

THE TOASTMASTER

NOVEMBER



1966

FOR BETTER LISTENING

THINKING • SPEAKING

WHITE SANDS MISSILE RANGE, N.M.
Toastmasters Town of the Month

In This Issue:
We Care



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TOASTMASTERS INTERNATIONAL IS:

. . . a nonprofit, nonpartisan, nonsectarian educational organization which has helped more than one million men through its program of self-expression and self-improvement. Clubs are located in countries and territories throughout the free world.

A Toastmasters club is an organized group providing its members with opportunities to improve their abilities to speak in public, conduct meetings and develop executive abilities. In congenial fellowship, ambitious men help each other through practice, mutual constructive criticism and the assumption of responsibilities within the organization.

Each club is a member of Toastmasters International. The club and its members receive services, supplies and continuing counsel from the World Headquarters.

The TOASTMASTER

For Better Listening—Thinking—Speaking

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Editor

Phil Interlandi
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*At General Electric a Program
in Public Speaking is in its 23rd
Year. The Director of The Course
Describes it for Toastmasters in . . .*

WE CARE

by WILLIAM J. KENNEY JR.

The General Electric Company, one of the giants of American industry, has a public speaking program for its employees. Because of the program's similarity to Toastmasters, the editors believe the following article will be of interest to the readers of The Toastmaster.



William J. Kenney, Jr., is academic director of General Electric's Effective Presentation Course which includes in its organization 13 area deans and 200 instructors. The course is taught in 45 locations throughout the United States. He is manager of advertising, sales training and personnel development for General Electric's Service Shops Department. Kenney is listed in the first edition of Who's Who in Advertising, has produced television commercials for the former G.E. Theater, and has headed G.E.'s education film program, Excursions in Science.



IT WAS LIKE 007 meeting the man from U.N.C.L.E. Two people from different organizations . . . both having similar occupations and objectives and naturally interested in each other's "modus operandi." I was having dinner with Toastmasters International Executive Director Maurice Forley and, as you might expect, there was a great deal of shop talk.

As Academic Director of General Electric's public speaking program called "Effective Presentation," I am responsible for the instruction corps and curricula taught in 45 plant locations. Thirteen area deans assist me in this operation.

Since Maurice Forley thought you, as Toastmasters, might be interested in one of American industry's first public speaking

programs, he asked me to tell you about "Effective Presentation" . . . nicknamed "EP" at G.E.

The General Electric Company realized the need to improve employees' public speaking ability and in 1943 a class called "Effective Presentation of Business Ideas" was formally organized at its plant in Schenectady, N.Y.

Although EP was officially born 23 years ago, it was being practiced informally in 1937. At that time, a handful of Schenectady employees enrolled at Union College in a public speaking course specifically designed to meet their needs for speaking instruction and practice. As an outgrowth of their classroom activities, the members formed a weekly luncheon group to practice their public speaking in an

informal atmosphere. The group called itself the "Round Table" and each week the chairmanship rotated giving each member a chance to be a "luncheon" speaker.

Although EP was originally conceived as a public speaking course, it now spans the total spectrum of business communications. It is constructed to improve the individual's skills in letters, reports, telephone conversations, sales talks, meetings, formal platform speeches and the many informal oral and written presentations made during the course of a business day.

The course is taught after working hours... for two hours one evening a week for 16 weeks. A typical class has about 15 students.

A typical session goes like this. Each student gives a 3-3 1/3 minute prepared talk on an assigned topic—with special emphasis on a particular phase. We might be highlighting strategy, organization, visual aids or reading a written paper. After each speech another student serves as critic. In this way, at each session every student has two opportunities to address the class... one as speaker, the other as critic. After each critic has his say, the class is thrown open to

a free-for-all with the instructor serving as moderator, mediator, stimulator, referee, and sometimes peace-maker.

We refer to the course as being "instructor-oriented." What this means is that the individual instructors are given great freedom to run their classes as they see fit—to run them as befits their own personalities and the character of their classes.

To seek out and train our instructors, a "Potential Instructor" program has been instituted. Here's how we do it in Schenectady. Instructors are constantly searching their classes for people with aptitude, attitude and a certain undefinable flair for communicating. (This is not necessarily the best speaker in the class.)

When the area dean decides he needs an influx of new instructors he invites all the applicants to appear before the EP Council. (The area dean forms and chairmans a Council of Instructors to assist him in the administration of his area.)

Each applicant delivers a presentation on why he would make a good instructor. After a question and answer session the council selects its candidates for the PI program.

Each PI then goes through another semester assigned to dif-



ferent instructors. The PI reports to a PI director. He is graded by each instructor he assists and by the director. The PI director and the area dean evaluate the reports and decide whether an instructor's certificate will be given.

The PI does not get paid for his tour, and remember, it's all done on his own free time. Instructors are the only ones who get paid, and then only when they actually teach a class. The academic director, area deans, council members, and PI's do not get paid.

EP provides a formula for making a presentation in a lucid and logical manner. The formula is simple and is used in various forms by many practitioners of the art of communication. The formula, simply stated, is this:

Decide on exactly what your objective is. Plot your strategy in achieving your objectives and then use this outline in preparing your objective:

1. Get your audience's attention.
2. Reveal your objective.
3. Prove it by a series of pertinent examples, illustrations and facts.
4. Wrap it up and get out.

I'd like to add another tenet to our formula.

5. Do it entertainingly. Make your presentation so lucid that your audience knows what you've been trying to get across. Make it so entertaining that your audience has stayed with you all the way and each individual feels rewarded for having given you his valuable time and attention.

We recognize that public speaking ability, like any other art or skill, requires continual practice. Consequently, we always urge our graduates to "carry on" by joining a Toastmasters club, and many have not only joined Toastmasters, but have become prominent in Toastmasters club and district affairs.

EP has been remarkably successful and popular within our company. Sometime this year, the 50,000th employee will have graduated from the course.

I sincerely hope he joins the others in our ranks who have used Toastmasters to continue to sharpen their communicative skills. General Electric and Toastmasters have this in common: by our interest in the capabilities of our associates to improve their abilities and serve others, we each live up to the General Electric slogan, "We Care," and the Toastmasters theme, "For Better Listening, Thinking, Speaking."



REPORT FROM THE PRESIDENT

Fellow Toastmasters:

It hurts me to hear a middle-aged man say, "If I had my life to live over..." I can't criticize the self-evaluation of the man who wants to recognize his own mistakes but I do criticize the man who thinks it is too late to do something about it. If you are the same man you were six months ago you must either consider yourself perfect or a failure. Too much reminiscing of the loss of past opportunity by a man who has only lived half his adult life is a sign of loss of drive and mental stagnation. One of the best ways to get out of the old rocking chair and start the drive to move upward again is to accept the challenge of a senior Toastmaster. The senior Toastmaster recognizes that growth is slower after the courses are completed but that there is still a long way to go. He knows that by guiding his "learning in moments of enjoyment" he can grow and benefit from a host of experiences awaiting him. Growth in Toastmasters can be compared to a series of plateaus reached successively by constant enthusiasm and a hard climb. The hard climb represents meeting the challenge of a new field of speaking, teaching, leadership or other activities which our Toastmasters membership and our Toastmasters training make available to us. As we stand on the new plateau we can look down to where we stood before and say, "There but for the challenge and my determination to meet it, I would still be standing."

Is the year ahead for you to be just a year of coasting? Are you planning to just rest and let the newer members catch up with you? Are you going to be the same man six months from now that you are today? Are you going to turn down those outside speaking opportunities and the special challenge of additional speech training? If you are not content to be the same man you were six months ago, then knock the rocker off the old rocking chair, use it for a walking stick and start climbing.

John B. Miller
International President

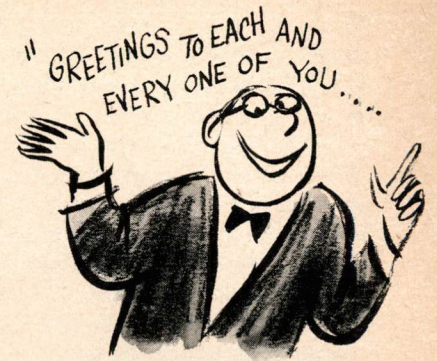
QUIT BEATING AROUND THE BUSH

OR

OPERATION CLICHÉ

by ROGER W. HAWLEY

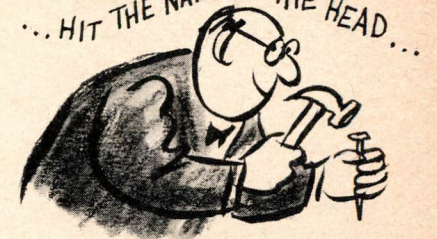
GREETINGS TO EACH and every one of you. I believe that it is time for us to get down to brass tacks on a certain matter that concerns us, hit the nail on the head, call a spade a spade, and quit beating around the bush. When it comes to the pure triteness of the common or garden variety of cliché, I don't hesitate to rush in where angels



...IT IS TIME FOR US
TO GET DOWN TO BRASS TACKS...



...HIT THE NAIL ON THE HEAD...



...STOP BEATING AROUND
THE BUSH"



fear to tread. I don't want to rest on my laurels, but so far I've managed to work eight clichés into four sentences.

What is a cliché? It is an expression which once may have been vivid, meaningful and colorful but which, through constant use and repetition, has lost all its freshness and most of its meaning, leaving us with the empty husk which we lazily continue to employ. As Dr. Bergen Evans says: "Once it may have been clever or brilliantly precise or movingly passionate; chances are it was or it wouldn't have been repeated so often. But after the ten-billionth repetition it no longer startles or shocks or amuses or excites. It simply doesn't register; it has become a conglomerate of syllables which the mouth pronounces while the mind rests."

Our language has hundreds of what Dr. Evans calls "fossilized fragments of once living phrases." Precisely what is the meaning of "one fell swoop" or "easy as pie" or "dead as a doornail," "right as rain," "crazy as a loon?" What do you mean by a "fine kettle of fish," "a flash in the pan" or "a pillar of society?" Surely, in some of these expressions the original meanings can still be seen: "stubborn as a mule," "quick as lightning," "sly as a fox." But even these are so common and over-used that they no longer bring to mind the picture originally sug-

gested. "Stubborn as a mule" simply means "very stubborn"; "quick as lightning" means only "exceedingly rapid."

Jonathan Swift, the satirist, who wrote *Gulliver's Travels*, came up with his own private collection of clichés more than 220 years ago, which he called "Complete Collection of Genteel Conversation, Now Used in the Best Companies of England." It was a satirical collection of moldy phrases and trite expressions which were used by the smart set of his day. And he guaranteed that each one had been in use at least 100 years. It included such gems as "it's all in the day's work," "sight for sore eyes," "you can't have your cake and eat it," and "marriages are made in heaven."

Why do we use clichés? There are different reasons. One is that we are constantly fired upon by the printing and broadcasting worlds with a barrage of hastily written and poorly thought-out material. It's bound to be repetitious, and we find it easy to adopt for our speech the same worn out expressions we hear so often. Some newspapers have even had to construct lists of clichés which their writers may not use. Another reason we use these expressions is that we wish to appear clever, thoughtful, educated — and we succeed in appearing pompous and thoughtless. I believe, though, that the

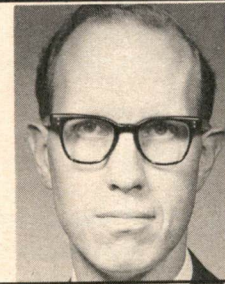
major reason is just laziness. Using clichés is easier than searching for new and fresh ways of saying it. At the same time it demonstrates lack of thought. We dip into our vocabulary and come up with a line that sounds good, means little and keeps us in words for awhile. Why do Toastmasters say "each and every one" when either "each" or "every" would do the job? Why not dispense with all but one "none other than" for each meeting? Surely, there must be some other way of saying it. Why not lie awake nights thinking up some original metaphors or picturesque phrases to use? You can't tell — maybe they'll catch on and you'll find yourself the author of a fine cliché some day. After all, the man who thought up "needle in a haystack" (and somebody had to) had a real beauty there — the first time it was used.

Nowadays we have our own pseudo-sophisticated brand of clichés. They are mostly scientific sounding. Every time someone finds out something no one

knew before, it just has to be called a "break-through." If someone decides on a bold new course of action, you watch it, he'll call it "Operation So-And-So." A man doesn't write a book any more — he "authors" it. Plans aren't completed any more — they're "finalized." In social circles we "creatively" make "dynamic adjustments" and thus achieve — you guessed it — "togetherness." A hundred years from now someone will be doing research on how today's pet clichés got started.

Perhaps I have sounded unnecessarily harsh. Certainly not every cliché can or should be continually avoided. But the point of this all is that any Toastmaster worth his salt (Whoops! There we go!) should do his best to do his own thinking, use his own phrases and figures of speech. You'll be amazed at how mentally challenging and refreshing it is when you take the broom of original thought and sweep out the cobwebs of stale clichés.

Roger W. Hawley is a past area governor and president of York Club 1865-24 in York, Neb. He is minister of East Hill Church of Christ and has taught speech at York College.



What Is Success To You? Whatever It is . . .

Put The Best Apples On Top

by E. O. HOLLOWAY

ALTHOUGH EVERY MAN wants to succeed, specific goals vary widely because success means many things to many people. Success might be a million dollars; a new house; a kind word from your wife; a college education for your children; an evening at home without the TV set on; or the respect of your fellow man!

Regardless of your concept of success, you must put your best foot forward if you are to achieve it. A good example of this is the customer in a grocery store who asked the grocer why

he always put his biggest and best apples on top of the stack. The grocer smiled and said, "For the very same reason that you always comb your longest hairs over your bald spot!" If you want to succeed you must put your biggest and best apples on top of the stack.

Earl Lockhart, professor of Education at Ohio State University, in his book, "How to Improve Your Personality," defined personality as a person's social influence. In other words, your personality is simply your personal qualities that combine to allow you to exert an influence on your associates.

Therefore, by its very definition, your personality is the key to your success! It follows that the successful man is the one who reaches the highest possible plane of his own personality development. In other words, he has evaluated his personal attributes, chosen his "best apples," and placed them on top of the stack.

Such a process of personal improvement can only be achieved through trial and error—through laboratory experimentation, if you please. Many groups offer opportunity for improvement in limited areas. But the Toastmasters club is the only organization I know of which serves as a virtual laboratory for development of the total personality.

Toastmasters members come

together with men from all walks of life, each an individual, each with his own personality. And yet all are drawn together by a common goal—personal development and improvement.

Two surveys taken ten years ago on the importance of personality development in industry are still significant today. A survey of employees dismissed from their jobs by 76 different firms revealed that only 10% were dismissed because they lacked skill in their job. The other 90% were dismissed because of poor personality traits. Another survey showed the importance of personality in promotions. Of 100 men who failed to get promotions, only 23% failed because they lacked skill. Seventy-seven out of 100 men were not promoted because they either could not or would not improve their personalities!

Toastmasters strives to achieve personality improvement through better listening, thinking, and speaking. The first visible improvement in a new Toastmasters member is usually in self-confidence. Self-confidence, or poise, is essential to a good personality. One gains poise as he improves his speaking ability through practice at his Toastmasters club each week.

Toastmasters also strives to help members become better listeners. Each member has the opportunity to evaluate the

speeches of other members. If we are to give good, objective, helpful critiques, we must train ourselves to listen analytically.

Toastmasters members have many opportunities to improve their thinking. One of the most practical is Table Topics. This little impromptu session gives practice in thinking on your feet. How many times have you thought of good answers to your boss's questions — after it was too late? How often do you think of witty comments during a conversation, only to discover that the subject has changed and your comments would no longer be appropriate? How many sales have you missed because you didn't think of the right thing to say at the appropriate time? The ability to think on your feet is necessary for success in any field. It will strengthen any personality.

The characteristic that truly makes the Toastmasters club a laboratory is evaluation. Through

the constructive criticism of other members we are able to measure the results of our experiments. By learning to accept criticism gracefully, even though we might at times consider it unfair, we constantly mold and shape our personality. We learn to capitalize on our strong points and to strengthen our weaknesses. We learn to recognize our best apples, and we put them on top of the stack!

Success in life depends on many things. But personality development is one of the essentials. The Toastmasters club offers a friendly, helpful laboratory for our experiments in personality development.

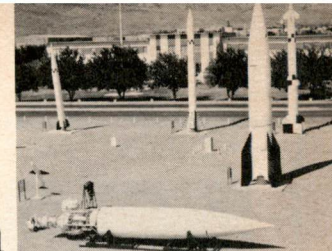
The introduction to the Infantry Drill Regulations used at West Point contains this statement: "Success in battle is the ultimate object of military training." Paraphrasing this statement, I can say that success in life is the ultimate object of Toastmasters training.



E. O. Holloway is administrative lieutenant governor of District 25 and a member of Gainesville (Tex.) Club 2828-25. A former president of his club and area governor, he has represented his club in two area speech contests and spoken at numerous area and district training sessions. He is a petroleum engineer with the Standard Oil Company of Texas.

WHITE SANDS MISSILE RANGE, N.M.

Toastmasters Town of The Month



WHITE SANDS MISSILE RANGE, N.M., acquiring its name from the approximately 275 square miles of pure white gypsum known as White Sands National Monument, is one of the vital links in the United States chain of national defense.

The 4,000 square mile missile test center is located in the historic Tularosa Basin of south-central New Mexico, cutting a 40 by 100 mile path through the rugged desert regions of the state. It is larger than Delaware, Rhode Island and the District of Columbia combined.

From its beginning in 1945, White Sands Proving Ground (its name changed to White Sands Missile Range in 1958) has pioneered in missile development. After World War II many of Germany's V-2 rockets and scientific personnel, including Wernher von Braun, were sent to White Sands where, in a joint effort with American scientists, the country's first missile program was born.

The range, with nearly 16,000 military and civilian personnel, is operated by the United States Army for the Department of Defense and is an element of U.S. Army Test and Evaluation Command of the Army Materiel Command. It provides support to the Army, Navy, Air Force, Department of Defense, and the National Aeronautics and Space Administration.

With the introduction of new and longer range missiles, the range has branched out from its 4,000 square-mile confine. It now includes launch sites in northern New Mexico and southern Utah.

Various phases of the "Man in Space" program are being carried out at the range by NASA. Successful firings of Little Joe, an important part of the Apollo Man to the Moon project, have provided scientists with vital information in testing vehicles to be used in placing men on our closest space neighbor. The U.S. Naval Ordnance Missile Test Facility tests missiles and various radar systems destined to be employed by the fleet, and the facility is also concerned with space research.

There is one Toastmasters club located at White Sands Missile Range, White Sands Toastmasters Club 3422-23. *The Toastmaster salutes White Sands Missile Range, Toastmasters Town of the Month.*



by JOHN M. COPPINGER

I'M SURE there are many Toastmasters who are inclined to believe that their membership in a club is solely for the purpose of learning and improving themselves through speaking and evaluation. It may come as a surprise to some that learning is also possible through the art of instruction, and a successful

Speechcraft course is a vehicle that will certainly attest to that fact.

A club of 15 members may be considered by some too small to carry on a successful Speechcraft course, but our club found that size means nothing where enthusiasm prevails. We realized that we needed members badly;

our guest nights hadn't been too fruitful for several months. We had all but conceded the fact that we were actually in good condition considering the community we draw from — approximately 850 homes. When one considers that clubs of 30 to 40 members are normally found in cities with upwards of 20,000 population, our position, ratio-wise, was good.

Our concern, however, was for the individual member. Each wanted an audience when he spoke. Sometimes only eight to twelve members showed up, but we were thankful for these. This has always been a problem with our club since many of the members travel considerably in their occupations.

We finally took some action! The newly formed membership committee met to decide what to do to bolster our numbers. Speechcraft had been discussed before, at earlier meetings, but was considered impractical in light of our small membership. One member expressed concern that he wouldn't be able to prepare a speech every other week, which a Speechcraft course, it appeared, would certainly necessitate.

The committee discussed the pros and cons for some time, decided it could be done, and recommended to the executive committee that we undertake Speechcraft. The officers con-

curred with the ideas presented and the members were informed at the next club meeting of the decision. We agreed that this would be a club project from which all would benefit.

The main problem of scheduling speakers for Speechcraft, as well as for the regular Toastmasters portion of the meeting, was solved easily. Our members would not mind preparing speeches or lectures every three weeks, if necessary, but advised against scheduling any more often. Therefore, outside help was the solution. After the club decided on Speechcraft, we approached other clubs in our area, outlined our plans and asked them to send speakers to some of our Speechcraft programs. It was decided that we would handle the instruction session and speakers from other clubs would be scheduled for the Toastmasters program. The enthusiasm shown by the other clubs toward our plans was typical of the cooperation one so often finds in Toastmasters.

This idea served a two-fold purpose — our problem was solved and outside Toastmasters were afforded the opportunity of speaking before another club.

From this point we ran the gamut of preparations. The necessary material was ordered from World Headquarters and several hundred open-letters from the club president describ-

ing the Speechcraft course were printed and distributed by each member to prospects. In addition, the letter appeared in the community newspaper, was posted on all bulletin boards in sight, and sent to local industrial firms to distribute. The latter required a personal cover letter explaining how Speechcraft might help employees in that particular organization. Eye-catching posters were made by an enterprising member and displayed in local store windows. One such poster was placed in a beauty salon urging women to interest their husbands in Speechcraft. News releases to all surrounding city newspapers explained the club's intentions. One week prior to the beginning of the course a one-column three-inch ad was placed in the local newspaper for four days as our final bid for students.

All this was accomplished in a period of a month and a half. It required work on everyone's part. One job was to print the necessary material for a student's notebook. This included a letter of welcome to the student, a roster of the Toastmasters, a time schedule for the evening's program, a meeting schedule listing each assignment for the eight-week course, a list of the Speechcraft topics and the asso-

ciated instructor, and a roster of students. These were attached to the regular Speechcraft Student Notes (from World Headquarters) and banded together in an attractive binder to be given to each student at the first meeting.

The club was confident that all had been done to attract the prospective Speechcrafter "to our door." Our first meeting was plagued by a severe rainstorm, but even so, 24 men showed up. By the third meeting we had registered a firm 18 in the course.

To our small club of 15 members, these newcomers were worth all the work that had gone into the preparations for Speechcraft.

Throughout the course, the instructor chairman and president frequently encouraged the Speechcrafters to join in the Table Topics sessions and several did. We had stressed before and during the course that such participation would be voluntary and no one was "put on the spot." The students were asked to consider joining our club upon the conclusion of Speechcraft in order to continue their education in the art of public speaking.

When the course ended, nine students submitted applications for membership. Others, from outside the immediate area, ex-



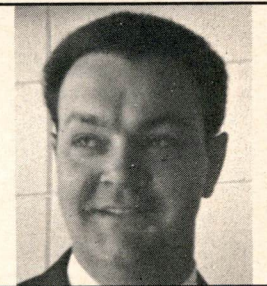
pressed plans for joining clubs nearer their home or work. Some had traveled 30 miles to attend our course. Our new members were a most welcome addition to our small club.

We proved one thing in carrying out Speechcraft. The club's size should not be a primary consideration when it comes time to make the initial decision to undertake the course. The entire membership must be completely "sold" and be willing to put in the work that will make it a success. Speechcraft does

not have to be solely a club project. It can be carried out on an area level or, as we did, by enlisting speaking help from other clubs.

To those clubs with faltering membership, I heartily recommend Speechcraft. If membership drives or guest nights fail, try the tested method — Speechcraft. It is a rewarding experience to all participants. Your present members will learn a great deal by instructing and your applications for membership are sure to hit a new high!

John M. Coppinger is a member of Windward Club 1654-49 at Kailua, Hawaii and a former member of Highlands Club 3100-4 in San Mateo, Calif. where he served as club president. He is an air traffic controller with the Federal Aviation Agency at the Honolulu International Airport.



Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.

— Henry Ford



Toastmasters Executive Director Maurice Forley points out features of the Macey collator at World Headquarters to members of the Galloping Gaveliers. The club from the Job Corps Conservation Center at Clear Creek, Nev., paid a recent visit to WHQ.

Galloping Gaveliers Visit World Headquarters

THE GALLOPING GAVELIERS from Clear Creek came to World Headquarters recently. . . Although it may sound like the beginning of a script for "Gunsmoke," it was the start of a visit to WHQ by Gavel Club 93 from the Job Corps Conservation Center at Clear Creek, Nev.

Eleven of the club's 26 members made the trip. Edwin Norwood, Jr., the club advisor and a VISTA worker, brought the group to Santa Ana.

They were greeted by Toastmasters International Executive Director Maurice Forley who showed them through the World Headquarters.

In a discussion preceding the tour the young men unanimously agreed that their participation

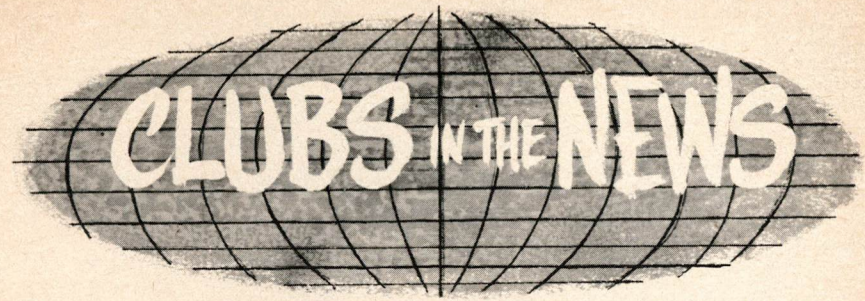
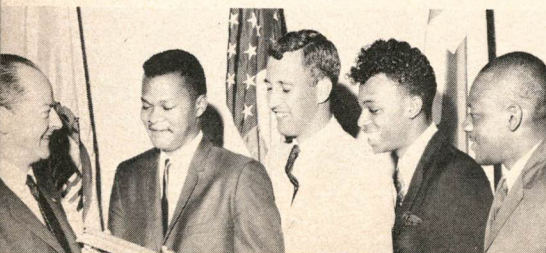
in the Gavel Club was making a significant contribution to their preparations for a career when they leave the center.

John Meehan of Brockton, Mass., president of the club, expressed the sentiments of the group when he said:

"I'm learning to be a carpenter and I know that when I leave the center I'll be able to give a good impression of myself to an employer because of the Gavel Club."

Executive Director Forley presented the club with copies of *Personally Speaking*, a collection of writings by Toastmasters Founder Dr. Ralph C. Smedley; and his own book, *Public Speaking Without Pain*.

Galloping Gaveliers Gavel Club 93 made a tour of Toastmasters International's World Headquarters where Executive Director Maurice Forley, left, presented to them copies of *Personally Speaking*, a collection of writings by Founder Dr. Ralph C. Smedley; and *Public Speaking Without Pain*, by Executive Director Forley. Accepting the books is Edwin Norwood, Jr., counsellor for the club. Looking on are John



Children's Picnic

It was the fathers against the children when Niles Township Club 665-30 held its annual picnic.

Three of the youngsters participated in the speaking portion of the program and others took part in Table Topics.

Following the meeting it was time for softball, badminton and other sports. Fifteen members and an equal number of youngsters attended the event.

Niles Township Club 665-30
Chicago, Ill.

• • •

Program Video Taped

It was speak up . . . and be seen when the installation of officers for Falls Church Club 3213-36 was held.

The program was recorded on a home video tape recorder. The participants then watched themselves as others see them and checked their performances against their evaluations.

Falls Church Club 3213-36
Falls Church, Va.

Making his acceptance speech as the new treasurer of Falls Church Club 3213-36 is Robert S. Cannon. The program at the meeting was video taped and played back for the participants.

NOVEMBER, 1966

Club Observes 4-H Week

Weatherwise Club 2905-3 held a special meeting to observe 4-H Week.

Guests for the meeting were from Benson High School. The students presented a slide exhibit and discussion on "Head, Heart, Hand, Health."

Weatherwise Club 2905-3
Fort Huachuca, Ariz.

• • •

Club Honors Member

The marquee at the Holiday Inn in Sherman, Tex., read "Toastmasters Salute Robert Sanford" as the eight year veteran of Sherman Club 345-25 was honored by his fellow club members.

A plaque was presented to Sanford by Ernie Breaux, District 25 lieutenant governor. Sanford has a perfect eight-year attendance in the club and has won every major speech contest held by the club in addition to being honored as "Toastmaster of the Year."

Sherman Club 345-25
Sherman, Tex.





Maury Maede of WIIS-San Francisco Club 3548-4 was interviewed on the Helen Bentley Show over Radio Station KCBS. Several members of the club have made local appearances on radio to speak on various insurance problems. Maede spoke on the problem of providing automobile insurance for young drivers and then answered questions phoned in by the listeners.



John B. Peffley, right, past governor of District 59, presents a certificate to Nevada Congressman Walter Baring in recognition of his "service to his community and fellow men." Congressman Baring was a Toastmaster and will speak at the Region I meeting in Reno in June, 1967.



Fred Wienecke, left, congratulates Jerry Peterson, upon their arrival in Madison, Wis., for a meeting of Capitol City Club 2953-35. Wienecke, a past president of Janesville Club 1983-35; and Peterson, charter president of Delavan Club 3925-35, made the trip to Madison in Peterson's airplane.

"Old Timers Night" brought out many former members of Forty-Niners Club 1244-4 in San Francisco, Calif. Among those attending were, seated left to right, Will Storing, William W. Wilson, Jr., Roy Newell, Art Leach; standing, left to right, Ed Middendorf, Paul de Fremery, Jim Malinowski and Jerry Meyer.



Lynwood (Calif.) Club 423-51 members held a meeting aboard the USS Yorktown. Following the meeting, held in the officers wardroom, club members were given a guided tour of the aircraft carrier. In the photograph are Commander Mark R. Starr; John Stevens, Lynwood city councilman and club member; Mrs. Stevens; Mrs. Henry Van Compernelle; Albert Dufault, governor of District 51; Captain William M. McCulley, Jr., commanding officer; Henry Van Compernelle, Area 6 governor; James Riley, Lynwood Fire Department chief; Norman Wasserman, District 51 lieutenant governor; Frank Nation, Area 6 lieutenant governor; Louis Kelly, AMVETS department adjutant.



At a joint meeting of Post Office Department Club 3711-36 and Ben Franklin Club 3794-36 an honorary membership in each club was presented to William M. McMillan, center, Assistant Postmaster General, Bureau of Operations. The presentation was made by club presidents William A. Rissell, left, and Herbert Rhodes, right, at the meeting at the Post Office Department building in Washington, D.C.



Officers of three Toastmasters clubs and a Toastmistress club got together at the 10th Anniversary Meeting of Simpson & Simpson-Sears Club 1555-45 in Halifax, Nova Scotia, Canada. Left to right, seated, are Mrs. Doris MacLeod, president of the Halifax Toastmistress Club; William J. Atton, Toastmasters area governor; Arthur Cooke, charter president of the Simpson & Simpson-Sears Club. Standing are W. Anthony, president of the club; Mrs. Suzanne Pearson, charter president of the Toastmistress club; and William Hirschfeld, president of Dartmouth Club 3119-45.

Terry Johnson (at the lectern) of the Des Moines (Iowa) Toastmasters Speakers Bureau spoke at the annual convention of the Iowa Concrete Masonry Association marking the 15th appearance by a member of the speakers bureau in two months.



The Speaker's Page

SPEECH SUGGESTIONS FOR DECEMBER

December is the month when Christians throughout the world celebrate the birth of Christ (25th) according to varied customs and traditions. In Hawaii, *Bodhi Day* (7th) commemorates the anniversary of Buddhism as a world religion. *Chanukah* (8th) and *Asarar B'Tebeth* (23rd) are observed as Jewish holy days this month.

December 15th is *Bill of Rights Day*. On this day in 1791 the first 10 amendments to the Constitution of the United States became effective. Elsewhere, on December 20, 1922, in convention at Moscow, 14 republics of Russia combined as the Union of Soviet Socialist Republics. King Edward VIII, on December 11, 1936, abdicated the throne of England, stating in a world-wide radio broadcast: "I have found it impossible to carry the heavy burden of responsibility . . . without the help of the woman I love." On December 21, 1958, Charles de Gaulle was elected as first president of the 5th Republic of France. Other December events having lasting impact include the invention of the safety pin by Walter Hunt of New York City on December 7, 1849, and the patenting of chewing gum by William F. Semple of Mount Vernon, Ohio, on December 28, 1869.

The month ends with *New Year's Eve* (31st), celebrated as *Reveillon* in Belgium; *Silvester* in Austria; and *Omisaka* in Japan, by tradition a day for settling accounts, which is a good way to end a year.

POINT OF EMPHASIS

In December plan your programs to emphasize "speech delivery." Page 7 of *Club Program Planning* will help you prepare in advance for these meetings.

Planning, preparation and organization are essential if you are to have stimulating and beneficial meetings. Evaluators can include the elements of speech delivery in their comments when evaluating speakers. To review these elements, you can suggest that members scheduled to serve as evaluators refer to pages 17 and 32 of *Speech Evaluation* and Chapter IX of *The Advanced Speaker*. Stress that Toastmasters should be encouraged to develop their own style of speech making by eliminating undesirable mannerisms and being encouraged to use those which enhance their delivery. Concentrate on improvement in speech delivery and help your members to gain the benefits that Toastmasters training offers.

TO BUILD YOUR VOCABULARY

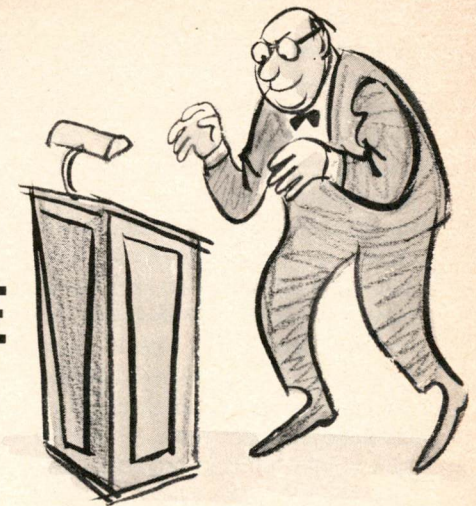
AMIALE; AMICABLE: People are usually spoken of as *amiable*; attitudes, dispositions, arrangements and settlements as *amicable*. (*An amiable man is usually willing to make an amicable settlement.*)

ASSUMPTION; PRESUMPTION: A *presumption* is a supposition based on probable evidence; whereas an *assumption* can be made without any evidence at all, merely as the beginning of a chain of reasoning.

A Step-By-Step Guide to The . . .

SPEAKER'S DUTIES AT THE LECTERN

by ROBERT HAAKENSON



"GETTING OFF on the right foot" and "leaving a good impression" are oft-used expressions that remind us of the special "visibility" of beginnings and endings.

A useful way to think of a talk, therefore, is the speaker's sequence of activities from the time he hears the program chairman announce his name in introduction until he takes his seat amidst the applause that follows his conclusion.

The step-by-step responsibilities of the speaker at the lectern can be enumerated in seven items clustered in three groups:

1. Getting underway
 - a. focal pause with smile
 - b. salutation
 - c. ad-lib "parry and thrust" remarks
 - d. smooth transition into text

2. Present the talk itself impressively

3. Windup
 - a. know windup cold
 - b. climactic finale
 - c. terminal pause holding eye contact

In getting underway, the speaker will wish to indulge himself lavishly in a focal or initial pause, displaying a warm smile or at least a friendly facial expression. Introduced to a vast banquet audience in New York City, Bishop Fulton J. Sheen stood for at least 30 seconds in such a focal pause, allowing the audience to settle down and focus its attention upon him, and allowing himself to settle down and "feel" the response of the audience.

Usually it is the mark of the amateur that he will rush pell-mell into his first comments, not

even waiting until he has reached the lectern. The pro will take plenty of time, realizing that silence will set the stage and create attentive receptivity.

The salutation should be full, spontaneous and as free from clichés as possible. First, the speaker will want to acknowledge the nice introduction he has been given. He should state his thanks spontaneously, using the title and name of the person who introduced him. Then he will wish to acknowledge the others present by name and/or title, and most especially the name of the organization that provides the basic membership of the audience. It is almost like responding to introductions at a social occasion.

Sargent Shriver addressed a large banquet gathering in Philadelphia. After his focal pause he said, "Thank you Mr. Chairman, Judge Reimel, for your glowing comments and lively introduction. President and Mrs. Gladfelter. . ."

At this point, Mr. Shriver was faced with a head table that stretched the width of the ballroom. How could he keep the "pecking order" straight in a lineup of this sort? He resolved it by starting at his extreme left, graciously acknowledging each individual, with an occasional impromptu comment for some, and working his way naturally and easily across the width of

the head table.

Then he completed his salutation by his acknowledgment of the basic attendance, the ballroom audience in front of him, "Faculty, Staff, Alumni, Students and Friends of Temple University."

When we are introduced socially around a living room, we try to respond, repeating the name of each individual to whom we have been introduced. The public speaking protocol is basically the same assignment. The program chairman has introduced us to this group assembled and we respond by acknowledging the presence of the program chairman, the dignitaries, the membership of the group itself and guests.

This salutation should be natural, spontaneous and cordial. That protocol be respected is far less important than that there is honest awareness of persons present and their identities.

If the situation is informal and time is limited, the salutation will be trimmed accordingly. At the very least it should be an acknowledgment of the program chairman and his introduction and most important, the identity of the group itself.

Next our speaker should have "parry and thrust" ad libs. Unless time is pressing, he should make references to the occasion, to the audience, to himself, his topic or world situation. His pur-

pose here is to weld common bonds and to create a nice, easy, communicative rapport. Humor is wonderful if appropriate and deftly said, but unnecessary and downright bad if heavy-handed.

This ad-lib "parry and thrust" often helps provide a smooth transition into the text of the talk. The speaker should know the opening paragraphs of his talk "cold" so he can slide smoothly into the discussion proper.

The speaker's next responsibility is to present the talk itself impressively, with authority, involvement, communicativeness, vocal and physical expressiveness.

The speaker should conclude as smoothly as he began. He should know the last several paragraphs of his talk "cold." This should free him completely from the manuscript and lectern.

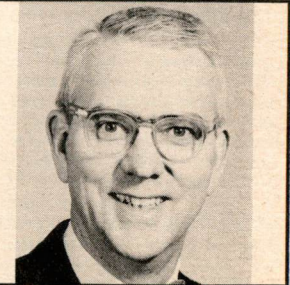
His "haymaker" (peroration) should be a truly climactic finale, positive, resounding, inspiring. He may wish to come around in front of the lectern, closer to his listeners.

When his final word is said, he should begin a terminal pause, holding eye contact with his auditors. He should challenge himself to make it a matter of artistry that he can end thus climactically without limping off on the weak crutch of "thank you." The use of "thank you" to end a talk is such a terrible cliché that the artistic speaker should vow never to use it.

If the speaker can't think of anything else to do during the terminal pause, while he is waiting for his audience to applaud, he can count silently to himself: "1000-1; 1000-2; 1000-3. . ." If he gets to "1000-8" and the audience still has not begun to applaud, he may contemplate resigning from the speakers bureau. The terminal pause obviously is the counterpart of the focal pause.

The checkoff list of our speaker's duties at the lectern, then, has seven items, step-by-step to get underway smoothly, present the talk impressively and wind up climactically.

Robert Haakenson, Ph.D., is manager of Community Relations for Smith Kline & French Laboratories. In his position he directs the company's speakers bureau and has the responsibility for the company's Speech Training Service. A member of the National Council of the National Society for the Study of Communication and the Speech Association of America, he has been a frequent contributor to The Toastmaster.



FINANCIAL REPORT
STATEMENT OF ASSETS OF ALL FUNDS
JUNE 30, 1966

GENERAL FUND	
UNRESTRICTED:	
CASH ON HAND, DEMAND DEPOSITS AND SAVINGS ACCOUNTS	\$171,770.90
CASH IN FOREIGN DEPOSITARIES	4,387.92
ACCOUNTS RECEIVABLE	18,568.98
REFUNDABLE DEPOSITS AND PREPAID POSTAGE	8,350.00
TOTAL	<u>\$203,077.80</u>
RESTRICTED:	
CASH - DEMAND DEPOSITS	\$ 34,695.01
CASH IN SAVINGS ACCOUNTS	9,099.15
TOTAL	<u>43,794.16</u>
TOTAL	<u>\$246,871.96</u>
INVESTMENT (ENDOWMENT) FUND	
CASH - DEMAND DEPOSITS	\$ 10.72
BONDS AND COMMON STOCKS, AT COST	77,545.80
U. S. TREASURY BONDS, AT COST	5,789.80
TOTAL	<u>\$ 83,346.32</u>
PROPERTY FUND	
CASH - DEMAND DEPOSITS	\$ 41,939.37
CASH - DEMAND DEPOSITS - BUILDING FUND	4,339.50
PROPERTY, BUILDING AND EQUIPMENT, AT COST, PARTIALLY PLEDGED:	
LAND	\$ 47,220.54
BUILDING	606,862.65
FURNITURE AND EQUIPMENT	102,926.63
TOTAL PROPERTY, BUILDING AND EQUIPMENT	<u>757,009.82</u>
TOTAL	<u>\$803,288.69</u>

BOARD OF DIRECTORS
 TOASTMASTERS INTERNATIONAL

WE HAVE EXAMINED THE STATEMENTS OF ASSETS AND LIABILITIES OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1966 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.

PRIOR TO 1964, TOASTMASTERS INTERNATIONAL FOLLOWED THE POLICY OF WRITING OFF ALL EQUIPMENT AT THE END OF THE FIFTH YEAR AFTER THE YEAR WITHIN WHICH IT WAS PURCHASED. IT NOW RECORDS ALL FIXED ASSETS ACTUALLY IN USE ON ITS BOOKS AT COST WITHOUT ANY ESTIMATED RESERVE FOR DEPRECIATION.

FINANCIAL REPORT
STATEMENT OF LIABILITIES OF ALL FUNDS
JUNE 30, 1966

GENERAL FUND	
UNRESTRICTED:	
ACCOUNTS PAYABLE	\$ 23,126.24
SALES AND FEDERAL EXCISE TAXES PAYABLE	594.47
TOTAL	<u>\$ 23,720.71</u>
UNRESTRICTED-GENERAL FUND BALANCE	
TOTAL	<u>179,357.09</u>
TOTAL	<u>\$203,077.80</u>
RESTRICTED:	
DISTRICT RESERVE FUND BALANCES	\$ 39,849.09
GRANTS FROM TOASTMASTERS INTERNATIONAL FOUNDATION AND OTHER	2,345.92
RALPH C. SMEDLEY TOASTMASTERS INTERNATIONAL MEMORIAL FUND	1,599.15
TOTAL	<u>43,794.16</u>
TOTAL	<u>\$246,871.96</u>
INVESTMENT (ENDOWMENT) FUND	
INVESTMENT FUND BALANCE	\$ 83,346.32
TOTAL	<u>\$ 83,346.32</u>
PROPERTY FUND	
PROPERTY FUND RESERVE BALANCE	\$ 41,939.37
NOTE PAYABLE, FIRST WESTERN BANK AND TRUST COMPANY	63,244.80
PROPERTY FUND INVESTED BALANCE	698,104.52
TOTAL	<u>\$803,288.69</u>

ACCORDINGLY NO ALLOWANCE HAS BEEN MADE FOR DEPRECIATION, HOWEVER, AN APPROPRIATION HAS BEEN MADE IN THE GENERAL FUND FOR THE REPLACEMENT AND ADDITIONS TO EQUIPMENT AND FURNITURE. IT IS THE POLICY OF TOASTMASTERS INTERNATIONAL TO EXCLUDE THE INVENTORY OF LITERATURE AND SUPPLIES FROM ITS FINANCIAL STATEMENTS.

IN OUR OPINION THE ACCOMPANYING STATEMENTS PRESENT FAIRLY THE ASSETS AND LIABILITIES OF TOASTMASTERS INTERNATIONAL AS AT JUNE 30, 1966 AND THE CHANGES IN THE FUND BALANCES AND INCOME AND EXPENDITURES FOR THE YEAR THEN 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 22, 1966

FRAZER AND TORBET
 CERTIFIED PUBLIC ACCOUNTANTS

GENERAL FUND - UNRESTRICTED
STATEMENT OF INCOME AND EXPENDITURES

FOR THE YEAR ENDED JUNE 30, 1966

INCOME :		
MEMBERSHIP CHARGES :		
ANNUAL MEMBERSHIP FEES	\$366,256.33	
MAGAZINE SUBSCRIPTIONS	99,608.82	
NEW MEMBER SERVICE CHARGES	72,126.00	
TOTAL MEMBERSHIP CHARGES		\$537,991.15
CLUB CHARGES :		
CHARTER FEES	\$ 9,350.00	
CLUB EQUIPMENT, SUPPLIES AND INSIGNIA	70,916.50	
TOTAL CLUB CHARGES		80,266.50
CHARGES FOR OPTIONAL EDUCATIONAL MATERIALS AND SUPPLIES	87,796.10	
OTHER INCOME	6,871.11	
TOTAL INCOME		\$712,924.86
OPERATING EXPENSES :		
ADMINISTRATIVE - GENERAL	\$125,740.34	
ADMINISTRATIVE - DISTRICT	55,541.40	
MEMBERSHIP SERVICE	59,611.24	
PUBLIC RELATIONS AND MAGAZINE	97,935.13	
EDUCATIONAL ADVISORY COMMITTEE	2,079.77	
EDUCATIONAL MATERIALS	109,260.53	
ORGANIZED ACTIVITIES	9,454.81	
CLUB SUPPLIES, EQUIPMENT AND INSIGNIA PURCHASES	33,717.69	
EMPLOYEE BENEFITS	17,988.91	
GENERAL EXPENSES	97,015.16	
MAINTENANCE AND OPERATION OF PROPERTY	35,123.00	
BUILDING DEBT EXPENSE	7,487.77	
TOTAL OPERATING EXPENSES		650,955.75
EXCESS OF INCOME OVER OPERATING EXPENSES		\$ 61,969.11
OTHER EXPENDITURES :		
PAYMENT ON MORTGAGE (PRINCIPAL ONLY)	\$ 26,316.89	
PROVISION FOR REPLACEMENT AND ADDITIONS TO PROPERTY	18,000.00	
FOUNDER'S PENSION	5,625.00	
TOTAL OTHER EXPENDITURES		49,941.89
EXCESS OF INCOME OVER EXPENDITURES		\$ 12,027.22

NOTES :

1. THE ENCLOSED FINANCIAL STATEMENTS WERE PREPARED ON THE FUND ACCOUNTING METHOD IN COMPLIANCE WITH THE POLICY ADOPTED BY TOASTMASTERS INTERNATIONAL THAT BEGINNING WITH THE FISCAL YEAR ENDED JUNE 30, 1963 THE FINANCIAL ACCOUNTING BE MAINTAINED AND REPORTS BE PREPARED IN ACCORDANCE WITH GENERALLY RECOGNIZED ACCOUNTING PRINCIPLES FOR NON - PROFIT ORGANIZATIONS.

TOASTMASTERS INTERNATIONAL NO LONGER FOLLOWS THE POLICY OF WRITING - OFF ALL EQUIPMENT PURCHASED IN THE FIFTH PRECEDING YEAR AND IT NOW MAINTAINS ALL FIXED ASSETS IN USE ON ITS BOOKS AT COST WITHOUT ANY ESTIMATED RESERVE FOR DEPRECIATION. ACCORD - INGLY NO PROVISION HAS BEEN MADE FOR DEPRECIATION ALLOWANCES, HOWEVER, AN APPROPRIATION HAS BEEN MADE IN THE GENERAL FUND FOR THE REPLACEMENT AND ADDITIONS TO EQUIPMENT AND FURNITURE.

2. **INVENTORY**

IN 1955 THE BOARD OF DIRECTORS RESOLVED TO RETURN TO

STATEMENT OF CHANGES IN FUND BALANCES

FOR THE YEAR ENDED JUNE 30, 1966

GENERAL FUND - UNRESTRICTED			
BALANCE, JULY 1, 1965			\$167,329.87
ADD EXCESS OF INCOME OVER EXPENDITURES			12,027.22
BALANCE, JUNE 30, 1966			\$179,357.09
GENERAL FUND - RESTRICTED			
	DISTRICT RESERVE FUND	R. C. SMEDLEY MEMORIAL FUND	GRANTS
BALANCE, JULY 1, 1965	\$ 47,338.83	\$	\$ 2,345.92
ADDITIONS :			
MEMBERS' CONTRIBUTIONS		1,674.15	
MEMBERSHIP CHARGES	126,841.95		
TOTAL	\$174,180.78	\$ 1,674.15	\$ 2,345.92
DEDUCTIONS :			
WITHDRAWALS BY DISTRICTS	\$134,331.69	\$	\$
RALPH C. SMEDLEY JUNIOR HIGH SCHOOL CITIZENSHIP AWARDS		75.00	
TOTAL DEDUCTIONS	\$134,331.69	\$ 75.00	\$ -
BALANCE, JUNE 30, 1966	\$ 39,849.09	\$ 1,599.15	\$ 2,345.92
INVESTMENT (ENDOWMENT) FUND			
BALANCE, JULY 1, 1965			\$ 80,780.92
ADD GAIN ON SALE OF STOCKS AND BONDS			2,565.40
BALANCE, JUNE 30, 1966			\$ 83,346.32
PROPERTY FUND			
		RESERVE BALANCE	INVESTED BALANCE
BALANCE, JULY 1, 1965		\$ 35,265.64	\$588,340.80
MEMBERSHIP CHARGES - BUILDING FUND, SEE NOTE 3			73,133.00
TRANSFER FROM OTHER FUNDS :			
GENERAL FUND :			
PROVISION FOR REPLACEMENTS AND ADDITIONS		18,000.00	
PAYMENTS ON BUILDING MORTGAGE, (PRINCIPAL ONLY)			26,316.89
PURCHASE OF PROPERTY DURING THE YEAR :			
BUILDING ADDITIONS		(2,771.76)	2,771.76
FURNITURE AND EQUIPMENT		(8,554.51)	8,554.51
RETIREMENT OF PROPERTY :			
FURNITURE AND EQUIPMENT			(1,012.44)
BALANCE, JUNE 30, 1966		\$ 41,939.37	\$698,104.52

TOASTMASTERS' PREVIOUS POLICY OF NOT INCLUDING INVENTORIES IN ITS BALANCE SHEET. THE INVENTORY AT JUNE 30, 1966 AND 1965 WAS \$86,002 AND \$73,753 RESPECTIVELY, STATED ON THE BASIS OF COST (FIRST - IN, FIRST - OUT) OR MARKET WHICHEVER IS LOWER. EXCLUSION OF THE INVENTORY FROM THE BOOKS RESULTED IN AN UNDERSTATEMENT OF UNRESTRICTED GENERAL FUND BALANCE OF \$86,002 AND \$73,753 AT JUNE 30, 1966 AND 1965 RESPECTIVELY.

3. **BUILDING FUND**

THE REVISED BY - LAWS ADOPTED AT THE ANNUAL CONVENTION AUGUST 22, 1963, PROVIDE FOR AN ASSESSMENT OF \$1.00 PER YEAR PER MEMBER, COMMENCING IN OCTOBER 1963 AND CONTINUING FOR THE FOUR YEAR PERIOD ENDING ON SEPTEMBER 30, 1967, TO BE USED EXCLUSIVELY FOR THE EARLY AMORTIZATION OF THE WORLD HEADQUARTERS BUILDING ENCUMBRANCE. THE FUNDS COLLECTED FROM THIS ASSESSMENT ARE CREDITED DIRECTLY TO THE PROPERTY FUND AND ARE NOT INCLUDED IN THE RECEIPTS OF THE GENERAL FUND.

TOASTscripts



A set of bound volumes of *The Toastmaster*, dating back to 1936, has been presented to the University of California, Irvine, by Toastmasters International.

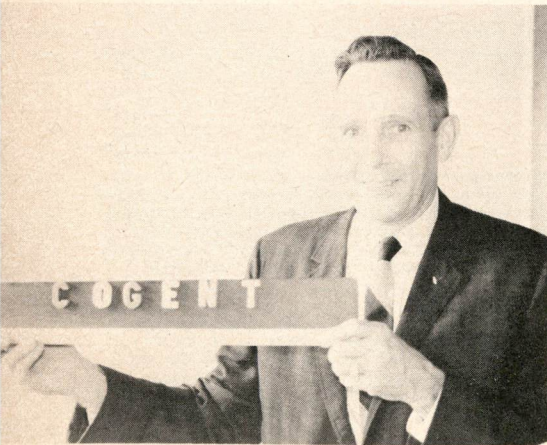
The presentation was made by Executive Director Maurice Forley to UCI Chancellor Daniel G. Aldrich, Jr. The set will become part of the collection by the UCI library of publications of historical value published in the Orange County and Southern California area.

In a letter accompanying the volumes, Forley said: "We pre-

sent our gift as an expression of faith that, among its other purposes, the University of California, Irvine, will serve the community of which it is a part, and also as a pledge on our part that we will encourage the citizens of our community to support the university and to serve it.

"Both the university and Toastmasters International are dedicated to the honest, unfettered, but occasionally unpopular search for truth, and to the freedom to communicate it."

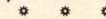
A new wrinkle has been introduced into the programs of Evinrude Club 3531-35 by club grammarian Miles Etsel. Using his visual aid (photo), he introduces a new vocabulary word at each meeting giving the correct spelling, pronunciation, meaning and origin of the word. Then each Toastmaster stands up, pronounces the word and tries to use it in a sentence. The club is in Milwaukee, Wis.



A new twist for a *Toastmasters club* — *letting someone else do the talking* — led to two highly successful meetings held by *Hi-Way Club 1197-2*.

The Seattle, Washington, club held "Meet the Candidate Night" — once for the Democratic candidates and once for the Republican hopefuls.

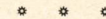
At each meeting some of the candidates spoke for five to seven minutes and others for two minutes. The five to seven minute speakers were evaluated by a Toastmaster. Speakers ranged from a candidate for King County Clerk to one for the Congress of the United States.



For the third consecutive year *Van Club 3415-46*, located at the Veterans Administration Regional Office, Newark, N.J., has

been asked to present a program on "Meeting the Public" to office personnel.

Robert Weiner, area governor, and Meyer Bronstein, past District 46 governor, were in charge of the program that covered meeting the public in person, by phone, and by correspondence.



Elgas Club 1508-5 in San Diego, Calif. boasts that it has seven members who have been recognized as "Able Toastmaster" and issues a challenge to all clubs in Toastmasters International to match this accomplishment.

To receive the "Able Toastmaster" certificate *Toastmasters must have completed both The Advanced Speaker and Leadership Through Speech.*

CLUB ANNIVERSARIES

30 YEARS

(Founded in December 1936)

Ocotillo Club 68-3

Phoenix, Arizona

25 YEARS

(Founded in December 1941)

Sioux Falls Club 210-41

Sioux Falls, South Dakota

20 YEARS

(Founded in December 1946)

Norwalk Club 426-F

Norwalk, California

Bellevue Club 438-2

Bellevue, Washington

Ashland Club 425-7

Ashland, Oregon

Sycamore Club 414-11

Terre Haute, Indiana

Big Spring Club 413-44

Big Spring, Texas

Verdugo Hills Club 434-52

Montrose, California

15 YEARS

(Founded in December 1951)

Zumbro Valley Club 1013-6

Rochester, Minnesota

Daybreakers Club 1015-7

Portland, Oregon

A-M Club 996-28

Detroit, Michigan

Toledo Club 1001-28

Toledo, Ohio

Salesmasters Club 999-50

Los Angeles, California

Sixteen Districts Participating in YLP . . .

Youth Leadership—

A Progress Report

TOASTMASTERS and community service are becoming synonymous—a tribute to a dynamic Youth Leadership Program that is gaining momentum throughout Toastmasters International.

The hopes are being realized that were present in March of this year when Toastmasters International's Board of Directors attended the graduation of Youth Leadership Class No. 1 at Point Mugu, Calif.

It brought to a full cycle Founder Dr. Ralph C. Smedley's philosophy that the Toastmasters program, although basically founded to help the individual, must also be devoted to helping the community.

Youth Leadership appeals to youngsters of all races and religions. Because of this, many groups have recognized its value and are helping Toastmasters clubs make the program available to young people.

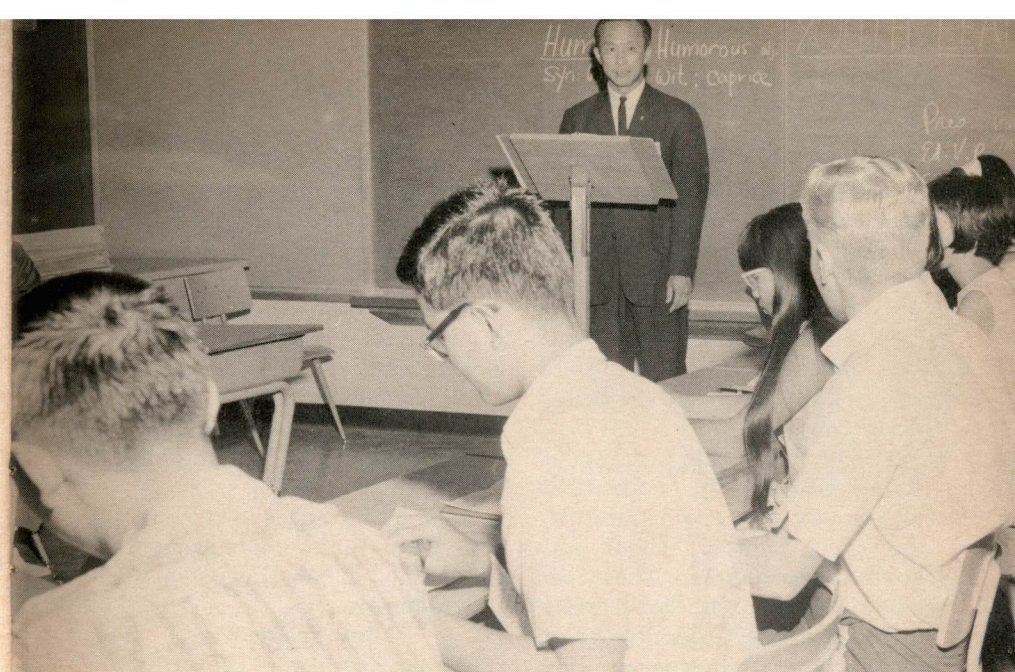
The success of the program is

perhaps best summed up by what Mike Ryan, a graduate of Class No. 1, told the delegates to Toastmasters International's 1966 International convention in San Diego:

"In the class I spoke before people my own age, which helped control my fear of speaking in front of groups. I'd see other kids bumble through a speech and still get applause. I'd think, 'If that clown can give a speech that poor and get away with it, so can I.'

"I gained the ability to think about my speech as I gave it instead of just rambling off words. I gained the urge to inform myself and to examine my convictions and prejudices so that I could communicate more effectively."

World Headquarters is administering the Youth Leadership Program with the guidance of two International past presidents, Paris S. Jackson and



John Mow, District 49 Youth Leadership Program chairman, reviews the principals of chairmanship and parliamentary procedure for students in a class conducted by MCAFAN Club 737-49 in conjunction with the Saint Theresa Confraternity of Christian Doctrine. The class was made up of students from public and private schools in Honolulu, Hawaii.

Miss Barbara Le Vine presents a class gift to Herman J. Braunstein, coordinator for a Youth Leadership class presented in cooperation with the National Federation of Jewish Men, Pacific Southwest Region, at the Adat Shalom Synagogue in Los Angeles.



Charles C. Mohr, co-chairmen of the program.

From Hawaii to Alabama, Canada to Florida, Toastmasters are contributing to the youth of their communities by conducting Youth Leadership.

Sixteen districts have programs completed, underway, or planned. Already, more than 900 youths have completed the eight-week course.

Toastmasters clubs are sponsoring programs in cooperation with government, civic, fraternal, industrial, church, school and youth organizations. These include the Youth Opportunity Program of the Federal Government, Junior Achievement, Boy Scouts and many others. However, approval must be obtained from World Headquarters before sponsoring a class in cooperation with another organization.

Junior Achievement

There has been excellent cooperation between Toastmasters and Junior Achievement on the Youth Leadership Program. In June International Past President Charles C. Mohr spoke at the National Staff Conference of Junior Achievement at Cleveland, Ohio, and since that time names and addresses of Junior Achievement regional vice-presidents have been sent to Toastmasters district governors to contact regarding the Youth Leadership Program.

Dayton (Ohio) Club 405-40 presented a course for 23 youths

of Junior Achievement Incorporated of Dayton and Montgomery County. The success of the course was ably demonstrated at a 1000-plate Junior Achievement Banquet at the Sheraton-Dayton Hotel where graduates of the class functioned as welcoming speaker, toastmistress, keynote speaker and awards chairman.

In Toledo, Ohio, 250 Junior Achievers have graduated from courses conducted by Anthony Wayne Club 1380-28.

Other YLP courses in cooperation with Junior Achievement are planned in San Diego, Calif., and Anderson, Ind.

Boy Scouts

Fifteen Boy Scouts completed a class conducted by Westchester Club 869-50 in Los Angeles, Calif. The boys, from the Centinela Boy Scout District, received both a Certificate of Completion from the Westchester Toastmasters Club and Merit Badges in Public Speaking from the Boy Scouts at the graduation ceremony.

Government

At Point Mugu, Calif., Toastmasters worked with a government-sponsored training program for high school students—the Youth Opportunity Program—in conducting a class for 20 youths. The class was approved by the Employee Development Division of YOP and supervisors gave the students time off to attend Youth Leadership classes.

Youth Leadership Class No. 1 was also conducted at Point Mugu. A complete report on that class, presented in cooperation with the U.S. Navy, was printed in the June, 1966, issue of *The Toastmaster*.

Church Groups

In Hawaii MCAFAN Club 737-49 is conducting a course in cooperation with the Saint Theresa Confraternity of Christian Doctrine teaching students selected from public and private schools in Honolulu. In a report to World Headquarters the District 49 Youth Leadership chairman wrote that the class was the most cosmopolitan group of youngsters in Hawaii—"all 100 percent Americans with such racial backgrounds as Hawaiian, Hawaiian-Japanese, Chinese, Hawaiian, Korean, Japanese, Filipino, Portugese, Spanish and Anglo-Saxon."

In Los Angeles Toastmasters and the National Federation of Jewish Men's Clubs, Pacific Southwest Region, presented the first of what is hoped to be many classes for senior youth groups at synagogues. There were 17 graduates of this first class and three more classes are presently getting underway.

Other Classes

Programs just beginning include those at Northeastern Junior College in Sterling, Colo., where freshmen students are being encouraged by the administration to enroll; at Cocoa, Fla.,

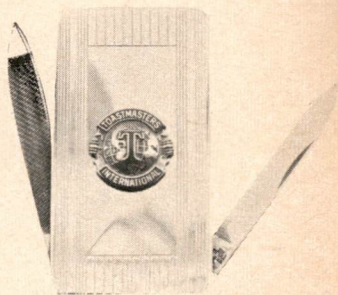


Youth Opportunity Program employees James Samuel, left, and Pat Lopez, right, dig into their first lesson in Youth Leadership at Point Mugu, Calif. Offering advice is Jack Elker. The class was conducted for 20 youths and approved by the Employee Development Division of the Youth Opportunity Program.

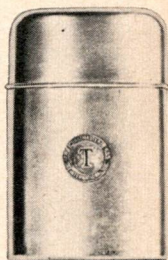
where Daybreakers Club 2919-47 is presenting a class for the DeMolay; at Serra High School in Gardena, Calif., where Gardena Evening Club 861-51 is conducting the classes; at Oxnard, Calif., where Oxnard Club 649-12 is presenting a class in cooperation with the Knights of Columbus for children of members; and at the Eastman Kodak Company in Rochester, N.Y., Kodak Park Club 1491-65 and Film City Club 2647-65 are presenting a class for children of company employees.

From the youth of today will come tomorrow's leaders. The Youth Leadership Program is providing an opportunity for Toastmasters to help young people develop their leadership abilities.

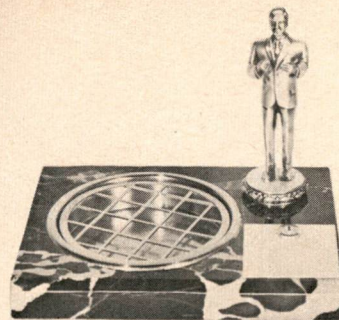
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GIFTS
GALORE FOR
TOASTMASTERS



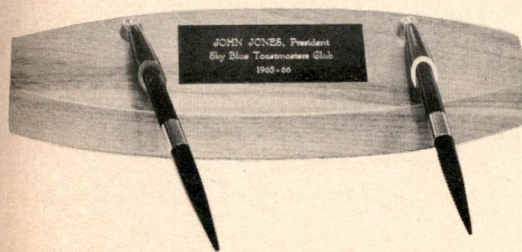
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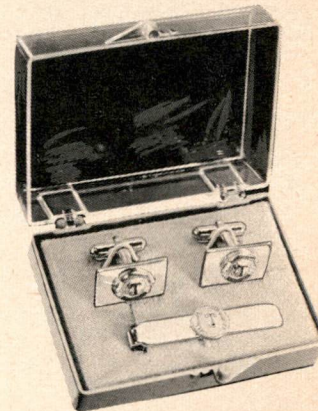
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JUST IN JEST

A Hollywood agent, usually in the best of spirits, sat despondently in one of the town's better night clubs. "What's the sad look for?" asked one of his best friends.

"It's that new client of mine," he answered. "Sings like Tony Martin, has a build like Victor Mature, and acts like Marlon Brando."

"So what's the matter?" his friend laughed. "That's great, you'll make a million bucks on this guy."

"Guy, my foot," the agent cried. "It's a girl."

— Laugh Parade

• • •

Did you hear about the publisher who told the author, "Your novel is excellent, but right now I am looking for trash."?

Nobody is completely worthless. If nothing else, a person can serve as a horrible example.

• • •

The teacher had impressed on her pupils the importance of knowing the meaning of new words. At home that night, Sharon heard the word "extinct" on a television program and asked grandmother what it meant.

"Well, it's like this," the grandmother replied, "if all the people in the world disappeared, you could say the human race is extinct."

Sharon thought for a minute and then asked, "But who would I say it to?"

— Christian Science Monitor

• • •

Usually the first thing the new stenographer types is the boss.

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

Send change of address to: World Headquarters, Toastmasters International, Santa Ana, California 92702.

Table Topics

PRESIDENTIAL TRAVEL . . . Toastmasters International President John B. Miller has "hit the road." In October he visited in Indianapolis, Ind., Oct. 8-9; Great Falls, Mont., Oct. 15; Denver, Colo., Oct. 18; Santa Ana, Calif., Oct. 19; Spokane, Wash., Oct. 22; and Reno, Nev., Oct. 30-31. His visit to Santa Ana was to speak at the 42nd anniversary dinner of Smedley Club No. 1.

This month President Miller will attend the District 52 conference at Burbank, Calif., Nov. 5; and visit Sioux Falls, S.D., on Nov. 19. In December he will be in Jackson, Tenn., Dec. 14, and in Little Rock, Ark., Dec. 15.

BOARD OF DIRECTORS TO MEET . . . The Board of Directors of Toastmasters International will hold its next meeting on November 3-5 at World Headquarters in Santa Ana.

FIRST SEMIANNUAL REPORTS ARE IN . . . For the first time in several years a club from outside the state of California was the first to have its semiannual report reach World Headquarters. Central Club 96-30 of Chicago, Ill., was the first club to report, followed by Pope Air Force Base (N.C.) Club 1630-37. Others in the first 10 reporting were Glen Eagle Club 556-52, Glendale, Calif.; Coronado (Calif.) Club 9-5; Huntington Park (Calif.) Club 14-51; Northrop Club 212-50, Hawthorne, Calif.; Napa (Calif.) Club 2024-57; Orange County Medical Club 2058-F, Orange, Calif.; Hemet Valley Club 3806-F, Hemet, Calif.; and Pampa (Tex.) Club 2384-44.

DISTRICT SIX DIRECTORY . . . District 6 distributes a directory to its clubs which includes the photographs, addresses and telephone numbers of all district officers; the same information on area officers plus the names of the clubs in the officer's area; a history of the district; listing of all past International officers and district governors; and a calendar of events for the district year.

FUTURE CONVENTIONS . . . Toronto, Ont., Canada, Aug. 24-26, 1967; Miami Beach, Fla., Aug. 8-10, 1968; Cleveland, Ohio, Aug. 14-16, 1969; Portland, Ore., Aug. 13-15, 1970; Calgary, Alta., Canada, 1971.

New Clubs

(As of October 1, 1966)

- 493-22 FORT LEONARD WOOD, Missouri, *Officers*, 2nd-4th Thurs. 11:30 a.m., The Davis Service Club, Fort Leonard Wood, Missouri 8-5319
- 1023-11 INDIANAPOLIS, Indiana, *Armed Forces*, 1st-3rd Mon. 6:30 p.m., Fireside North, Indianapolis, Indiana 253-3892
- 1139-19 PELLA, Iowa, *Dutch Masters*, alt. Tues. 6:00 p.m., Central College Student Union, Pella, Iowa MA 8-2672
- 1434-14 TIFTON, Georgia, *Tifton*, Tues. 6:30 a.m., Myon Hotel, Tifton, Georgia 382-7398
- 1667-8 ST. LOUIS, Missouri, *Goodfellows*, 1st-3rd Wed. 4:30 p.m., United States Army Mobility Equipment Center, St. Louis, Mo. AM 3-2062
- 1914-18P BEL AIR, Maryland, *Harford County*, 1st-3rd Sat. 8:00 a.m., Hickory Inn, Bel Air, Maryland 838-7204
- 1939-38 DOWNINGTOWN, Pennsylvania, *Brandywine*, 1st-3rd Mon. 6:30 p.m., Dutch Arms Restaurant, (Thorndale), Downingtown, Penn. 269-4578
- 2445-26 LONGMONT, Colorado, *Longmont*, Thurs. 6:30 p.m., Imperial Hotel, Longmont, Colorado
- 2466-18P WALDORF, Maryland, *Charles County 301*, 2nd-4th Thurs. 7:30 p.m., The Martha Washington Restaurant, Route 301, Waldorf, Md. 645-5701
- 2582-4 SAN FRANCISCO, California, *I.S.I.*, alt. Wed. 12:30 p.m., Insurance Securities, Inc., 100 California St., San Francisco, Calif. 392-6869
- 2622-TCA DALBY, Queensland, Australia, *Toastmasters Club of Dalby*, alt Wed. 7:30 p.m., "Mon Reve," Dalby, Queensland, Australia 22011
- 2762-TCA TAMWORTH, N.S.W., Australia, *Tamworth*, Mon. 8:00 p.m., R.S.L. Club, Kable Avenue, Temworth, N.S.W, Australia 59279 or 3013
- 2982-TCA SYDNEY, N.S.W., Australia, *St. George*, alt. Wed. 7:00 p.m., Carousel Lounge Restaurant, Prince's Highway, Rockdale 58 8857
- 3010-49 USNAD, OAHU, Hawaii, *Lualualei*, alt. Thurs. 11:30 a.m., Commissioned Officers' Mess, U.S. Naval Ammunition Depot, Oahu, Hawaii 430-19496
- 3417-24 LAUREL, Nebraska, *Cedar View*, alt. Mon. 6:45 a.m., Cedar View Club House, Laurel, Nebraska 256-3715
- 3477-U GRAND FALLS, Newfoundland, Canada, *Grand Falls*, 1st-3rd Wed. 7:00 p.m., Mount Peyton Hotel, Grand Falls, Newfoundland, Canada 3551

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8. Adam F. Bock R.R. 2, Lincoln, Ill. 62656
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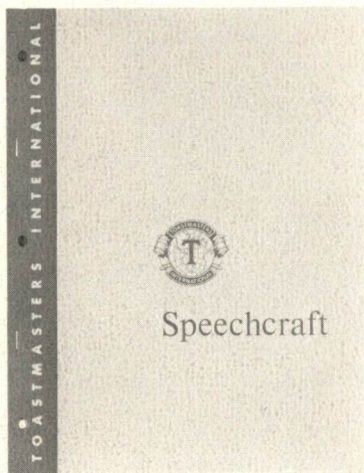
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