

THE TOASTMASTER

DECEMBER

1968



HELENA, MONTANA
Toastmasters Town of the Month



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 Secretary-Treasurer — HERBERT C. WELLNER 2200 North Grand Ave., Santa Ana, California 92711

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 Cy Campbell 10800 Trent Way, La Mesa, California 92041
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 Walter Roberts (TCA) 4 Viburnum Road, Loftus Heights 2232, N.S.W., Australia
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 James L. Wu 851 Tantau Ave., San Jose, California 95129

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 76,333.

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, 92711.

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

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Editor

JAMES J. SHOWALTER

Managing Editor

BOB SATTERTHWAITE

Art Director

PHIL INTERLANDI

Address All Communications THE TOASTMASTER • SANTA ANA, CALIFORNIA 92711

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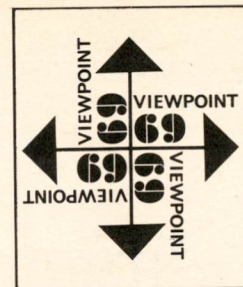
TOASTMASTERS EARN COMPANY RECOGNITION — Increased numbers of Toastmasters are discovering that the pages of their company, fraternal, and trade magazines afford an excellent opportunity to promote Toastmasters International programs and activities. See Page 6.

INITIATIVE, IMAGINATION, AND IDEAS — TI Director George C. Ireland tells how Toastmasters rebuilt their club and gained the support of their community by hosting a district spring conference. A record number of Toastmasters attended and community enthusiasm for the Toastmasters program reached new heights. See Page 14.

THE YOUNGER GENERATION — Toastmasters International Third Vice-President Amos W. Randall urges Toastmasters clubs not to overlook the largest potential group of men from which to build membership—the young men who are 18 to 23 years old. Toastmaster Randall emphasizes the benefits your club can gain by contacting these young men and offering them the opportunity to join Toastmasters. See Page 18.

SPEAKERS BUREAU AIDS FUND DRIVE — Toastmaster Howard P. Perry describes how a Knoxville, Tenn., club's speakers bureau helped raise \$135,000 for the Shrine crippled children's program and how its success influenced the leaders of the Shrine organization. See Page 24.

HOW'S YOUR GRAMMAR? — An informative, in-depth article by Dr. Franklin T. Burroughs delves into the qualifications and functions of the Toastmasters club grammarian. The grammarian's ability to pinpoint the grammatical causes of communications breakdowns is a valuable form of evaluation for all Toastmasters speakers. See Page 26.



Maintaining Our High Standard Of Excellence


Clubs on the move give their members the full benefit of our Toastmasters program, build pride in the club, maintain a high percentage of member retention, and insure favorable reactions from their guests.

Maintaining a high standard of excellence in activities for our members, guests, and community, and in our club meetings, fulfills these needs.

Performing at a high level of excellence produces success, and club success reflects its leaders' response to the challenge to provide valuable and enjoyable learning experiences in which members are anxious to participate. A successful club's members are striving for excellence as speakers, evaluators, committeemen, and officers. Through their conscientious practice, preparation, and participation these Toastmasters improve their own abilities and raise the level of excellence of their club.

Each of us must set his own standards of performance. To help with this individual effort, our clubs' educational committees must maintain contact with each member to insure that each of us receives the help and encouragement we need to progress through the Toastmasters communications and leadership programs. This individual planning and scheduling will bring Toastmasters new levels of accomplishment.

Maintaining a high standard of excellence is the key to progress for the member and the club on the move.


Earl M. Potter
International President

Board of Directors Conducts November Meeting

The Toastmasters International Board of Directors conducted its fall meeting November 7-9 at World Headquarters to discuss and plan activities which are of interest to Toastmasters around the world.

Two days of concentrated board committee study sessions preceded the board's public meeting, which was presided over by International President Earl M. Potter. During the day-long meeting, Arthur M. Diamond, second vice-president, presented the

educational committee report and Amos W. Randall, third vice-president, gave the organization, planning, and administrative committee report.

Director Everett D. Watson presented the district-club operations committee report; Director W. Don Buckner gave the international development committee report; and Director Clark E. Crouch presented the community relations committee report. The report of the advisory committee of past presidents was given by Lothar Salin.

One of the items approved by the board was the naming of members to the 1968-69 nominating committee to recommend a slate of officers upon which the membership will vote at the 1969 Toastmasters International convention in Cleveland, Ohio, on August 6-9. Other nominations can be made from the floor at the convention.

Past International President Charles C. Mohr (1965-66) was named chairman of the nominating committee. Past International Presidents John B. Miller (1966-67) and Aubrey B. Hamilton (1958-59) also will serve on the committee. Regional representatives are L. D. Anders, Region I; Robert J. Bolam, Region II; Kenneth J. Hughes, Region III; Arthur L. Fahland, Region IV; Bill J. Dunning, Region V; James A. Leader, Region VI; Albert H. Koenig, Region VIII; and Win Chesley, Region VIII.

The directors also reviewed and approved concept outlines for a new communications and leadership program, a new advanced communications and leadership program, and three new educational programs in audio-visual techniques, parliamentary procedure, and an audio-lingual listening program. The execu-

tive director was authorized to proceed with the implementation of these programs.

In other action, Houston, Tex., in Region III, was approved as the location of the 1973 convention of Toastmasters International. Region VII was selected as the location for the 1974 International convention.

Plans for the presentation of the 1969 International convention and the 1969 regional conferences also were reviewed, and the procedure of selecting regional conference sites and dates two years in advance was established.

Other items under study by the committees of the board, and upon which progress reports were made, included: an executive development program for club officers with emphasis on club programming; a similar program for district officers which will continue with the start made at the 1968 regional conferences; revisions to publications prepared for club and district use; structure of the overseas organization; and opportunities for overseas growth.

The next meeting of the Toastmasters International Board of Directors will be conducted March 20-22 at World Headquarters.

MAGAZINES SPOTLIGHT TOASTMASTERS



Increasing numbers of Toastmasters are discovering that the pages of their company, fraternal, and trade magazines afford them an excellent opportunity to promote Toastmasters International programs and activities.

Company magazines seek to recognize employee contributions to the firm and the community. Individual recognition such as this provides the opportunity to bring the employee's Toastmasters experience to the attention of others.

These opportunities occur when a Toastmaster-employee is promoted, transferred, or recognized for an accomplishment within the company, when he participates as a Youth Leadership Program or Speechcraft coordinator or instructor, and when, as a member of a speakers bureau, he promotes a program that has been endorsed by the firm. Regardless of the occasion that prompts the company's recognition, the Toastmaster-employee's membership in a Toastmasters club is worthy of note.

Community Effort

An entire page of a recent issue of *The United States National Bank of Omaha News* was devoted to recognizing employees who are active in community affairs. Among

those cited was Toastmaster-banker J. Richard English, who coordinated a Youth Leadership Program for 22 youths at Boys Town. Citing the purpose of the Youth Leadership Program and crediting Toastmasters International, the article included a photograph of Toastmaster English with several students of the class and the Boys Town director.

Prominent Mention

When the board of directors of the Alabama LP-Gas Association named Toastmaster Francis M. (Pappy) Grove as executive director of the association, the announcement was published in the *Alabama LP-Gas News*. Prominently mentioned was Mr. Grove's experience as a District 48 governor and as president of Towassi Club 1991-48 in Montgomery.

Edison News, a publication of the Southern California Edison Company, presented a two-page, illustrated article about the election of one of its employees as Founder's District governor. In recognizing Toastmaster-employee C. A. (Bud) Welch, the article highlighted his responsibilities as district governor, the Youth Leadership Programs being conducted in the district, and other Edison company em-

ployees having positions of leadership in District F.

Photographs accompanying the article in *Edison News* showed District Governor Welch installing area governors, planning district programs with District Lieutenant Governor Jack Miller, also an Edison company employee, and with Past District Governor George Price. A month later, the company magazine published a photograph of District Governor Welch being congratulated by Toastmasters International President Earl M. Potter at the Miami Beach convention.

Company Recognition

Another example of company recognition of a Toastmaster-employee was published in *Garrett Topics*, a magazine for employees of the nation-wide Garrett Freightlines, Inc. Introducing Toastmaster-employee Angelo Anthony Mazzucco as the company's new St. Paul, Minn., salesman, the magazine noted that he was a Toastmasters club president, its Toastmaster of the year, and a member of the Greater St. Paul United Fund speakers bureau. Elsewhere in the magazine, Toastmasters International Executive Director Buck Engle's letter to a Garrett official, commending Toastmaster

Mazzucco's completion of Basic Training, was published.

The contributions Toastmasters clubs make to an organization also are a prime source for company magazine articles, particularly when the club's membership is derived solely from within the company. An article on company-associated clubs earns recognition both for the members and for the Toastmasters International programs. Frequently these feature stories are excellent membership builders.

Employee Participation

An article of this type appeared in *Watts Cookin'*, a magazine for employees of Public Service Indiana. It praised the benefit of employee participation in PSI Club 3866-11 in Kokomo and PIN Club 2332-11 in Plainfield and described a typical club meeting. Toastmasters-employees' comments about the value of the Toastmasters programs were quoted, and it was mentioned that membership openings existed in each club. Photographs taken during club meetings helped attract the readers' attention.

When *Occidental Center Magazine*, a publication of the Occidental Life Insurance Company of California, published a story about the 20th

anniversary party of company-associated Occidental Club 613-51 in Los Angeles, it noted that with one exception the club's charter officers today are corporate officers at Occidental Life. In all, 22 current and past Toastmasters from the club are officers of the company and seven others are department managers.

Photo Story

A photo-story in *The Jonathan*, a magazine for members of the Jonathan Club in Los Angeles, featured seven photographs depicting Roundtable Club 421-52 and University Club 2725-52 in action. The Roundtable Club is composed of members of the Jonathan Club. Photos showed the meeting's opening ceremony, introduction of speakers, speech and Table Topics winners, and evaluation. Captions beneath the photographs identified the Toastmasters and also explained the objectives of Toastmasters training.

Another area in which company magazines, trade journals, and profession-oriented publications are publicizing Toastmasters is in telling the benefits of Toastmasters training to their employees and members. These articles are tailored to present the benefits that Toastmasters offers to the special interest groups such as

engineers, teachers, and salesmen.

"Many Pan Am employees are joining this self-improvement organization to sharpen their on-the-job communications skills," said an article about Toastmasters in the magazine *Horizons*, published for employees of the Pan American Petroleum Corporation. In addition to stressing the importance of communications and how the Toastmasters programs aid in developing communications and leadership abilities, the article noted that there are many Toastmasters-Pan Am employees who are members of company-associated clubs at many of the firm's offices around the world.

Presentation Techniques

Past International Director Donald W. Paape, then of Pan Am's Tulsa office, was featured in photographs showing how he polishes his presentation techniques at his club meeting and then utilizes them in practical situations on the job.

The value of Toastmasters training for United States Air Force instructors was the key point of an article written by a Toastmaster-Air Force major and published in the *USAF Instructors Journal*. The author, Maj. Alan J. Grill of Taj Mahal Club 2041-56 at Ran-

dolph AFB, Tex., pointed out that the need for instructors to continually perfect their communications skills can be met in the Toastmasters club. His article noted that Toastmasters clubs are active at most Air Force bases in the United States and overseas.

These several examples of Toastmasters recognition in company magazines and special interest publications are only a sample of what can and has been done. Many other opportunities still are to be tapped.

Investigate the opportunities open to your club members for similar coverage in special-interest publications.

Review the magazine received by the members of your club and prepare an article about a Toastmaster-employee or member. The story should tell how Toastmasters membership in either a community or an associated club can benefit other readers. Submit your article to the publication's editor with photographs, and offer your assistance in providing additional data the editor might seek.

Be the spark plug in your club. Your enthusiasm to accomplish this project will catch the imagination and support of fellow members and will be a rewarding experience for you and your club.

Season's Greetings

FROM YOUR BOARD OF DIRECTORS AND WORLD HEADQUARTERS STAFF

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

Handy Aids from Headquarters . . .

HOW TO PUT TOASTMASTERS INTO HEADLINES

Toastmasters are in the news and clubs are in the news. Yes, so are areas and districts. In all countries and all communities, Toastmasters and Toastmasters activities are being recognized.

This article tells you and your club's administrative vice-president and his community relations committee how to get your club and its members in the headlines, too.

Opportunities to publicize Toastmasters are available in company, fraternal, and trade publications, on radio and television stations, and in local newspapers.

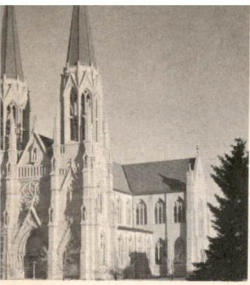
To assist your club in determining the news value of its activities and preparing items for publication, a press release kit (Code 1147) on 15 newsworthy club events is available from World Headquarters. A kit containing radio and television spot announcements (Code 1144) also is available and includes a Toastmasters slide for use on television.

Having both kits handy

helps meet every publicity opportunity. A minimum of work is required to prepare them for your local news media, and the sample spot announcements and news releases can be altered easily to fit a number of occasions.

The sample news releases cover new member initiation, program completion, speakers bureau activity, election and installation news, ladies night programs, speech contests, Youth Leadership activity, anniversary news, and several membership building activities. Additional news releases for other occasions are prepared at World Headquarters and provided to each club.

Spot radio and television announcements also can be prepared rapidly by working from the samples provided in the kit. Radio announcements from 10 seconds to 30 seconds, and television announcements of 10 to 20 seconds are provided, along with a suggested introductory letter to the stations' public service directors.



HELENA, MONTANA

Toastmasters Town of The Month

Not many cities in the United States have a main street named "Last Chance Gulch." But then, not many cities are like Helena, Montana.

Helena has a background of adventure and romance that dates back to the gold rush days of 1864. In July of that year, a party of four prospectors was about to give up when one of them suggested panning a small gulch that they had passed by the day before. Their leader said, "This little gulch on the Prickly Pear Creek is our last chance."

Last Chance Gulch it became when they struck it rich, and so it is known today. Over \$200-million in gold was taken from that winding gulch. Old timers say the street was staggered deliberately to reduce the shooting range of its gun-toting, fun-loving citizens.

More than a century later, Last Chance Gulch remains as staggered as ever. However, Helena is now Montana's capital city and center of the state's financial, political, social, and civic activities. Helena lies on the eastern slope of the Continental Divide of the Rocky Mountains, is the fifth largest city in the state and a popular tourist attraction. Excursion boats view Lewis and Clark's spectacular "Gates to the Mountains" on the Missouri River.

Besides passing the state capitol, a small tour train called the "Last Chancer" carries tourists around the city and guides describe the historic sights, such as the ancient Fire Tower above the gulch, the 100-year-old Pioneer Cabin, the nationally famous Brewery Theatre where college actors perform, and the huge Gothic Cathedral of St. Helena (Cover Photo), a smaller reproduction of the famous cathedral of Cologne and the Votove Church in Vienna.

Men interested in improving their communications and leadership abilities also are "striking it rich" in Helena. There are three Toastmasters clubs in Helena: Helena Club 487-17, Capital Club 940-17, and Helena Jaycee Club 2067-17.

Honor Roll



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

ABLE TOASTMASTERS Certificates of Achievement

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

M. M. Marsolek, ATM
Papago Club 2694-3

R. Latta, ATM
Essayons Club 2553-2

H. L. Shain, ATM
Forty-Niners Club 1244-4

H. G. Royal, ATM
Sunrise Club 1829-4

H. L. Jensen Jr., ATM
Convair Club 3745-5

A. L. Hill, ATM
Vernon (B.C.) Club 1929-21

P. G. Serencha, ATM
American Legion Club 415-23

R. E. Milne, ATM
Colorado Springs (Colo.) Club 555-26

G. E. Strunk, ATM
Pikes Peak Club 3044-26

T. S. Siler, ATM
Downtown Club 2552-29

W. I. Van Gelder, ATM
Summit (N.J.) Club 1781-46

J. M. Rooney, ATM
Jaycee Club 1416-48

J. F. McCallum, ATM
Douglas Santa Monica Club 2279-50

J. I. Cristol, ATM
Culver City (Calif.) Club 2583-50

M. F. Harmon, ATM
Pathfinder Club 3635-57

F. Powlenko, ATM
Greater Muskegon Club 952-62

LEADERSHIP THROUGH SPEECH Certificates of Progress

M. Bloss 2168-4

E. P. Miska 710-7

T. A. Tanner 2183-5

T. C. Dozier 1476-10

E. Gruenfeld 3653-36

THE ADVANCED SPEAKER Certificates of Progress

W. J. Hurley 1689-4

B. Enigenburg 2335-5

J. C. McCarthy 320-6

K. E. Reed 496-8

M. K. Wight 135-27

L. G. Roldan 3540-46

W. A. Barnes III 512-48

A. K. Suga 1780-49

C. N. Swensen 3649-52

R. O. Lightcap 2124-57

N. T. Smith 2379-67

P. E. Yerkes 3100-4

W. G. Reich 271-6

R. D. Knapp Jr. 2676-6

L. Hovorka 2788-24

D. Piercy 2063-32

A. L. Adams 2310-47

R. J. Scent 1932-48

W. K. Kobayashi 1942-49

J. K. Pang 1024-54

S. J. Sansonetti 2661-66

M. A. Mellick 3358-TCA

YOU CAN HAVE A **BIG** CONFERENCE

By GEORGE C. IRELAND



THE president of Fremont (Nebr.) Club 1826-24 and four other members of the club realized that something had to be done. They valued too much what they had received from Toastmasters, so they took a good look at their situation.

First, they were meeting in the wrong place, so they decided to change it. They discussed other ideas and their potential. Something just had to be done to call attention to the club.

They decided to make an all-out effort to have the spring district conference in their city the following year. There also was a breakfast club in Fremont whose members would help.

These five enthusiastic Toastmasters went to that year's conference dressed for attention and with a well-planned campaign to host the conference the following year.

When the conference was awarded to them, they lost no time in going to work. Here was an opportunity to put into effect the district governor's

slogan for the year, "Initiative, Imagination, and Ideas."

The president of the club worked for a radio station and had his own program each day. He found that this was a great opportunity to slip in a word or two occasionally about Toastmasters.

The club enlisted the aid of the chamber of commerce and the mayor, convincing them and many other leaders in the community that Fremont Toastmasters had something worthwhile to accomplish. Membership started to grow as other men became interested in the project.

For a full year, a number of committees worked on the upcoming conference. They decided that 400 people should attend this meeting, an unheard of figure in the past. The printer of tickets made an error and printed 468 tickets. If the club was to motivate this many people to attend a meeting in a district with 750 Toastmasters, it was going to have to have many attractions in addition to an excellent program.

A local nursery, where one of the Toastmasters was manager and another an employee, donated 500 potted evergreen trees as favors for each person attending. As another inducement, the club wanted to hold the price to a minimum. The club now had the city and the mayor so interested that it was able to wangle the city auditorium for that night at no charge. It helped to have policemen and firemen in their club.

Ideas kept coming and it was decided to build a Toastmasters emblem eight feet tall with a five foot globe in the center. This was to be fastened to a motor and hoisted to the ceiling in the center of the auditorium, where it could revolve throughout the banquet and speech contest. The perimeter of the emblem was constructed of plywood and painted blue with gold letters spelling "Toastmasters International."

The globe was a weather balloon covered by many layers of newspaper and wallpaper, pasted on during many evenings of tedious work. Two

balloons were broken, but perseverance paid off.

The club then purchased 10,000 feet of crepe paper to make streamers from the emblem to the walls of the auditorium. Slides were made of the progress of the work.

By this time much of the community was acquainted with the activity, and tickets were sold to the people of the city, whether they were Toastmasters or not.

As the project grew, it was decided that someone from the International level should be invited. With all of the plans and ambitions shaping up it could be no less than the president himself. The president was a busy man and had many trips to make to districts which were more in line for a presidential visit, but the Fremont Toastmasters and the district governor simply explained to him in a number of letters just how big this conference was going to be. He accepted the invitation.

The governor of the state proclaimed the week of the conference as Toastmasters Week in Nebraska. The mayors

of Omaha and Fremont proclaimed this week as Toastmasters Week in their respective cities.

Now there was plenty of ammunition to go to club and area meetings in the district and promote the conference. With an evergreen tree in one hand, slides in the other, 468 tickets to sell, and the assurance of a presidential visit, Fremont Toastmasters started a district tour.

They presented their case at these meetings, much as the district and many other districts have done in the past. One thing was done differently. They didn't say "We will be around after the meeting if anyone is interested in tickets." Each member was stopped at the door and personally sold on the idea that he could not afford to miss this conference.

All 468 tickets were not sold, but there were 419 people at the banquet and speech contest, a record for the district.

More important, it had its

side effects. More Toastmasters than ever before attended the business meeting and educational session in the afternoon. In District 24 there were a total of 117 votes. This would mean that 39 votes were needed for a quorum. Seventy-five voting members attended the business meeting, in addition to a large number of Toastmasters without votes. The educational session was a great success, both because of an exceptional program and a large attendance.

Long effort had paid off and the conference was highly successful because a group of dedicated men realized they had a big job to do and knew that it could be done. Hard work, initiative, imagination, and ideas pay off. You, too, can have a *big* spring conference.

* * *

(Editor's note — Valuable assistance in planning your conference is presented in "Members, Meetings and Meals" (Code 220), available at World Headquarters.)

George C. Ireland is a Toastmasters International director, having been elected at the Miami Beach convention this year. He is a former governor of District 24 and is a charter member and former president of Benson Club 2746-24 in Omaha, Nebr.



THE ENTHUSIASM OF YOUTH

By AMOS RANDALL

FOR THE past several years most of us in Toastmasters have treated membership building about as we treat the weather. Most of us talk about it, but very few of us do much about it.

This is the year to do something about it. One of the major goals of President Potter's program for 1968-69 is to make a substantial increase in new members. We must meet this goal.

Many theories, plans, and activities about membership building have been proposed over the years, but I think we have been neglecting one of the largest potential groups available to us.

Many of us have geared our thinking in recent years to the idea that Toastmasters is primarily for the man of 35 to 45 years. He has completed his education, is married, has family obligations, and now realizes that something is impeding his progress. That something, of course, is his lack of ability in oral communications, his inability to stand before a group and speak. This



group is important and should not receive less emphasis.

The second group that has received emphasis in recent years is the senior citizen or man who has retired. He has much leisure time to devote to club and community activities. Time can be slow moving in retirement, and Toastmasters International offers the opportunity for developing listening and speaking skills perhaps neglected in earlier life. In an environment of fun and fellowship, we are contributing to this group and should continue to attract them to our organization.

Prospective Member

The prospective member that too many clubs ignore is the young man. Several years ago we lowered the age requirement from 21 to 18. The primary reason for so doing was that many men in the 18 to 21 bracket were in military service and seeking something to do in their off time, looking for ways to spend their evenings profitably. They were cut off from joining Toastmasters because of an arbitrary age barrier.

All this was true as far as it went, but it didn't go far enough. We were offering an opportunity for the wrong reason. We were ignoring the fact that we had a product

which could and would appeal to younger men if properly presented to them and for which they had a real need, not just something to fill up time.

Your World Headquarters, International officers, and board of directors have recognized our shortcomings in not appealing to young, ambitious men. You have seen many new educational and promotional materials that have the look and the contents of today. These new materials recognize the vast changes that have transpired in the fields of communications and leadership during the past several years . . . and the important influence that the world's young people have had in making these changes.

More Aware

When we look at the post high school-college age young man what do we see? Ninety per cent or more of the time the fellow is more serious in his approach to life than his raccoon-coated grandfather was in the twenties and more aware than his World War II father of the social failures of the generation he is following.

His generation is interested again in politics and the welfare of his country and its ideals.

Mature and serious youths,

such as those we have discovered in our Youth Leadership Program, are learning they can express themselves in more constructive ways, that they can indeed communicate, and that the so-called generation gap is not as unbridgeable as many people declare.

In fact, in the Youth Leadership Programs in which I have participated I have seen little evidence of any generation gap at all. In Youth Leadership Programs where there are members who are 18 years old many are so enthusiastic about their training experiences that they want to continue it by joining a Toastmasters club. These young men have expressed to me their feeling of need for speech training *before* entering the business or professional world. They believe the ability to communicate better would help them greatly in their vocation or college work.

Largest Age Group

This group of potential members, the 18 to 23-year-olds, is the largest age group from which we can draw. It is far larger than either the 35 to 45-year-old group or the senior citizen.

An important difference between men of 18 to 23 and the post-college man is that the former, generally speaking,

still have not formed their family groups. Their lives are more free in this respect to take the time required for membership in a Toastmasters club. The man in his late twenties and early thirties, however, has become involved in family and business responsibilities to the point that membership in a Toastmasters club frequently becomes something he finds necessary to defer.

Offer Enthusiasm

We know what we can offer the 18 to 23-year-old man, but what can he offer us?

Perhaps the greatest thing he can offer is enthusiasm, the enthusiasm of youth. He is not yet convinced that there are things that cannot be done, so he sets forth and does them, much to the surprise of us older folks.

His mind is inquiring and flexible. He is looking for new challenges, for new ways to do things, for the experimental approach. His restrained impatience is characteristic and one of his greatest assets. He is the yeast in the dough of experience.

These assets can be a valuable stimulation to a Toastmasters club and will act as a leveling factor to the more conservative approach of the older members.

One of young man's first demands will be for better programming and more interesting meetings. This will force many clubs out of the rut of the same old programs and into the realm of more experimental ideas. The result will be greater interest for the members from other age groups as well.

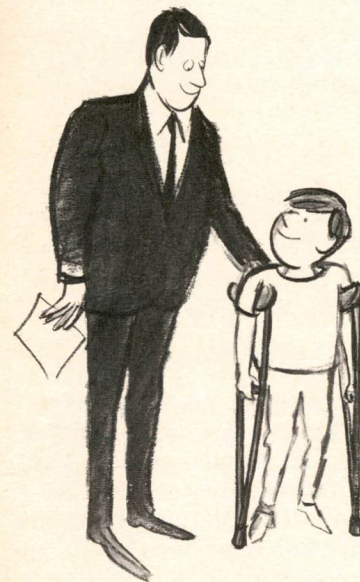
Where are we going to find young men of this age bracket, and how are we going to attract them to our clubs? The first and perhaps most apparent source is from the graduates of our Youth Leadership Programs. We are in intensive contact with them for an eight week period, but then usually lose touch with them. At the conclusion of your Youth Leadership Programs, interest those who are eligible in joining a Toastmasters club. Keep a record of the sixteen and seventeen-year-olds. Invite them to attend your meetings as guests.

Other sources for younger members are the affiliated

youth groups of the various fraternal orders and service clubs. The De Molay of the Masonic Order, the Squires of the Knights of Columbus, the Kiwanis Key Club and Circle K Club, the Optimist Octagon Club, the Boy Scouts, the Junior Chamber of Commerce, and various college groups are examples of member sources.

The attraction to our clubs of these young men is the greatest membership challenge we have. It is our largest untapped source of potential members. If every club would add but three members from this age group our total membership would increase by more than ten thousand. This is important, but more important is the effect these young men would have in stimulating a high "standard of excellence" in club programming.

Why not do something about it . . . and show the young people in your community what it means to be in a Toastmasters club on the move.



Toastmasters Speakers Bureau Aids Crippled Children

Amos W. Randall is third vice-president of Toastmasters International and chairman of the organization, planning, and administrative committee. He served as an International director in 1964-66, is a past governor of Founders District, and is a member of Pomona (Calif.) Club 12-F.



By H. P. PERRY

“CRIPPLED Legs Need your Walking Dollars.”

This was the slogan for the Kerbela Temple, Knoxville, Tennessee, annual paper sale

when almost \$135,000 was raised by a relatively small Shrine temple. Costs were only five per cent and the goal was \$125,000.

Kerbela Temple has only 4,562 members in East Tennessee, but it is the largest fund raiser of any individual temple of the 170 Shrine temples in North America for the Shrine Crippled Children program.

Kerbela Club 2925-63 was chartered on December 13, 1966, and immediately undertook working with the Shrine for the Crippled Children program in response to the Toastmasters "Serve and Grow" program. Talks were given to many organizations: other Toastmasters clubs, service clubs, PTA, women's clubs, Knights of Columbus, and Blue lodges, as well as on radio and television.

We explained the Shrine Crippled Children program, which is briefly as follows:

First Hospital

The first hospital was opened in Shreveport, Louisiana, in September 1922. Today there are 19 orthopedic hospitals in the United States, Canada, and Mexico, plus three burn institutes. More than 150,000 children have been treated and cured or greatly improved since 1922 at no cost to any patient.

The total value of these hospitals is well over 40-million dollars and they cost more than ten million dollars a year to op-

erate. The average cost per child treated is \$1,500. Burn patients cost 10 times more.

Any child under 15 years old is eligible for treatment, regardless of race, creed, or color.

All transportation, clothes, and even schooling, is furnished during their hospital stay.

Money for the hospitals is raised from many sources, including Shriners' dues and membership fees, bequests, gifts, Shrine football games, circuses, and paper sales.

The Slogan

The slogan, "A man never stands so tall as when he stoops to help a crippled child," was used in Toastmasters talks together with a picture of a local child who was born with a bone condition in both feet and first taken to the Shrine hospital in Lexington, Kentucky, when he was 14 months old. By the time he was 14 years old he had undergone 11 surgical treatments, including the removal of both feet, which were replaced with artificial ones. He was at the Kerbela Temple's annual crippled children's Christmas party last year, walking without crutches.

More local facts were presented, such as the number of children admitted to the hos-

pital during each of the last few years.

During our talks no request was made for money, except to ask that the members of the audience give generously the day of the paper sale.

Last July at the Shrine Imperial Council in Washington, D.C., when Kerbela Potentate W.D. (Dub) Ward announced the amount raised for the hospital, the Imperial Potentate asked him how it was accomplished.

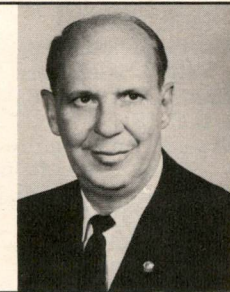
It was explained that as soon as one paper sale was past, work and planning was started for the next. All means of publicity were used, including the Kerbela Toastmasters Club, which presented the Shrine

story at every opportunity.

As a result of the Kerbela Temple's success, a letter was written in December 1967 by the Imperial Potentate to the 170 local Shrine Temple potentates, instructing them to add two new officers: chairman of the speakers bureau and chairman of public relations. He enclosed a manual which twice mentioned Toastmasters as a source of speakers.

This new Shrine venture can be of direct benefit to Toastmasters clubs throughout the United States. It is an opportunity to increase membership while at the same time helping Shriners develop their speaking abilities in the interest of crippled children.

H. P. Perry is a former governor of District 63. He is the 1968 president of the Kerbela speakers bureau and was founding president of Kerbela Club 2925-63 in Knoxville, Tenn. He also is a past president of West Knoxville Club 3106-63.



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 numbers 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, Box 10400, Santa Ana, California 92711.

President's Program Progress Report

In response to the president's membership building challenge, the following 31 clubs showed outstanding member gains during the month of October:

Armed Forces Staff College Club 2865-66, Norfolk, Va. (22)	Olney (Ill.) Club 2080-8 (9)
Order of Orators Club 3429-62, Marshall, Mich. (15)	A.I.B. Club 323-6, Minneapolis, Minn. (9)
Ramstein Club 2442-U, Ramstein Air Base, Germany (12)	Lake Region Club 377-20, Fergus Falls, Minn. (8)
Fort Lauderdale (Fla.) Club 2004-47 (11)	WECO Club 3812-65, Buffalo, N.Y. (8)
Laurentian Club 866-61, Montreal, Que., Can. (10)	W.A.C. Tuesday Club 813-2, Seattle, Wash. (7)
St. Lawrence Club 606-61, Montreal, Que., Can. (9)	Satanta Club 2761-16, Fort Sill, Okla. (7)
Jubilee Club 3707-42, Weyburn, Sask., Can. (9)	Appleton (Wisc.) Club 1331-35 (7)
Tax Commission High Noon Club 3714-7, Salem, Ore. (8)	Marquette Club 509-41, Sioux Falls, S.D. (7)
Castle Club 3056-36, Washington, D.C. (8)	Moncton Club 2113-45, Moncton, N.B., Can. (7)
State Farm Penn. Region Club 2926-38, Springfield, Pa. (9)	La Canada (Calif.) Club 655-52 (7)
Schlitz Club 1989-35, Milwaukee, Wisc. (9)	Ardmore (Okla.) Club 1320-16 (7)
Beaver Club 1421-21, Vancouver, B.C., Can. (9)	Geographical Center Club 3739-20, Rugby, N.D. (7)
Evergreen Club 973-21, Vancouver, B.C., Can. (9)	Janesville (Wisc.) Club 1983-35 (7)
Cariboo Club 786-21, Prince George, B.C., Can. (9)	N.A.I.T. Club 2291-42, Edmonton, Alta., Can. (7)
	Hub City Club 1298-46, New Bruns- wick, N.J. (7)
	Bristol (Conn.) Club 3153-53 (7)
	Candlelight Club 2109-54, Rantoul, Ill., (7)

The following areas within the designated districts registered two Speechcraft courses between July 1 and October 31:

District 38, Area One	District 5, Area Three
District 50, Area Two	District 36, Area Ten
	District 54, Area Two

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

District 59, Area One (12)	District 47, Area Four (5)
District 47, Area One (10)	District 47, Area Eleven (4)
District 28, Area Nine (8)	District 10, Area D-Four (3)
District 30, Area Three (5)	District 26, Area Sixteen (3)
District 28, Area Eight (3)	District 44, Area Two (3)
District 63, Area One (3)	District F, Area B-Six (2)
District 3, Area Five (2)	District 10, Area E-Fifteen (2)
District 12, Area Nine (2)	District 16, Area Three (2)
District 36, Area Eleven (2)	District 49, Area Three (2)

The following districts had the most new clubs recorded between July 1 and October 31: **TCA** and **District 14** (five each); **District 5** (four); **District 56** (three); **District F**, **District 2**, **District 16**, **District 25**, **District 30**, **District 35**, **District 36**, **District 39**, **District 42**, **District 45**, and **District 46**, (two each).

As of November 5th, 12 Clubs Report Full Membership

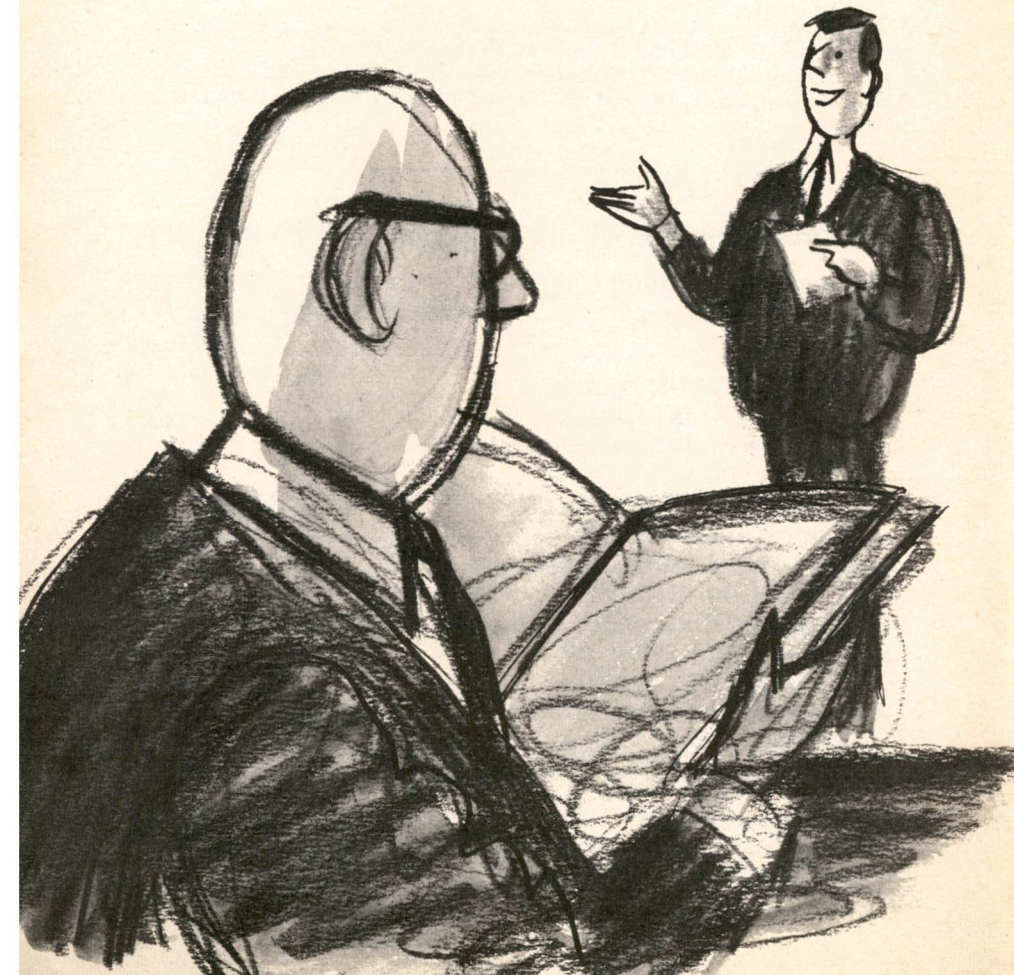
According to semiannual reports processed at World Headquarters by November 5, the following 12 clubs reported full membership:

- Papago Club 2694-3**, Phoenix, Ariz.
- Forty Liners Club 2419-4**, San Francisco, Calif.
- Taxtoasters Club 2731-8**, St. Louis, Mo.
- Pittsburgh (Pa.) Club 144-13**
- White Sands Club 3422-23**, White Sands Missile Range, N.M.
- Anthony Wayne Club 1380-28**, Toledo, Ohio
- UniRoyal Club 2510-35**, Eau Claire, Wisc.
- Bull Horn Club 2513-38**, Philadelphia, Pa.
- S.E.C. Rough Riders Club 1876-46**, New York, N.Y.
- Ridgewood (N.J.) Club 2639-46**
- Orlando (Fla.) Club 1066-47**
- Water and Power Club 3629-52**, Los Angeles, Calif.

Two of these clubs, Anthony Wayne Club 1380-28 and UniRoyal Club 2510-35, are 1967-68 Top Ten Clubs. Anthony Wayne Club also was a Top Ten Club in 1966-67 and 1965-66. Papago Club 2694-3 also has been a Top Ten Club in two consecutive recent years, 1965-66 and 1966-67.

THE GRAMMARIAN—

A Special Kind of Evaluator



The Toastmaster who is capable of serving as grammarian should possess several qualifications . . .

By DR. FRANKLIN T. BURROUGHS

WHO CAN be called a grammarian?

What function does a grammarian perform?

These questions are vital to any discussion about the role of a grammarian; the answers provide a basis to explore the grammarian's role in Toastmasters.

Who can be called a grammarian? The title traditionally was conferred on anyone versed in grammar, an individual knowledgeable in the theoretical science of words, their inflections, and their syntactical relations and functions. Such an individual is a scientist of sorts—an extreme theoretician.

The modern concept of the grammarian is much broader and less restricted. No longer is the grammarian presented as a strict theoretician. He is a practical scientist, working in the world of word usage.

Traditionally, the function of the grammarian was limited. He primarily was concerned with theory and rules; the practical use of the language was secondary. Today,

the function of the grammarian has been reversed. His primary concern is in the practical aspects of the language; his concern with theory and rules is secondary. Today, he is interested first in assisting others to learn and apply the language as it is used by the majority of the educated native speakers.

The Toastmaster who is capable of serving as grammarian should possess several qualifications.

First, he should be versed in the English language as it currently is used and be aware of any changes transpiring in the usage. He should, for example, know that "does" is singular in form and is not used in place of "don't." He also should understand that the distinction between "shall" and "will" no longer is as precise as it once was and that both words often are used interchangeably. More importantly, he should have a knowledge of the sentence structures and the ways in which they are arranged to convey meaning.

Second, he should have a

sufficient understanding of the language so that he can reason out the more common grammatical structures and make a simple analysis of them.

Third, he should know how to communicate with others and make them aware of the structures and syntax which do not follow the norm.

Qualified Members

It may sound as if only a few Toastmasters possess the qualifications needed to function as grammarian, but it should become clear that most of the members of almost every club are qualified. A majority of them are native speakers of English and are conversant with English as it is used today. They have been trained in institutions where English is the language of instruction; they use English every day to communicate with others. They, therefore, possess an adequate knowledge of the grammatical structures, verb tenses and vocabulary items to detect when a speaker has failed to convey his message.

It is clear that from the point of view of qualifications most Toastmasters can function as grammarian. Two important questions which must be raised here then are: Although the majority of the Toastmasters possess the basic qualifications, can they successfully function as gram-

marian? If they can, what exactly should be their function?

The answer to the first question is, unfortunately, negative. Despite the fact that most Toastmasters do not lack the basic qualifications, they have no training or experience in thinking about grammar in terms of structures and practical usage. They cannot conceive of grammatical errors in terms of points of interference in communications. They generally think of grammar in terms of precise rules and exceptions to the rules. As a result, they hear only those mistakes that are a departure from the traditional grammatical explanations. When they attempt to explain the errors detected in traditional terms, they not only fail to help the speakers improve their skills in using English, but they add confusion to an already beclouded situation.

Best Equipped

The Toastmaster best equipped to function as grammarian is one who not only has the basic qualifications but one who can lay aside the rules of grammar learned years ago and think within the framework of patterns, overall structure, and effective communication. His ear is trained to detect not the insignificant points but those which detract from or change the intended

meaning of a message. Only the person with these additional qualifications should function as grammarian.

What should be the function of the grammarian?

In his role as grammarian, the Toastmaster acts as evaluator of the language used by the scheduled speakers and the participants in the Table Topics discussion. As language evaluator he should listen carefully to each speaker; at the same time he should watch the audience. By watching the listeners' faces he can detect when communications have broken down, and by listening carefully to the speaker he usually can determine the points of interference that caused the breakdown.

While listening and watching, the Toastmaster should jot down each point of interference—faulty structure, lack of agreement between subject and verb, incorrect tense of the verb, etc.—and note the context in which the point of interference inter-

rupted the process of communication. He should continue recording the errors until the last speaker has completed his talk. He then should categorize the errors and, as much as possible, the contexts in which they were made, and prepare a short report for the members.

Following the general report, the grammarian should prepare a list of the particular errors each speaker made, explaining how they prevented him from making his message clear, and suggesting how the errors can be corrected.

The qualifications needed to function as grammarian in Toastmasters are not extensive but are exact. They involve not so much a technical knowledge of grammar in the traditional sense as an awareness of the structures and patterns of the language as they are employed.

The duties of the Toastmaster acting as grammarian also are exacting. Only if these duties are performed is the grammarian playing a significant role in Toastmasters.

Dr. Franklin T. Burroughs is chairman of the Department of English at the Iran Girl's College in Tehran. He is a member and former educational vice-president of Tehran Club 2367-U, and has served as grammarian on many occasions.



TI SERVICES AND ACTIVITIES

Many services and activities have been developed by Toastmasters International to assist you, your club, your area, and your district/council to maintain a high standard of excellence. When you seek special assistance, guidance, or materials, contact World Headquarters.

The Toastmaster, the Toastmasters International monthly magazine, contains articles written by Toastmasters, guest authors, and the World Headquarters staff, about club activities, preparing, polishing, and presenting speeches, and community activity opportunities.

District Newsletter, the monthly publication for district officers, contains administrative guidance and important information about district leadership opportunities.

TIPS, the monthly information bulletin to club officers, contains club program and management aids and ideas for the bulletin editor. This is now being mailed directly to each club president, educational and administrative vice-president, plus three copies to the club secretary for himself, the sergeant at arms, and the club treasurer.

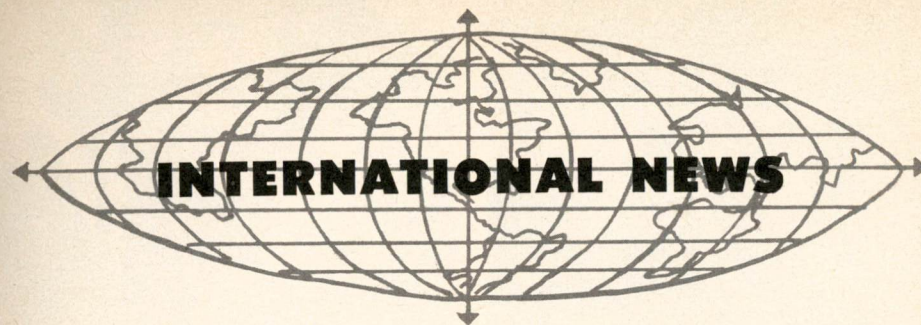
TAG Line, the periodic newsletter for area governors, contains management and program guidance and current area activities to be coordinated among clubs and members.

Toastmasters International Annual Convention is for all Toastmasters members, club, area, division, and district officers. It features programs of current interest to Toastmasters and demonstrations of new techniques in communications and leadership. The 1969 International convention will be in Cleveland, Ohio, from August 6 through August 9.

Youth Leadership Program counsel and materials are available to meet member and club needs in organizing and presenting this popular Toastmasters International community program to young people. All Youth Leadership Programs are registered. To expedite receiving the material for the classes, submit your registration request form and order for materials at the same time.

Speechcraft assistance and materials are available to members and clubs seeking counsel in planning and presenting this Toastmasters International program for the adults of their community. It is an excellent membership builder and provides new experiences in communications for your club membership.

Club Directory lists the name, club and district numbers, charter date, meeting information, and contact for each club around the world. It is published annually and mailed to club presidents and secretaries. Be sure to keep World Headquarters posted on any changes in this information about your club.



First For Okinawa

The first annual Okinawa area speech contest attracted speakers from Domei Club 3542-U in Naha, Okinawa, Central Club 1522-U in Machinato, and Torii Club 2502-U and Kokusai Club 3616-U, both at Kadena Air Base. Charles W. Hutchison of Torii Club won the contest.

Attracts Attention

North American Rockwell Club 2008-50 in Los Angeles, Calif., sponsored a Toastmasters booth at a recent two-day sport and hobby show. The booth was complete with exhibits and a roving microphone. The club also has kept active by conducting a managers' night program and a Speechcraft course.

And Now . . . Three

Now there are three, three **Seattle First National Bank** Toastmasters clubs in Seattle, Wash. All have been chartered within a year's time. **Firstline Club 2530-2** is the most recently chartered club, joining **Firstbank Club 2636-2** and **Seafirst Club 3815-2**.

Instant Replay

The Whirlpool Corp. education center provided videotape equipment for members of **Mainstreet Club 1407-62** in St. Joseph, Mich., to gain experience speaking in front of a television camera and joining in evaluating their speeches via videotape playback. The experiment was so successful it is to be repeated.

WHQ OPEN HOUSE — Toastmasters International Executive Director Buck Engle (fourth from left) visits with Southern California Toastmasters who toured World Headquarters during its 44th TI anniversary open house observance. From left are Stan Rohrbough, Jim Sessions, Norton Nolles, Mr. Engle, Reg Panting, and Charles Rowley.





VIDEOTAPE SESSION — Dr. John Erickson, president of Thursday Noon Club 1647-8 in Decatur, Ill., delivers his talk before a videotape camera operated by Toastmaster Cole Mobley. The videotape equipment was provided by the audio products department of the General Electric Co. as a public service.



DEBATE TOURNAMENT — Arless Laferty (left) and Tom Starkweather of White Sands Club 3422-23 at the White Sands Missile Range, N.M., display the championship plaque won at the eighth annual invitational debate tournament in Santa Fe, N.M. Thirty-four clubs in the New Mexico - West Texas area participated.

CLUB ANNIVERSARIES — JANUARY

25 YEARS

Zanesville Club 257-40
Zanesville, Ohio

20 YEARS

Quincy Club 675-31
Quincy, Mass.
Turning Wheel Club 676-28
Detroit, Mich.
Hospitality Club 683-5
San Diego, Calif.
Lilac City Club 687-65
Rochester, N.Y.
Evergreen Club 678-7
Camas, Wash.

15 YEARS

Brunswick Club 1411-14
Brunswick, Ga.
Dubuque Club 1337-19
Dubuque, Iowa

Tri-Cities Club 1429-62
Grand Haven, Mich.
Jaycee Club 1416-48
Birmingham, Ala.
Graybar Club 1436-46
New York, N.Y.
Electronic Club 1427-34
Syracuse, N.Y.
Queen City Club 1420-37
Charlotte, N.C.
Van Wert Club 1418-40
Van Wert, Ohio
Bluestem Club 1433-16
Bartlesville, Okla.
Green Bay Club 1350-35
Green Bay, Wisc.
Beaver Club 1421-21
Vancouver, B.C., Can.
Placentia Bay Club 45-U
Argentia, Newfoundland, Can.
Tower Club 1488-TCBI
Borough of Blackburn, Lancashire, Eng.
Newcastle Upon Tyne Club 1658-TCBI
Newcastle, Eng.

Mini-Meeting For Accountants

Gaslight Club 3523-10 in Lyndhurst, Ohio, conducted a mini-meeting, a flying squad demonstration meeting, to a joint **Accounting Committee Conference** of the American Gas Association and the Edison Electric Institute. About 600 accountants from utility industries throughout the country attended the conference in Cleveland.

State-wide Speechcraft

Leaders of the **Connecticut Jaycees** organization have asked Toastmasters to present Speechcraft on a state-wide basis. This year's national Jaycee Speak Up contest winner is a graduate of a Speechcraft course presented by **New London (Conn.) Club 1782-53**.

Form Speakers Bureau

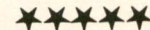
Thursday Noon Club 1647-8 in Decatur, Ill., has cooperated with the League of Women Voters to organize a speakers bureau for promoting the aims of the **Macon County Committee for a Constitutional Convention**.

Community Activity

21st Century Club 3746-46 in Bound Brook, N.J., is cooperating in the speakers bureau of the **Central Jersey United Fund**, and Toastmasters have made several speeches for the fund drive.

In The News

Perry (Okla.) Club 3265-16 is in the news regularly, due to an active community relations committee which supplies pre-meeting notices and post-meeting articles for publication in the "Perry Daily Journal."



SPEECHCRAFT FOR POLICE — Metropolitan Club 1570-52 in Los Angeles, Calif., conducted a Speechcraft course for the Rampart Division of the Los Angeles Police Department. With the police officers are Toastmasters (from left in front) Lee Rogers, Ed Hogan, Bob Devin, and Bill Smith.



TOASTMASTERS IN THE NEWS



Presidential Visit

The first official visitation of 1968-69 Toastmasters International President **Earl M. Potter** was a two-day sojourn to **District 21**, British Columbia, Canada; **District 32**, southwestern Washington; and **District 2**, northeastern Washington. President Potter attended training sessions, discussion groups, and planning conferences, and was guest of honor at programs in Seattle, Wash., and Vancouver, B.C.

United Fund Speakers

Ponca City (Okla.) Club 1846-16 has provided 16 Toastmasters for the **United Fund** speakers bureau, a good opportunity for additional training and community participation.

PRESIDENT VISITS — International President Earl M. Potter (center) visits with members of St. Clair Club 496-8 and Belleville (Ill.) Noonday Club 3200-8 at a joint meeting in his honor. President Potter is a member of St. Clair Club. From left are Marshal Bush, Cliff Seger, President Potter, Ben Emge, and Lee Holiday.



Speakers Bureau Praised

The **District 65** speakers bureau has earned an **American Cancer Society** award for its support in New York state. Toastmaster David Phillips, a member of Kodak Park Club 1491-65 in Rochester, N.Y., and speakers bureau chairman, accepted the award during an ACS meeting in Syracuse, N.Y.

Toastmaster Cited

Toastmaster **George Baker** of Susquehanna Club 3898-18 at the Aberdeen Proving Ground, Md., was featured in local newspapers and on radio for his role as liaison officer between Aberdeen Proving Ground and public school officials of Harford County.

Vie For Election

Two Toastmasters opposed each other in last month's state Assembly election in Oconomowoc, Wisc. **John Alberts** of Breakfast Club 3569-35 and **Robert Weber** of Oconomowoc Club 834-35 sought office on the Republican and Democratic party tickets, respectively.

TMs On The Air

Nearly 400 announcements about Toastmasters have been broadcast on radio station WLCY in St. Petersburg, Fla. Six **District 47-Area Eighteen** club presidents, the assistant area governor, and the area governor were honored, and several clubs have been publicized.

An Exquisite Gift

A multicolored, hand-painted eggshell symbolizing good fortune and long life was presented as a 44th anniversary gift to Toastmasters International by Toastmaster Robert Karasko of Aliquippa (Pa.) Club 902-13. The art of wax drawings and special dying of eggs originated in Ukraine before Christ, and is passed from generation to generation. This exquisite gift is prominently displayed in the board of directors room at World Headquarters.

AIR FORCE TOASTMASTERS MONTH — Brigadier General William D. Dunham (seated), VCMDR, 3rd Air Force, signs a proclamation declaring Toastmasters month for the 3rd Air Force. Witnessing the event are (from left) Capt. Paul McNally, Gaylord Giles, and T/Sgt. John Heard, members of South Ruislip (Eng.) Club 2212-U.



In Company Magazine

"General Dynamics News," a company publication of the General Dynamics Corp., publicized employee-Toastmaster **Robert L. Meyer's** appointment as District 25-Area Ten governor, acknowledged the activities of other employee-Toastmasters, and promoted membership in Longhorn Club 3178-25 and Ridglea Club 3067-25. The clubs both are in Fort Worth, Tex., and co-sponsored by the **General Dynamics Management Association of Fort Worth**.

Cooperation Praised

"Scouting," a magazine circulated to 1.3-million adult leaders of the Boy Scouts of America organization, has saluted the cooperation between Scouting leaders and **Toastmasters International**. An article described the Youth Leadership Program and praised Toastmasters cooperation in providing speech training for Scouting's "Operation Patrick Henry" program, and for serving as counselors for Scouts who are working toward public speaking and communications merit badges.

Moving Ahead

Past International Director **Dr. Russell G. Herron** has been promoted to principal of the **Planning Research Corp.** It is the highest rank on the firm's technical staff. Dr. Herron also is on the faculty of St. John's College and is a member of Los Caballeros Club 322-50 in Santa Monica, Calif., and Pt. Mugu Officers Club 3276-12 in Pt. Mugu, Calif. . . . **Hideji Otsu** of MCAFAN Club 737-49 in Honolulu, Hawaii, has been promoted to manager of the **Hawaii State Employment Service's** industrial office . . . **John Mow**, also of MCAFAN Club 737-49 has received a sustained superior performance award from the **Federal Aviation Administration** for exceptional service during the past year . . . Toastmaster **John Borrello** of Cosmopolitan Club 85-52 in Los Angeles, Calif., has been elected junior vice-commander of the **Veterans of**

Foreign Wars, California. The office places him in line to be state commander in 1970 . . . **Dr. T. Sulzberg**, one of the newest members of 21st Century Club 3746-46 in Bound Brook, N.J., has been appointed to the **Piscataway Township Board of Education** . . . Past International Director **Donald W. Paape** has been named district exploration supervisor of the **Pan American Petroleum Corp.**, and is being transferred from the firm's Tulsa, Okla., office to Calgary, Alta., Canada.

Speaking Engagement

Toastmaster **A. J. Markwardt**, District 25-Area Four governor and member of Richardson (Tex.) Club 2690-25, spoke about "the supervisor's responsibility for incentive management" to begin the Dallas, Tex., **Industrial Management Club's** fall series of educational programs. Toastmaster Markwardt is a member of the corporate staff of Texas Instruments in Dallas.

The Speaker's Page



POINT OF EMPHASIS

The **Toastmasters Reading Program** is the point of emphasis for January. Every Toastmaster has been mailed a copy of the revised Toastmasters Reading Program brochure and is encouraged to participate in the program.

Reading is an excellent guide to speaking, and the Toastmasters Reading Program stimulates your interest in becoming an enlightened speaker. It provides the incentive to increase your knowledge and supplies you with speech ideas.

The Toastmasters Reading Program is for members who have completed at least three Basic Training projects. You then may enroll in the reading program and select any subject which interests you. You will read five books on any phase of your subject and present a talk on each of the books you have read. At the completion of your fifth book, the educational vice-president of your club notifies World Headquarters of your achievement and you receive an award for informed speaking.

You may participate in the Toastmasters Reading Program at the same time you progress through the Basic Training, Leadership Through Speech, or The Advanced Speaker manuals, or you may pursue it independently.

The Toastmasters Reading Program is a source of enjoyment, increased knowledge of the subject you choose to explore, new speech ideas, and the opportunity for further benefits from your Toastmasters training.

GESTURE WITH YOUR VOICE

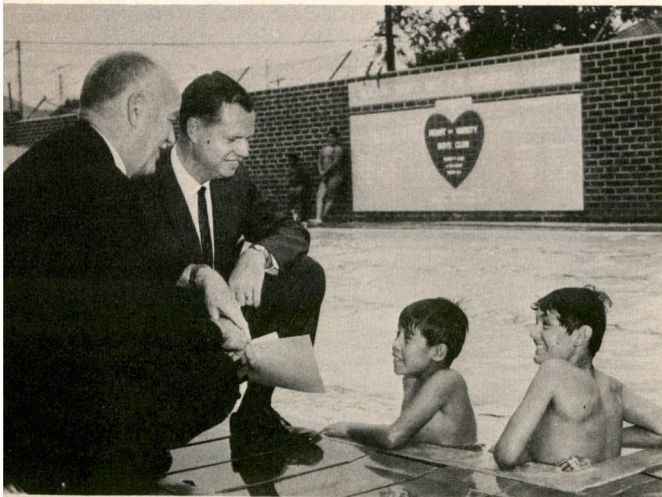
A clear, friendly, resonant, vital voice is an asset to everyone who speaks. Whether your voice is that sort depends on how you use it. If you are willing to work, you can learn to use your voice to its best advantage.

A good speaking voice can portray various shades of meaning and feeling, carry a sense of friendliness, reflect the personality of the speaker, and have life, force and strength, even though it may not be a "big" voice.

"You are a fine friend!" — Read this short sentence aloud several times, emphasizing a different word each time. See how many different meanings you can get into the one sentence by using vocal variety. Other exercises that will reveal new vocal variety opportunities include speaking as if you are a side-show barker, a radio announcer, and an instructor.

The essentials of vocal variety and a good speaking voice are deep breathing, relaxing the throat muscles, correct tone placement, careful enunciation, and sincerity. Voice gestures are as important as any other gestures — even more important than many.

JOIN CRUSADE — On loan from the Southern California Edison Co. to the United Crusade for three months are Del Mar Reynolds (left) and C. A. (Bud) Welch, Founder's District governor. Here they tour a Boys Club, one of the United Fund agencies in the Los Angeles, Calif., area.



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NEW CLUBS

As of Oct. 31, 1968

- District 2** DIRECTORY Club No. 3072-2. Meets Tues., 7:00 a.m., Terry Avenue Bldg., 1915 Terry Ave., SEATTLE, Wash. Contact: 345-3567.
FIRSTLINE Club No. 2530-2. Meets Wed., 7:00 a.m., Officers Dining Rm., Seattle-First National Bank, SEATTLE, Wash. Contact: 583-3871.
- District 11** SUNSET Club No. 3271-11. Meets 1st - 3rd Tues., 6:30 p.m., Brandin Iron, MADISONVILLE, Ky. Contact: 821-9035 or 821-9065.
- District 14** FIRST NATIONAL BANK Club No. 413-14. Meets alt. Thurs., noon, Top O' Peachtree Restaurant, Five Points, ATLANTA, Ga. Contact: 588-6251.
- District 15** P.O.P. Club No. 3336-15. Meets alt. Mon., 11:45 a.m., Toppers, 480 E. 4th South, SALT LAKE CITY, Utah. Contact: 363-5851.
- District 16** INTERNAL REVENUE SERVICE Club No. 3046-16. Meets Wed., noon, Federal Bldg., OKLAHOMA CITY, Okla. Contact: 236-2311, Ext. 405.
- District 25** LONESTAR Club No. 1286-25. Meets Wed., 11:40 a.m., Fort Hood Officers Open Mess, FORT HOOD, Tex. Contact: 685-3336.
- District 30** UNION LEAGUE CLUB OF CHICAGO Club No. 760-30. Meets 2nd - 4th Wed., 12:15 p.m., Union League Club of Chicago, 65 West Jackson Boulevard, CHICAGO, Ill. Contact: HA 7-2750.
- District 38** NEW HOLLAND SPERRY RAND Club No. 3155-38. Meets 1st - 3rd Wed., 11:30 a.m., New Holland Division of Sperry Rand, Communication Hall, NEW HOLLAND, Pa. Contact: 354-2121.
- District 42** FORT McMURRAY Club No. 947-42. Meets Mon., 7:00 p.m., Anglican Church, FORT McMURRAY, Alta., Can. Contact: 743-2818 or 422-8171 Local 318.
- District 45** TELCO Club No. 3819-45. Meets Tues., 6:00 p.m., Maritime Tel. & Tel. Co. Ltd., 3601 Howe Ave., HALIFAX, Nova Scotia, Can. Contact: 424-4570.
TELSTAR Club No. 3217-45. Meets Thurs., 6:00 p.m., Maritime Tel. & Tel. Co. Ltd., 3601 Howe Ave., HALIFAX, Nova Scotia, Can. Contact: 424-4570.
- District 46** FOOD AND DRUG ADMINISTRATION Club No. 1791-46. Meets Fri., 3:00 p.m., Executive Conf. Rm., 850 Third Ave., BROOKLYN, N.Y.
- District 47** SYMETRICS Club No. 736-47. Meets Thurs., noon, Longhorn Rest., South Patrick Dr., SATELLITE BEACH, Fla. Contact: 262-3505.
- District 48** SPOKESMAN Club No. 3515-48. Meets 2nd - 4th Tues., 4:30 p.m., Hayes International Corp., 1943 North 50th Street, BIRMINGHAM, Ala. Contact: 592-0011, Ext. 372.
- District 52** SPOKESMEN Club No. 1544-52. Meets alt. Wed., 7:00 a.m., University Club, 640 W. 6th St., LOS ANGELES, Calif. Contact: MA 8-8282.
- District 58** PEE DEE Club No. 3512-58. Meets Tues., 6:30 a.m., Coachman Inn, Hemingway, S.C., JOHNSONVILLE, S.C. Contact: 886-8032.
- District 68** BISSONET-MANED DOWNS Club No. 2940-68. Meets 1st - 3rd Tues., 8:00 p.m., Bissonet-Maned Downs Country Club, 5400 Irving Street, METAIRIE, La. Contact: 888-0615 or 887-4324.
- District TCBI** CARDIFF & DISTRICT Club No. 2962-TCBI. Meets Mon., 7:30 p.m., 13 Richmond Crescent, CARDIFF, South Wales.
- District U** STAMMTISCH Club No. 2637-U. Meets 2nd - 4th Tues., 6:30 p.m., American Elementary School, BABENHAUSEN, Germany. Contact: Military 856.

DISTRICT GOVERNORS 1968-1969

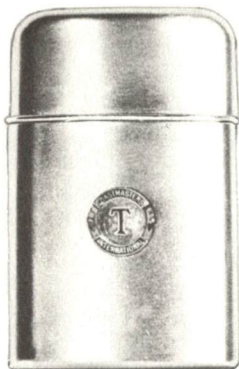
- F. C. A. (Bud) Welch
 2. Angelo K. Geary
 3. David A. Edwards
 4. William L. Stark
 5. Robert A. Thomas
 6. Loyd Goolsby
 7. Ronald E. Ragsdale
 8. Robert E. Downing
 9. William H. Fate
 10. William R. Armstrong
 11. Robert B. Millikan
 12. Alex M. Gunn
 13. Eugene E. Friedline
 14. Attie A. Fleming
 15. Royal C. Slotten
 16. Otto Pluess III
 17. Dan H. Pyfer
 18. Francis J. Butler
 19. Cleon C. Babcock
 20. Richard P. Corcoran
 21. Kenneth A. Mackenzie
 22. Claude L. Wilson
 23. William W. Steele
 24. Norman F. Belvede
 25. Virgil E. Heidbrink
 26. Kenneth M. Garry
 27. Robert J. Cook
 28. Robert E. Ralph
 29. Rhoten W. Willhoit
 30. Bernard D. Wilson
 31. Maurice A. Frechette
 32. Paul H. Conner
 33. Richard A. Leith
 34. William H. Fulkerson
 35. Milan P. Horvate
 36. Leonard M. Wilson
 37. John G. Edwards
 38. Joseph E. Bennetch
 39. James C. Hansen
 40. Clarence W. (Bill) Abele
 41. James E. Wolfe
 42. Ronald M. Chapman
 43. Thomas A. Evans, Jr.
 44. William R. Larsen
 45. Frank W. Landry
 46. Joseph W. Hickenbottom Jr.
 47. Fred G. Thompson
 48. James T. Smith
 49. Lester P. Anderson
 50. John J. Schneider
 51. Norman A. Wasserman
 52. Clarence C. Petersen
 53. William J. McKinstry
 54. Stanley T. Smith
 55. Byron Milton Johnson
 56. Loren B. Goss
 57. Robert E. Wirt
 58. Paul H. Pow
 59. Cornelius W. Lingenfelter
 60. Roy E. G. Durham
 61. E. E. (Al) Doyle
 62. Fred Powlenko
 63. Claude C. Haws Jr.
 64. Charles E. Addison
 65. Peter H. Zachmann
 66. Marion B. Lillenthal
 67. George A. Denison
 68. Billy H. Walker
- 7407 Ciro St., Downey, Calif. 90240
4608 W. Casino Rd., Everett, Wash. 98201
4633 E. Cambridge, Phoenix, Ariz. 85008
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6740 Bardonia St., San Diego, Calif. 92119
8909 Girard Ave. S., Bloomington, Minn. 55420
P.O. Box 3283, Portland, Ore. 97208
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P.O. Box 704, Paso Robles, Calif. 93446
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106 E. Main, Bismarck, N.D. 58501
129 Wilkinson Rd., Port Alberni, B.C., Canada
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5249 Wren, El Paso, Tex. 79924
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2851 W. 36th Ave., Denver, Colo. 80211
2570 El Capitan Dr., Turlock, Calif. 95380
39 S. Wilson, Mount Clemens, Mich. 48043
127 Magnolia St., Milton, Fla. 32570
1905 Hatherleigh Ct., Mt. Prospect, Ill. 60056
Acres of Pine Rd., Coventry, R.I. 02816
Route 3, Box 472, Sequim, Wash. 98382
813 Octave St., Pasco, Wash. 99301
20 Hawthorne Ave., Troy, N.Y. 12180
6377 Coleridge Ct., Hales Corners, Wisc. 53130
2220 Casemont Dr., Falls Church, Va. 22046
509 Westview Dr., Winston-Salem, N.C. 27103
1325 Lincoln Ave., Woodbury, N.J. 08096
P.O. Box 4552, Sacramento, Calif. 95825
2017 Richfield Dr., Dayton, Ohio 45420
2624 Mary Dr., Sioux Falls, S.D. 57105
5208 111 A St., Edmonton, Alta., Canada
351 S. Reese, Memphis, Tenn. 38111
2103 Ward, Midland, Tex. 79701
29 Fownes St., Moncton, N.B., Canada
37-15 Parsons Blvd., Flushing, N.Y.
1940 NW 190th Terr., Miami, Fla. 33054
P.O. Box 471, Albertville, Ala. 35950
P.O. Box 6404, Honolulu, Hawaii 96818
8400 DeLongpre Ave., Los Angeles, Calif. 90069
3848 Agnes No. F., Lynnwood, Calif. 90262
7007 Aldea Ave., Van Nuys, Calif. 91406
126 Fairview St., New Britain, Conn. 06051
514 Heather Ln., Dixon, Ill. 61021
P.O. Box 487, Gering, Nebr. 69341
7919 Edgemoor St., Houston, Tex. 77036
16101 Selbourne Dr., San Leandro, Calif. 94578
104 Dogwood Cir., Summerville, S.C. 29483
20975 David Dr., Reno, Nev. 89502
136 Mill St. S., Brampton, Ont., Canada
75 Glengarry Ave., Town of Mount Royal, Que., Canada
1391 Eastwood Dr., Muskegon, Mich. 49442
5816 Little John Ln., Knoxville, Tenn. 37918
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22 Maplehurst Rd., Rochester, N.Y. 14617
4728 Haywood Dr., Portsmouth, Va. 23703
Box 190, Soldota, Alaska 99699
P.O. Box 2484, Baton Rouge, La. 70821

TOASTMASTERS COUNCIL PRESIDENTS

- Australia — Walter Roberts
British Isles — Eric M. Leitch
4 Virburnum Rd., Loftus Heights 2232, N.S.W. Australia
7 Park Ave., Cardwell Bay, Greenock, Scotland

LAST-MINUTE CHRISTMAS GIFTS FOR TOASTMASTERS

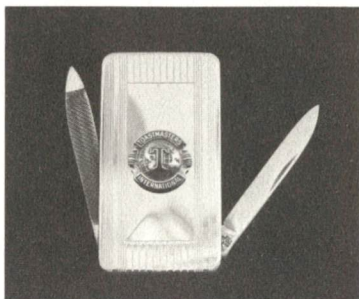
Last-minute Christmas suggestion: Present an attractive Toastmasters cigarette lighter or money clip, featuring the Toastmasters emblem, for those last-minute gifts. Orders received at World Headquarters by December 13 will arrive in time for Christmas.



CIGARETTE LIGHTER

Zippo lighter with dependable mechanism and wind guard. Satin-finished chrome with Toastmasters emblem.

Code 17002 Price \$4.00



MONEY CLIP

Gleaming stainless steel with polished Toastmasters emblem. Includes knife blade and nail file.

Code 20012 Price \$3.00

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(Add 25 cents per item for packing and shipping. California clubs add 5%. Include club and district numbers, zip code, when ordering.)

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