^{\prime \prime}$ plaque (391) is priced at only $\$ 2.50$. It features a silk-screened plate on a walnut base. A handsome adornment for home or office.

## (Part II) <br> CLUB EDUCATIONAL AND MANAGEMENT MATERIALS COMMUNICATION

Your decision to develop greater communication and leadership abilities requires you to make your desires known to your club's educational committee. Encourage your club's committee to investigate other aspects in the realm of communication and leadership.

LISTENING TO LEARN-This 20-page manual (1200) is available for $\$ 1.25$ (11 or more for $\$ 1.00$ each) to clubs and club members. The manual contains tips about how to improve your listening ability and how speakers can make listening easier for their audiences.

## EVALUATION

Evaluation is one of the most critical tasks even for the seasoned Toastmaster. Your ability to evaluate effectively can distinguish you in every phase of your personal and public life.

INDIVIDUAL SPEECH EVALUATION
FORM-Available only in quantities of 100 for $\$ 1.00$, this one-page form (165) for the evaluator outlines the points for evaluation of a speech.

BALLOTS AND BRIEF EVALUA-TIONS-Available only in quantities of 500 for $\$ 3.00$, this perforated form (163) includes ballots for best Table Topics speaker, best speaker, best evaluator, and a form for each member to make brief evaluation comments.

## Evaluation (Cont.)

EVALUATION KIT—Available for only $\$ 1.50$, this kit (167) has many ideas for establishing variety in the evaluation portion of your club's meetings. It contains 25 each of Picture and Score Yourself (164); Speech Evaluation - Panel Discussion (160) ; Speakers Profile (161) ; Individual Speech Evaluation Form (165) ; and Critique of the Critic (1323).

(202)

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## SPEECH EVALUATION (SPEAKER'S

 PROFILE)-Available only in quantities of 100 for $\$ 1.50$, this form (161) allows broad evaluation of the speaker. Also useful as a contest judging worksheet.SPEECH EVALUATION (PANEL DIS-CUSSION)-Available only in quantities of 100 for $\$ 1.50$, this form (160) provides for the opinions of several evaluators to be given to each speaker.

PICTURE AND SCORE YOURSELFAvailable only in quantities of 100 for $\$ 1.00$, this self-evaluation form (164) contains 14 pointed questions about your speaking habits.

CRITIQUE OF THE CRITIC-Available only in quantities of 100 for $\$ 1.00$, this form (1323) is used as written comment for the evaluation of the evaluator.

EVALUATION CONTEST RULES For 15 cents, a set of rules (1197) for use by club, area, or district to establish evaluation standards for each member. Includes one copy of the evaluation worksheet (1198).

## Evaluation (Cont.)

## EVALUATION CONTEST WORK-

SHEET AND BALLOT-Available only in quantities of 100 for $\$ 1.50$ (1198).

## PARLIAMENTARY PROCEDURE

A common ground is needed for productive and polite communication among groups. A specific and universally accepted practice is available to you and your club in the following materials.

## HANDBOOK OF PARLIAMENTARY

 PROCEDURE - Available for $\$ 5.00$, this book (B-60) by Henry A. Davidson covers the rules and practices of parliamentary procedure for the small organization.PARLIAMENTARY KIT-This kit (166) is available to you and your club for only $\$ 10.00$. It contains a plastic parliamentary chart $36^{\prime \prime} \times 50^{\prime \prime}$ (168) ; 40 pocket-size parliamentary charts (169); and one copy of the handbook, Parliamentary Procedure at a Glance (B-25), by 0. Garland Jones.

PARLIAMENTARY SCRIPTS - This set of nine scripts is designed to cover in dramatic form the processes of parliamentary procedure, from the presentation of motions through the decorum in debate. One set (1360.9) for 50 cents. Twelve sets (1360.12) for $\$ 4.50$.

PARLIAMENTARY SCRIPTS NOS. 1-4 - A set of 12 (1360.4), each of the first four parliamentary scripts described above. May be used as a starter. Priced at $\$ 2.00$ a set.

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Described on Page 17

## Parliamentary Procedure (Cont.)

## STREAMLINED PARLIAMENTARY

 PRACTICE SCRIPTS - A set of six scripts (1361), available for 50 cents, designed to provide instruction in six separate areas of parliamentary procedure and club operation. The scripts provide for participation by 18 members.PARLIAMENTARY QUIZ "A"-A four-

(200)

Described on Page 17 page question and answer brochure (1363.1) designed to determine your knowledge of basic parliamentary procedure. Available only in quantities of 25 for 50 cents.

PARLIAMENTARY QUIZ "B"-A fourpage question and answer brochure (1363.2) dealing with motions, amendments, and amendments to amendments. Available only in quantities of 25 for 50 cents.

PARLIAMENTARY PRACTICEAvailable for $\$ 3.50$, this book is an effective guide to understanding correct parliamentary procedure. Written by General Henry M. Robert(B-14).

PARLIAMENTARY LAW - This 580page book (B-51), costing only $\$ 6.50$, is a complete work on parliamentary law and is meant for the serious student. Written by General Henry M. Robert.

ROBERT'S RULES OF ORDER (NEWLY REVISED)-This recently up-dated volume (B-30), by General Henry M. Robert, covers all points of parliamentary procedure. Available for $\$ 5.00$.

## CLUB SUPPLIES

Your club's esprit de corps can depend upon the smallest detail, but this important concept can mean the difference between a highly successful program of communication and leadership and a program in which member needs are not fulfilled. Check the items listed below for ideas which can build interest in your club. Encourage your club to obtain any items it doesn't already have.

VISITOR'S CARD——This $6^{\prime \prime} \times 8^{\prime \prime}$ card (904), in quantities of 30 for 50 cents, is useful as a means of obtaining a visitor's name, address, and occupation.

OFFICIAL CLUB BANNER—For $\$ 20.00$, this gold satin, $3^{\prime} \times 4^{\prime}$ banner with blue TI emblem and lettering (234), lends identity to your meeting place and is excellent background for publicity photographs. Specify club name and number, district number, city, and state/province.

PROCLAMATION (SAMPLE) - At no cost, the sample proclamation (1143) provides the guideline for having your mayor or governor officially declare Toastmasters Week or Month.

NEWS RELEASES (SAMPLE)—These releases (1147), for 50 cents, cover a wide range of club activities that should be reported to local press.

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COMMUNICATION AND LEADERSHIP PROGRAM-A two-color pamphlet (99) describing the benefits of the Toastmasters program to your prospective members. Twenty-five free to each club upon request. Additional pamphlets, one cent each.

## Club Supplies (Cont.)

WE'RE IN IT TOGETHER-A pamphlet (101) explaining the value of Toastmasters to business, industry, and government. Twenty-five free to each club upon request. Additional pamphlets, one cent each.

ALL ABOUT TOASTMASTERS-A 12page booklet (124), for five cents each, explains the purpose and operation of Toastmasters International and the Toastmasters clubs.

BRIEF HISTORY OF TOASTMASTERS INTERNATIONAL-Available at no cost (201-D), this also contains the Toastmasters International organizational chart.

THE TOASTMASTERS CLUB - Available at no cost (1164), this reprint from The Toastmaster magazine relates the meaning and values of a Toastmasters club. Written by Dr. Ralph C. Smedley.

GUEST BADGE (VISITOR'S CARD)Available for two cents each, this handy card (231) is designed to fit into the breast pocket. The detachable card is your club's record of each visitor's name, address, occupation, and comments about his interest in your club and Toastmasters.

OFFICIAL BADGE (CLUB OFFICER) —A sturdy plastic badge (393), for 75 cents each, sports the TI emblem and a spring clip. Complete with your name tag and preprinted office title inserts for all club offices.

## Club Supplies (Cont.)

OFFICIAL BADGE (MEMBER) - A sturdy plastic badge (395), priced at 50 cents each, has the TI emblem and spring clip. Includes insert slot for your name.

## INTRODUCING THE TOASTMAS

 TERS CLUB-A promotional pamphlet (100) describing Toastmasters programs and explaining the personal benefits membership offers. Twenty-five free to each club upon request. Additional pamphlets, one cent each.
## PROMOTIONAL MATERIALS

Promotional materials help your club to become known in the community. These materials also are beneficial to your membership building program. Give serious consideration to the following items and others in the TI Supply Catalog as aids to your community relations committee activities.

SILENT SALESMAN - A special kit (366), available for $\$ 3.00$, to help get information about Toastmasters to your prospective new members. Contains 25 "Communication and Leadership" pamphlets (99), 25 "Introducing the Toastmasters Club" pamphlets (100), and three high-impact plastic containers for displaying the pamphlets in public places.

PLAQUE (CLUB MEETING)-At $\$ 3.00$, a white plastic plaque, $101 / 2^{\prime \prime} \times 10^{\prime \prime}$ (384), with the TI motto and emblem for inside display at club meeting place. Includes statements: "Toastmasters Meet Here" and "Guests Welcome." Pressure sensitive decals provide for day and time of meeting.

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## Promotional Materials (Cont.)

BROADCAST SPOT ANNOUNCE-MENTS-This set (1146), available for $\$ 1.00$, includes a series of 10,20 , and $30-$ second announcements adaptable for local use. Also included is a sample letter to station directors.

## SAMPLE INVITATION LETTER -

 This sample letter (1007), at no cost, contains many pertinent points which should be included when inviting men to see the Toastmasters program in action. Limit, one per club.GUEST INVITATION CARDS AND ENVELOPES-Handsome formal invitations (344) to be signed by club president. Available only in sets of 25 for $\$ 1.25$.

PATTERNS IN PROGRAMMING This brilliant new manual (1314), for 75 cents, presents new and old ideas for variety in your club programming.

FROM PROSPECT TO GUEST TO MEMBER-This convenient and informative membership sales pamphlet (108) is available 25 free to each club upon request. Additional copies, one cent each.

RECOGNITION IN FOCUS-This brochure (1208), at no cost, describes the TI members, club, area, district, and International awards and recognition.

CROSS PEN AND PENCIL-Available in set (6601) for $\$ 17.00$ or pen alone (6602) for $\$ 8.50$, these distinguished writing instruments are 12 K gold filled and have the TI emblem on the clip.


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

## ABLE TOASTMASTER (ATM) <br> Certificate of Achievement

William H. Bruce, ATM Jaycee Club 130-F
Edward C. Posner, ATM South Pasadena Club 356-F
Arthur H. MacBride, ATM Paul Revere Club 602-F
James E. Bell, ATM
Strato Speakers Club 1990-2
G. R. Larsen, ATM Papago Club 2694-3
Robert D. Blaine, ATM West Valley Club 107-4
Stanley J. Nowicki, ATM Pacific Beach Club 54-5
Ray D. Behlman, ATM Convair Club 3745-5
Charles L. Spencer Jr., ATM Sundial Club 2586-7
Boyd D. Nash, ATM Bureau of Mines Club 2598-7
P. J. Hill, ATM

St. Clair Club 496-8
Dr. Richard L. Lippitt, ATM Tri-County Club 1917-10
William A. Fields, ATM C.M.B. Club 517-11

Walter L. Flockhart, ATM NAFI Club 3059-11

## Ross J. McCoy, ATM

 Woodland Club 3051-12Clarence E. White, ATM
Boise Club 61-15
John J. Guenther, ATM
Stillwater Club 576-16
Ralph G. K. Beach, ATM Bellvue Breakfast Club 3369-24
John M. Gray, ATM Shreveport Club 718-25
Lloyd C. Newland, ATM
Mile High Club 741-26
Lee Trovas, ATM
Downtown Club 2777-26
Cliff Taylor, ATM
Burned Toast Club 3734-41
Robert B. Bass, ATM Sunrise Club 3035-43
Glenn C. Klein, ATM
Pan Am Management Club $1652-47$
Arthur D. Donnelly, ATM
Pompano Beach Club $3003-47$
Leo N. Fine, ATM
Hui Olelo Kane Club 2516-49
Robert 0. Wall, ATM
Ala Moana Club 3701-49
Henry G. Ullerich, ATM Los Caballeros Club 322-50
Ronald S. Thomson, ATM Associates Club 1042-50
Joey Y. Kumagai, ATM Gavel Club 11-51


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## TOASTMASTERS INTERNATIONAL

STATEMENT OF ASSETS OF ALL FUNDS
JUNE 30, 1970
GENERAL FUND

UNRESTRICTED:

Cash on hand, demand deposits and savings accounts
Accounts receivable
\$134,064.01
Refundable deposits and prepaid postage
Due from Investment (Endowment) Fund
Deferred expense - authors
fees
Total - Unrestricted
RESTRICTED:
Cash - demand deposits
Cash - savings accounts
\$ 43,013.81
9,409.44
Due from General Fund - Unrestricted
103.93

Total - Restricted
Total
52,527.18
\$241,687.87

## INVESTMENT (ENDOWMENT) FUND

Bonds and common stocks, at cost
\$ 98,571.30
U. S. Treasury Bonds, at cost 9,000.00
Total

## PROPERTY FUND

PROPERTY, BUILDING AND EQUIPMENT,
at cost:
Land
\$ 47,220.54
Building
606,862.65
Furniture and equipment
Total property, building
and equipment
96,087.08

CASH ON DEMAND DEPOSIT — reserve
accounts
Total
$\$ 750,170.27$
37,991.35 \$788,161.62

Board of Directors
Toastmasters International
We have examined the statements of assets and liabilities of Toast masters International as at June 30, 1970 and the related statements of fund balances and income and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

FINANCIAL REPORT 1969-1970
STATEMENT OF LIABILITIES OF ALL FUNDS
JUNE 30, 1970
GENERAL FUND

UNRESTRICTED:

| Accounts payable | $\$ 30,442.65$ |
| :--- | ---: |
| Sales tax payable | 743.40 |
| Advance convention deposits | $6,602.95$ |
| Deferred charter fees | $1,450.00$ |
| Contracts payable - author's fees | $21,500.00$ |
| Due to General Fund - Restricted | $\$ 60,842.93$ |
| Unrestricted - General Fund balance | $\underline{128,317.76}$ |
| Total — Unrestricted | $\$ 189,160.69$ |

RESTRICTED:

| District reserve fund balances | \$ 48,386.82 |  |
| :---: | :---: | :---: |
| Grants | 2,305.92 |  |
| Ralph C. Smedley Memorial Fund | 1,834.44 |  |
| Total - Restricted |  | 52,527.18 |
| Total |  | \$241,687.87 |

Due to General Fund
Investment Fund balance
\$ 3,361.77
104,209.53
\$107,571.30

## PROPERTY FUND

Property Fund invested balance
$\$ 750,170.27$
Property Fund reserve balance:
Reserves for additions, replacements and maintenance
$\$ 788,161.62$

In our opinion the accompanying statements present fairly the assets and liabilities of Toastmasters International as at June 30, 1970 and the and liabilities of Toastmasters international as at June 30,1970 and the changes in the fund ended in conformity with generally accepted accounting procedures for non-profit educational organizations, applied on a basis consistent with that of the preceding year.
July 13, 1970

GENERAL FUND - UNRESTRICTED

## STATEMENT OF INCOME AND EXPENDITURES

FOR THE YEAR ENDED JUNE 30, 1970
INCOME:
Membership charges:
Annual membership fees
Magazine subscriptions
New member service charges
Gavel Club fees

Total membership charges
Club charges:
Charter fees
Club equipment, supplies and insignia

Total club charges
\$463,535.61
93,139.34
58,575.00 3,255.00
\$ 9,200.00
74,937.94

68,127.44

41,695.91

## $\$ 618,504.95$

+ 

Charges for optional educationa materials and supplies
Other income - dividends, interest and miscellaneous

Total income
OPERATING EXPENSES:

## Administrative

District/new club services
Membership services
Publications

## Christmas Shopping

## Ideas For Toastmasters

## RINGS

Attractive rings for past club presidents and club members. Available either in 10 k gold, for $\$ 32.00$, or sterling silver, for $\$ 20.00$, with the TI emblem on a black onyx setting. Past president's ring, gold . 329.1, silver . . 329.2. Member's ring, gold...330.1, silver...330.2. Order from Toastmasters International, Santa Ana, California, U.S.A. 92711. Add 30 cents for each ring for packing and shipping charges. California orders add $5 \%$ sales tax.


## 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 $\qquad$ Zip Code
New address
City $\qquad$ State/Province
Country Zip Code

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


## Sales Project Publicity

District 35 Governor Terry Wunsch is making publicity one of his district's goals in TI's special October - through - December Membership Sales Project. Two substantial articles about local club and International activities already have been published in "The Milwaukee (Wisc.) Journal."

## Many Guests

Niles Township Club 665-30 in Morton Grove, Ill., hosted more than 40 guests when it presented a "Town Meeting" featuring a debate, "Student Protest: Legitimate Campus Activity?", between two club members and two students from Northwestern University, Evanston, Ill.

IN CITY GOVERNMENT—Rockford Aldermen, members of Rockford (III.) Club 175254, Dale Skolrood (left) and Arthur Nielsen (right) explain city council seating arrangements to Rockford Club President Floyd Kisner prior to a club meeting in council chamber.


TOASTMASTERS WEEKSan Diego, Calif., Vice Mayor Alan Hitch (seated) signs proclamation declaring "Toastmasters Week" for the District 5 Spring Conference. Toastmasters participating in the ceremonies are (from left) past District 5 Governor Joe Sawaya, District 5 Governor Harold O. Story, DTM; Educational Lieutenant Governor Hap Owens, and past District 5 Governor Durwood E. English.


The Standard of Excellence
Members of Professional Men's Club 624-5 in San Diego, Calif., have established a high-standard attendance average over a recent period of five meetings - 32 members and three guests per meeting. This is a "President's 40" club.

Fine Publicity
Members of Providence (R.I.) Club 1330-31 found themselves pictured on the front page of the "Tempo" section of "The Providence Sunday Journal" in a fullpage feature about club and TI activities.

IN AUSTRALIA-Members of Coolabah Club 3358-TCA in Mackay, Queensland, Australia, talk with guest speaker Sir Raphael Cilento Kt., during the club's special dinner observence of the bi-centennial of the founding of Australia by Capt. James Cook. From left are Jim White, Toastmaster of the Evening; Club President Stan Fursman; Sir Raphael; and Mackay Mayor A. F. Abbott, a past president of Coolabah Club.




## TOASTMASTERS TOWN OF THE MONTH — IDAHO FALLS, IDAHO

IDAHO FALLS, IDAHO, a community of slightly more than 35,000 inhabitants, is a center for recreation in the northwestern section of the United States, and it also is the site for the headquarters of the National Reactor (nuclear) Testing Station.

Located in the heart of the Upper Snake River Valley, the city was established at the site of the Idaho Falls on the Snake River, from which it gets its name. The community originally was named Eagle Rock, but was changed to Idaho Falls by petition in 1891.

Prime industries supporting the city are agriculture, atomic energy, and recreation. The agricultural industry concentrates upon potatoes, sugar beets, and feed grain. Idaho Falls lies in the central region producing the famous Idaho Russett potatoes. Beef and dairy products also are a part of the area's product.

The nuclear power station is the United States' principal site for testing new nuclear reactor concepts and design safety features.

The outdoor recreation facilities surrounding this northwestern community abound with national parks, ski resorts, lakes, and forests.

Idaho Falls is the home of two Toastmasters clubs: Idaho Falls Club $548-15$, which celebrated its 18 th anniversary in April, and William E. Borah Club 2701-15, which celebrated its 12th anniversary in May. Toastmasters in the community plan an extensive promotional campaign during November to celebrate its selection as Toastmasters Town of the Month.

## NコM CIUBE

## As of Aug 31, 1970

District 15
BRIDGERLAND Club 2081-15. Meets Thurs., 7:30 p.m., USU Union Bldg., Utah State University, LOGAN, Utah. Contact: 752-6891. Area: Five.

## District 21

EATON'S Club 3346-21. Meets Wed., 6:00 p.m., Marine Rm., Eaton's Store, 515 W. Hastings S., VANCOUVER, B.C., Canada. Contact: 685-7112.

District 35
SPOKESMEN Club 2404-35. Meets 1st \& 3rd Wed., 5:15 p.m., WestwardHo Rest., 4929 W. Greenfield Ave., MILWAUKEE, Wisc. Contact: 3271122.

District 37
TRANSPORTATION Club 1153-37. Meets 1st \& 3rd Mon., 3:30 p.m., Transportation Division offices, Burlington Industries, Tucker St., BURLINGTON, N.C. Contact: 228-2251.

District 57
LAS JUNTAS Club 2473-57. Meets Fri., noon, Pleasant Hill Inn, PLEASANT HILL, Calif. Contact: 939-4242.

District 62
NORTH SHORE Club 2805-62. Meets alt. Mon., 7:30 p.m., Training Bldg., The Algoma Steel Corp., Ltd., Queen St., SAULT STE. MARIE, Ont., Canada. Contact 253-9656. Sponsoring Club: ALGOMA CLUB 2648-62.


## ABLE TOASTMASTER (ATM)

## Certificates of Achievement

Gay L. Bennett, ATM
Aliquippa Club 902-13
Ford S. Blaney, ATM
Greater Indiana Club 1440-13

## W. R. Castonguay, ATM <br> Monroeville Club 2954-13

## Orbie M. Campbell, ATM

Georgia Power Co. Club 3488-14

Edwin R. Ehrlich, ATM
LAIRS \#2 Club 3924-52

## J. Robert Gaul, ATM

 Burlington Club 3074-60
## Douglas A. Barclay, ATM

Burlington Club 3074-60

## Jack A. Graham, ATM

Prost Masters Club 3254-U


## TOASTMASTERS COUNCIL PRESIDENTS

## Australia-A. R. (Ray) Toyer <br> Australla-A. Isles-Alexander B Noyen

N.S.W. Australia 2196

28 James St., Punchbowl, N.S.W., Australia 2196

## SPEECHCRAFT-NEW!-

## For Clubs On The Move

TI's new Speechcraft materials become available this month. The new materials, designed to be presented within the club meeting format, will enhance your club programming variety and quality and bring in new members. Know and use this new program to meet your members' needs.

One of the most valuable packages in the Speechcraft Program is the Speechcraft Promotional Kit (203), available for 25 cents, which includes 25 Speechcraft Promotional Brochures (207) and 20 copies of "Questions and Answers about the Toastmasters Speechcraft Program." It answers your question, "Why Speechcraft?'

## SPECIAL

The Speechcraft Starter Kit (205), available for $\$ 7.50$, includes the necessary materials for recruiting and conducting Speechcraft for five persons. It contains:

Three Speechcraft Coordinator's Guides (204), sold separately for \$3.75 $\$ 1.25$ each, which present a program of eight Speechcraft sessions.
Five Speechcrafter's Handbooks (204-H), available for 75 cents each. 3.75

Contains student worksheets.
Ten Member Speechcraft Adviser Notes (208), available separately,
two for five cents. Contains guidelines and helpful hints for members who serve as Speechcraft advisers.
Fifteen Speechcraft Evaluation Forms (209), available separately,
four for 10 cents. For members' written evaluation of Speechcrafters' speeches.
Five Speechcraft Registration and Record Cards (206), available15
separately in sets of two for five cents.
One TI Dues Receipt Book (37), available for \$1.00, for permanent 1.00 record of Speechcrafters' fee payment.
Fifteen Speechcraft Promotional Brochures (207), available separ-
ately for one cent each. Tells prospective Speechcrafters the benefits of Speechcraft.
Twenty Questions and Answers about the Toastmasters Speechcraft
Program. For answering your questions when considering presenting Speechcraft (203-A).
Five Speechcraft Completion Certificates (500-D), available sepa1.25 rately for 25 cents each. Recognizes participant's Speechcraft completion.

Total Value $\$ 10.70$

## SPECIAL SPEECHCRAFT STARTER KIT (205) PRICE $\$ 7.50$

Include 15\% for packing and shipping. California orders include 5\% sales tax. Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A. 92711


[^0]:    Address All Communications THE TOASTMASTER • SANTA ANA, CALIFORNIA 92711

