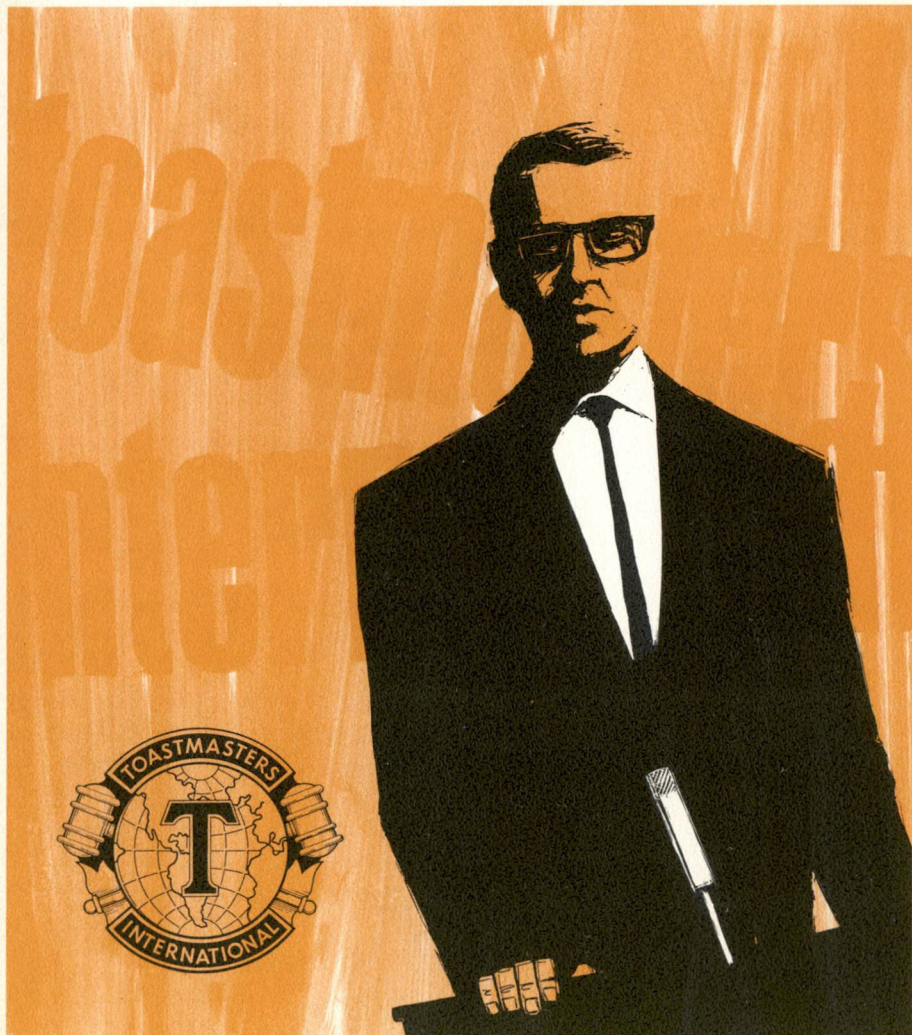


THE TOASTMASTER

AUGUST

1969

Communication and Leadership Program



OFFICERS

President — EARL M. POTTER 800 N. Lindbergh Blvd., St. Louis, Missouri 63166
 Senior Vice-President — RALPH E. HOWLAND P.O. Box 62, Oconomowoc, Wisconsin 53066
 Second Vice-President — ARTHUR M. DIAMOND 112 Lafayette Bldg., South Bend, Indiana 46601
 Third Vice-President — AMOS W. RANDALL 341 W. Orange Grove Ave., Pomona, California 91767
 Past President — LOTHAR SALIN P.O. Box 2595, San Rafael, California 94902
 Executive Director — ROBERT T. ENGLE 2200 North Grand Ave., Santa Ana, California 92711
 Secretary-Treasurer — HERBERT C. WELLNER 2200 North Grand Ave., Santa Ana, California 92711

DIRECTORS

W. Don Buckner 1902 Johnstone Pl., Bartlesville, Oklahoma 74003
 Cy Campbell 10800 Trent Way, La Mesa, California 92041
 Clark E. Crouch 1442 Alice St., Richland, Washington 99352
 Loring D. Dalton 315 N. Kenmore Road, Indianapolis, Indiana 46219
 John F. Diaz 1010 Terry Dr., Eau Gallie, Florida 32935
 Frank J. Hurst RR #2, Georgetown, Ontario, Canada
 George C. Ireland 2510 N. 58th St., Omaha, Nebraska 68104
 A. C. McNab (TCBI) 282 Strathmartine Road, Dundee, Scotland
 Albert Nickerson 32 Howland Road, Stoughton, Massachusetts 02072
 Walter Roberts (TCA) 4 Viburnum Road, Loftus Heights 2232, N.S.W., Australia
 Dr. Steve Rouss, D.M.D. 1910B Vestavia Court, Birmingham, Alabama 35216
 George C. Scott 109 Standard Plaza Building, Portland, Oregon 97204
 William V. Smith 4132 Talwood Lane, Toledo, Ohio 43605
 Les W. Sutton 305 Montgomery Ave., Winnipeg, Manitoba, Canada
 Richard S. Thomas 21 Park Circle Road, Middletown, Pennsylvania 17057
 Everett D. Watson S65 W12636 Byron Road, Hales Corners, Wisconsin 53130
 Joe N. Westerlage Jr. 2804 Brazos St., Houston, Texas 77006
 James L. Wu 851 Tantau Ave., San Jose, California 95129

FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,133.

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

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 35 NO. 8



AUGUST, 1969

INDEX

TOASTMASTERS LOOK FORWARD TO COMMUNICATION AND LEADERSHIP—by Dr. Robert T. Oliver	3
KEEPING PACE WITH YOUR PROGRESS	9
TOASTMASTERS MEMBERS SERVE AND GROW—by Ralph E. Howland 10	
VIP'S TO VISIT YOUR CLUB	16
LISTEN TO THIS!	17
WHO ARE TODAY'S TOASTMASTERS?	18
HEART DISEASE IS BAD BUSINESS—by William F. LaPorte	20
A TIP OF THE TOASTMASTER'S HAT	25
HONOR ROLL	26
INTERNATIONAL NEWS	27
PRESIDENT'S PROGRAM PROGRESS REPORT	30
TOASTMASTERS ON THE MOVE	31
TOASTMASTERS AND THE "MEN IN BLUE"—by John J. Schneider....	34
SPEAKER'S PAGE	37
IN THEIR OWN WORDS	38
NEW CLUBS	40

Editor

JAMES J. SHOWALTER

Managing Editor

BOB SATTERTHWAITE

Art Director

PHIL INTERLANDI

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

In This Issue...

COMMUNICATION AND LEADERSHIP—Today, more than ever before, the ability to communicate effectively is the most useful skill an individual may possess. The philosophy and the challenges of TI's new Communication and Leadership program are presented by Dr. Robert T. Oliver of the TI Educational Advisory Committee. See Page 3.

PRESIDENT'S ADDRESS — The convention message of newly elected 1969-1970 TI president Ralph E. Howland sets forth the TI President's Program goals for the year ahead. The goals and procedures for measuring your progress toward achieving them are presented in this message. See Page 10.

WHO'S TYPICAL?—A survey of the ages, educational background, occupation, and status in the Toastmasters program provided an accurate profile of today's Toastmasters. The survey was taken by World Headquarters, with the cooperation of hundreds of club secretaries. What were the results? See Page 18.

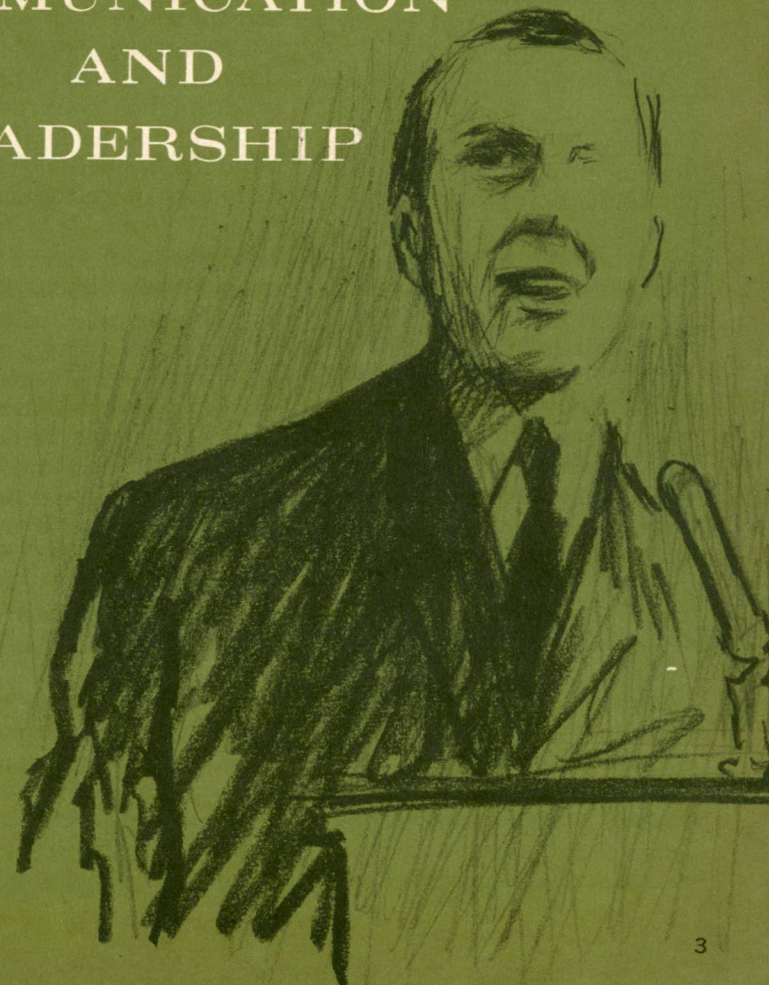
YOU CAN HELP-TO SAVE A HEART—William F. LaPorte, national Heart Fund volunteer chairman, presents a Toastmasters speaking opportunity. Toastmasters can help save human lives by spreading the word about how heart disease might be prevented or its ravages reduced. See Page 20.

"MEN IN BLUE"—1968-1969 District 50 Governor John J. Schneider reminds members and clubs to put their communication and leadership training to use in their communities by presenting Speechcraft. See Page 34.

YOUTHS SAY "THANKS"—After presenting the Youth Leadership Program to fifth grade pupils, the sponsoring club received letters of appreciation from the youngsters. Several of the letters are presented here. See Page 38.

THIS MONTH'S COVER—A cover on the cover! *The Toastmaster* changes the format of its cover to give you a look at the new *Communication and Leadership* manual's cover. The manual becomes available to Toastmasters this month.

TOASTMASTERS LOOK FORWARD TO COMMUNICATION AND LEADERSHIP



By **ROBERT T. OLIVER, Ph.D.**

When the revised version of the New Testament was first used by a minister for his Sunday morning reading, a conservative member of his congregation rebuked him sharply, saying, "The King James translation was good enough for St. Paul and it's good enough for me!"

What this critic didn't understand was that the new version was brought about by the demands of a changed and changing world.

A New Program

The revision of the basic Toastmasters program, now to be known as "Communication and Leadership," was undertaken thoughtfully and after several years of deliberation by the educational advisory committee, the board of directors, the executive committee and World Headquarters staff for the same reason. A new, more pertinent program was developed because in this world of rapid developments knowledge in every field refuses to stand still.

As a professor of speech looking back through three decades of study and teaching, it is difficult for me to recognize many of the quaintly old-

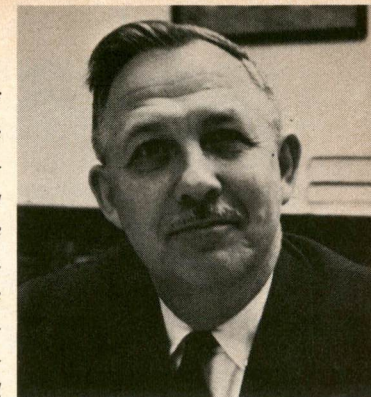
fashioned ideas about how to teach public speaking that were current when I began to make it my life's work. It is equally difficult to see ahead to the needs and opportunities of a generation hence. But it is obvious that the philosophy and the methods of one era do not necessarily fit the circumstances of another. Your new program has been developed to meet your needs. It bears in mind the hundreds of suggestions that have been offered from Toastmasters throughout the world.

Sturdy Beginnings

Like the Constitution of the United States, the Toastmasters program has been an outstanding success because its basic concept insures continuity while it encourages flexibility. It not only preserves what is good but it adapts to what is better.

When the first Toastmasters clubs were organized by Ralph C. Smedley in 1924, most of the "young men on the move" who comprise the present Toastmasters membership were not yet born. The world into which Dr. Smedley launched his new concept of "adult education in a social atmosphere" was barely on the

Dr. Robert T. Oliver is research professor of international speech at Pennsylvania State University and is a member of the Toastmasters International Educational Advisory Committee. Dr. Oliver holds an A.B. degree from Pacific University; M.A. degree from the University of Oregon; Ph.D. from the University of Wisconsin; and LL.D. (honorary) from Pacific University. He is the author of 20 books on speech and international affairs, including "The Psychology of Persuasive Speech"; "Effective Speech"; "Communicative Speech"; and "History of Public Speaking in America." Dr. Oliver is a past president of the Speech Association of America.



eve of the age of modern communication.

Space travel was still an imaginative flight of fancy known only to science fiction buffs. Television was only a vague dream in the minds of a few physicists. Radio broadcasting was still an oddity; stereophonic sound reproduction was unknown. The motion picture screen (in black and white flickers) was silent. Long distance telephone calls were a frustrating adventure in fading squawks and creaks.

Wisely Conceived

It is no wonder that speech education — along with all learning — has advanced considerably since then. The best aspect of the Toastmasters idea is that it was so wisely

conceived that its principal aspects remain as sound today as when they were originated.

There is lasting soundness in the central idea that men can and should learn to improve their insights and skills in oral communication by speaking to one another and by evaluating one another. There can be no more practical test of the effectiveness of a speech than the honest and thoughtful reactions of those who hear it.

Growing Need

The need for the ability to speak plainly, clearly, and persuasively, which brought ambitious and public-spirited young men flocking into the first Toastmasters clubs, is even more critical now than it was 45 years ago. Today, more than ever before, the ability to



LOOK FORWARD.

communicate effectively is the most useful skill an individual may possess.

In business, in government, in the professions, in public service, and in every-day social life there is no skill a man can master that, in the words of the late senator and railway executive Chauncey Depew, "will so quickly make for him a career and secure recognition as the ability to speak acceptably."

All through commerce, business, and industry employers echo the sentiments of U.S. Steel's President Charles M. Schwab, who said, "I'll pay more for a man's ability to speak and express himself than for any other quality he may possess."

Surveys Conducted

When separate surveys were conducted by the engineering colleges of Purdue and Penn State to discover what successful practicing engineers considered the most valuable aspects of their education, it surprised no one when they replied that the study of effective speaking was near the top of their list. Their principal recommendation for improving the curriculum in today's

schools was: give the students more work in speech, human relations, and communication.

Central Ideas

In the Toastmasters Communication and Leadership program a succession of central ideas has been coordinated and developed. The program will guide members toward systematic and progressive communicative ability.

The program's main theses, which govern the nature of the speaking projects and the evaluations, are as follow:

All oral communication is interpreted as a *transaction* between speaker and listeners, rather than as a transmission of messages by a speaker to his listeners. The communicative process is a dynamic interchange in which success depends upon mutual cooperation aimed toward satisfying the needs of all participants. Interpretative and responsive listening relate to adaptive and creative speaking.

The emphasis in all aspects of the program is centered squarely upon the processes of thinking . . . through which the communicative transaction must be accomplished. The performance mechanics, such as gestures, posture, poise, eye

contact, voice, and fluency, are all recognized as important, but only as much as they contribute to effective presentations. They are external symptoms of mental and emotional states. The Communication and Leadership program emphasizes the total communicative transaction rather than the performance mechanics.

Personality Study

Members engaged in the Toastmasters program are encouraged to study the nature of personality and modes of thinking. The psychology of motivation is vastly better understood today than it was a generation ago. The means by which decisions and opinions are formulated . . . and ways in which they may be influenced through effective speech . . . constitute an important concern of the program.

Each problem is isolated and is presented in sequential phases, so that Toastmasters are shown how to advance steadily in communicative ability by concentrating upon one manageable aspect until it is mastered. Periodically, projects are designed to help the speaker bring the varied skills he has been working upon into a coherent and unified pattern. Thus, as a result of this "single skill" focus, projects have been arranged to help Toastmasters

develop ever-increasing communicative effectiveness. Accordingly, members progress from stage to stage, like climbing a ladder one step at a time.

Keyed to the "single skill" concept, a new set of guides for evaluation has been prepared for each of the projects to insure that the evaluator will key his evaluation precisely to the particular skill upon which the speaker is working at the time.

The complete Communication and Leadership program has been designed so that a wide range of specific communicative insights and skills are covered in the first volume. A broad spectrum of useful types and forms of speech is presented in the second volume. The entire program is closely unified, with projects in the second section used to illustrate types in the first section. Specific problems presented in the second manual grow out of principles presented in the first. Thus, each portion of the program is interrelated to the other.

Toastmasters Highlights

In every essential respect your new program evolves from and utilizes the general methods used by the million Toastmasters who have engaged in the preceding Toastmasters program.

Members are assisted and



LOOK FORWARD

shown how to help one another. Each man, at the same time, helps himself; then he, in turn, is speeded in his understanding and growth in skill by his fellows. The "teach one teach all" concept that underlies TI has been ever further clarified and developed, with added instructions for each aspect of preparation, delivery, and evaluation.

Practical Guidance

Each project consists primarily of practical guidance for accomplishing the goal that it describes. The manual explains communicative problems so that members will clearly understand them; then it presents the range of methods by which they may be solved and cites specific ways of mastering them. The guidance is presented as a practical set of directions, much as a mechanic might give directions on how to dismantle, clean, and re-assemble an engine. The Reading Program has been considerably expanded—still as a purely voluntary adjunct—and is related directly to the main body of projects. As in the past, every member advances through the program wholly at his own pace, de-

pending on his own needs, time, and convenience. The speaking projects for any meeting will be as variable as members desire — with some engaged in their initial efforts, while veterans in the club are working on complex problems involving advanced communication skills and techniques.

The new manuals for the Communication and Leadership program will, it is hoped, signal a new vitality in the broad range of the Toastmasters activities. Leadership is a goal well worth pursuing; and improved communication is a prime means of achieving it.

Worth Cultivating

As we turn from the past toward the future, it is well to keep in mind an injunction Dr. Smedley passed on to members many years ago: "The ability to approach an audience in a friendly style is partly a gift of nature, and partly a cultivated art. It is worth cultivating if you want to be as effective as possible in your speech."

Toastmasters is dedicated to the cultivation of man's best humanistic qualities. For we agree with Thomas Mann that, "Speech is civilization. It is silence that isolates."

Keeping Pace With Your Progress

TI's new and exciting *Communication and Leadership* manual is being introduced this month at your International convention in Cleveland, Ohio, and already is being praised as a significant improvement in the educational opportunities available to you as a Toastmaster.

The new communication and leadership program is fostering other forward-looking changes which will make your Toastmasters membership more meaningful. Among them is TI's new "member program progress report," which will provide a record at World Headquarters of every member's advancement through the *Communication and Leadership* manual. A complete record of your progress will be maintained through the cooperation of your club's educational vice-president. He has been asked to notify World Headquarters each time you complete one of the *Communication and Leadership* projects.

Beginning September 1

After every club meeting, beginning September 1, your educational vice-president is to list on a form provided to him, the name of each speaker on the prepared speaking program, together with the title of the project he presented from the *Communication and Leadership* manual.

From this information your World Headquarters will be able to help all clubs maintain their educational standard of excellence. This data also will better prepare your area governor and district educational committee to assist your club in planning educational programs which stimulate your continued interest, participation, and progress.

Don't be left out as a "Toastmaster on the move." As you complete a communication project in the new *Communication and Leadership* manual, remind your club's educational vice-president to report your progress to World Headquarters!

TOASTMASTERS MEMBERS SERVE AND GROW

By RALPH E. HOWLAND
President, Toastmasters International



A few days ago man touched the face of the moon. It was a monumental achievement, one to be shared by all the peoples of the world as a dramatic example of man achieving a potential.

The landing of men on the moon, and their triumphant return, testifies to the high standard of excellence that is demanded for a successful space program. It is a tribute to the scientists, craftsmen, and astronauts who strive for excellence in space program planning and performance.

The moon landing begins a new and exciting future, and the demand for excellence will be greater than ever before. Reaching the moon is an historic turning point and the first of many great achievements to come.

A Milestone

As we salute the success of the Apollo program we look with confidence to man's future accomplishments in space. The moon is our first milestone. We have reached only the threshold of space, but our past achievements make us confident that future probes will be based on realistic goals.

Toastmasters International also has reached a milestone and is at the threshold of a bold future. This year we mark our 45th anniversary.

We salute our past, and we look eagerly and with confidence to what is ahead. We, too, can be optimistic, because our past achievements assure us that our goals are realistic.

Toastmasters International's "better listening, thinking, speaking" program has reached its 45th year, but we will not stop here anymore than space exploration will stop at the moon.

You and I now look forward to new opportunities to achieve our potential, and we know a high standard of excellence is prerequisite to our continued success. We know, too, that the demand for excellence is greater than ever before.

TI In Action

TI is in action to achieve this excellence, and Toastmasters around the world are praising the realistic programs that are being developed to meet their needs and to help them meet the Toastmasters standard of excellence — to make it more challenging and more beneficial to every member.

The launching of our new and exciting Communication and Leadership program is a turning point for Toastmasters International. It is an exciting program Toastmasters around the world may share.

The advent of the Commu-

nication and Leadership program truly makes our 45th year the beginning of a bold, new future.

Toastmasters International has realistic goals. They have been our objectives for four and a half decades, and they are as valid in today's space age as when they were established in the mid-1920's.

1969-70 Goals

In addition to TI's long-range objectives, I have selected what I believe you will find are realistic short-term goals for the year ahead. These goals are realistic opportunities for each of you and your club, area, and district to achieve new levels of excellence in planning and performance.

Our goals for 1969-1970 are:

- that each member completes at least six communication and leadership projects.
- that each member sponsors a new member
- that each club presents at least one Youth Leadership Program and one Speechcraft course.
- that each area organize a new club, and
- that each district conducts a "Toastmasters Month" program during October.

We are confident that each Toastmaster, club, area, and district will find these anniversary-year objectives challeng-

ing and that you can achieve all of them between July 1, 1969, and June 30, 1970.

The individual club member and what he accomplishes through his membership in his Toastmasters club is of prime importance to our organization. This is why two of our International goals this year are directed at you, the individual Toastmaster.

These opportunities for personal achievement are: communication and leadership program advancement and membership building. Each of us must commit himself to achieving these objectives.

Your Opportunity

Actively participating in the communication and leadership program is your greatest opportunity for personal achievement in your Toastmasters club. By completing a minimum of six *Communication and Leadership* projects, you will develop excellence in oral communication, and have a greater opportunity to participate in the Toastmasters leadership development program, Toastmasters-sponsored community programs, and your area and district activities.

Some of you will find that completing six *Communication and Leadership* projects is a slower pace than you are ac-

customed to, while for others it is closer to your current rate of advancement. More than half of our Toastmasters clubs meet every week of every month, as our program was designed. The members of these clubs will far exceed this goal. By completing six, and completing them well, you will make significant progress in your personal development while striving toward a purposeful and realistic goal.

Measure Progress

To measure your progress in reaching this goal, World Headquarters will maintain a record of every Toastmaster's completion of a *Communication and Leadership* project. Your progress is to be reported to World Headquarters by your educational vice-president. As you complete each project he will report your name, club and district number, project title, and the date you completed the project.

Our second goal, that each Toastmaster sponsors a new member, is realistic because every Toastmaster has the *potential* to achieve it. The total effect of each member's success will have a tremendous impact on our future. I am optimistic that our 45th anniversary year will be remembered as the year TI doubled its membership!

Our success in achieving *this* goal will be measured by comparing the number of members listed on your club's October, 1969, semiannual report to the number of members in your club on June 30, 1970. It will be the responsibility of the administrative vice-president to promptly report all members. Effective club programs, meeting member needs, will encourage present members to continue and will make it easy for Toastmasters to sponsor more than one new member through the year. Clubs maintaining 40 members will continue to be President's 40 clubs, and members sponsoring five members or more will be recognized in *The Toastmaster* and at the International convention.

Community Programs

In addition to helping each of you develop your communication and leadership skills, your *club* is challenged to present Toastmasters programs in your community. Each club is to present at least one Youth Leadership Program and one Speechcraft course this year.

This, too, is a realistic goal, one in which we optimistically anticipate success. Past success with our Youth Leadership and Speechcraft programs provides us the initial momentum and encouragement to continue our efforts.

Community officials and the leaders of scores of youth organizations are *asking* Toastmasters to present Youth Leadership. Many groups are encouraging Toastmasters clubs to repeat Youth Leadership on a continuing or regular basis. This is a community need to which Toastmasters *must and can* respond!

Today's discerning young people are tremendously impressed with, and appreciative of, the Youth Leadership Program and the standard of excellence demonstrated by the Toastmasters who present it. What greater incentive to conduct YLP could there be?

Present Speechcraft

The adult community's reaction to Speechcraft nearly equals the young people's enthusiasm for the Youth Leadership Program. Speechcraft is *needed* by hundreds of adults in business, education, government, and industry, but they never will benefit from it unless your Toastmasters club presents it in your community.

Your club has the potential to conduct at least one Youth Leadership Program and one Speechcraft course this year. Will your club achieve this potential? I believe you will!

Each club's progress in meeting this goal will be recorded at World Headquarters.

Your club's Youth Leadership and Speechcraft programs will be registered at World Headquarters, and all clubs which meet this challenge will receive recognition in next year's TI Hall of Fame ceremonies at the 39th annual convention.

Your club's community programs and your sponsorship of a new member can aid your area governor in organizing a new Toastmasters club, the fourth International goal for 1969-1970. Achieving this objective would result in more than 700 new clubs by this time next year!

Fundamental Goal

Extending the benefits of membership in a Toastmasters club to all men is a fundamental objective of Toastmasters International and of each level of our organization. This is why we continue to emphasize the formation of new clubs and the acquiring of new members.

One new club in each area is a realistic goal, because the potential to organize a Toastmasters club exists in every business, industry, and governmental agency; in every civic, fraternal, professional, and service club; and in the populations of communities in which Toastmasters clubs have not yet been formed.

Our fifth International goal this year is a unique one: to

observe a world-wide Toastmasters Month, marking our 45th year. It is my goal that Toastmasters throughout the world attract international attention to the TI program during the month of October, 1969.

There will be a coordinated effort, from the club through the area, district, World Headquarters and board of directors. We shall gain mass media recognition in every Toastmasters community.

Anniversary Plans

We should present every community program TI has to offer, during our anniversary month. Their presentation will demand a close adherence to the Toastmasters standard of excellence.

Many clubs will want to begin their Youth Leadership Program or Speechcraft course during October. Community debates, forums, and TI exhibits should be presented. Special Community Contact Team appearances and club membership building activities should be staged, and we should invite local leaders to our anniversary events.

Toastmasters Month is a unique way to put Toastmasters on display in your community, to increase public awareness of your Toastmasters International program, and to gain community recog-

nition of your communication and leadership abilities.

I am requesting that each district governor and the presidents of the Toastmasters Council of Australia and the Toastmasters Council of the British Isles send an outline of their district or council-wide anniversary month plans to World Headquarters by September 15. This outline is to include each club's plans for celebrating Toastmasters International's anniversary in their respective communities.

I am requesting also that undistricted clubs advise World Headquarters directly of their October anniversary programs.

Our Goals

These, then, are our goals for 1969-1970: to conduct an international Toastmasters Month, to organize a new club in every area, to present at least one Youth Leadership Program and one Speechcraft course in every club, to double our membership, and to have every Toastmaster complete at least six *Communication and Leadership* projects.

Will TI achieve its potential? We are on the threshold of a new and exciting future, and we can look forward with confidence and optimism to achieving the goals before us as Toastmasters members serve and grow!

CLUB ASSISTANCE PROGRAM EXPANDED . . .

VIP's To Visit Your Club

Company's coming! Set an extra place at your Toastmasters table!

You and your Toastmasters club will be hosting two VIP's (Very Interested Partners) this year as part of TI's new and expanded district and area visitation/assistance program.

Your district's educational lieutenant governor is arranging for a district officer, a district committee chairman, or a district committee member to visit your club between September 15 and June 30 of next year.

Two Visits

Also, your area governor is making plans to visit your club twice during his term, once between September and November and again between December and April, 1970.

TI's club visitation/assistance program is being expanded to give you and your club opportunities to know your district officers and to gain in-depth guidance, ideas, and information about club programming.

When a district officer or other district representative

comes to visit your club he will not be merely an observer; he will participate on your club program to give you the latest information about new TI programs, offer ideas for your club programs and membership sales program, and answer your questions about Toastmasters International. Another important purpose of his visit is to give you an opportunity to recommend new programs and activities you would like TI to develop.

Also Participates

Each time your area governor visits your club he, too, will be a program participant, providing current information and assistance in educational programming, club management, and club community programs. He also will meet with your club's executive committee to learn of your club's special interests or problems and to assist them on a continuing basis.

Your club president soon will be confirming the dates of the visits from a district representative and your area governor. Plan to attend the meetings at which these Very Interested Partners pay a call!

YOUR NEW LISTENING DEVELOPMENT PROGRAM . . .

Listen To This!

TI's new audio-lingual listening improvement program, "Listening to Learn," soon is to be available to your Toastmasters club!

Prepared especially for Toastmasters International, the *Listening to Learn* manual and a series of tape recorded listening exercises were introduced at your 1969 International convention in Cleveland, Ohio.

The program materials become available from World Headquarters October 1, 1969. The program is designed to be presented for 25 to 30 minutes. It can be scheduled during the Table Topics period of your club program for use by your attending members. Each member needs to read the manual, *Listening to Learn*, and then be presented the questionnaire. The program is designed for five sessions. It can be used by the club or borrowed from the club by a member.

Put Its Ideas To Work

After reading the manual you will be ready to put its ideas to work in the recorded listening-development exercises.

Each recorded exercise includes an explanatory introduction, a talk, and a series of questions about the speech content. You can measure the effectiveness of your listening by how many questions you answer correctly. This procedure provides you a formal check of your listening skill, your comprehension, and your retention of information. Not only can you evaluate your own listening skill, you can compare it with fellow members.

Be one of the first clubs in your area to begin the Listening to Learn program. The program will become available around October 1. Prices, quantities, and code number will be announced at that time. Be ready to order!

Who Are Today's

What image is conjured up in your mind's eye when a prospective member asks you, "What type of man is a member of a Toastmasters club?"

To describe the "typical" Toastmaster would you guess he is a young man just starting his career, or is a seasoned executive a more accurate symbol? There's no longer any reason to guess. The image of today's "typical" Toastmaster now is clearly defined, and the composite is drawn from the age, educational level, occupation, and the extent to which he is participating in or has completed the Toastmasters educational program.

In addition to supplying an interesting description of the average member, the information gathered for the Toastmasters profile provides useful insight into the makeup of your organization's total membership.

Based on the profile data, today's typical Toastmaster is a 39-year-old professional man,

a college graduate, and is participating in the Basic Training program.

More specifically, the median age of the Toastmaster's membership is 39 years. Profile data showed that one in 20 members is younger than 25 years of age, 35 percent are younger than 36, and 31 percent are more than 44 years of age.

The profile also indicated that 75 percent of the TI membership has more than a high school education, and about 40,000 Toastmasters are college graduates.

The occupations which make up the Toastmasters membership vary widely, but almost one in three members is a professional man, about 24,000 are supervisors, managers, or business owners, and another 10,000 are salesmen.

In their Toastmasters training, 71 percent of today's Toastmasters are fulfilling assignments in the *Basic Training* manual. More specifically,

Toastmasters?



30,000 members have completed six or fewer projects in *Basic Training*. The profile also indicated that 28 percent of the membership has completed *Basic Training* and are working in the *Leadership Through Speech* or *The Advanced Speaker* manuals.

The following is a summary of the profile data in the categories of age, education, occupation, and Toastmasters educational progress:

Age	Percent of Membership
Under 20 years	0.4
20-24 years	3.7
25-34 years	30.5
35-44 years	34.3
45-54 years	22.4
55 and over	8.7

Education	Percent of Membership
Grade School	2.4
High School	20.3
Some College	22.5
College Graduate	54.8

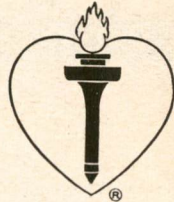
Occupation	Percent of Membership
Armed forces	4.7

Education	3.5
Manager/Supervisor/Owner	32.6
Production/Clerical	11.8
Professional	30.9
Retired	2.2
Sales	13.2
Student	1.1

Toastmasters Experience	Percent of Membership
Fewer than six speeches	40.6
Six to eleven speeches	30.3
Completed Basic Training	15.3
Working in The Advanced Speaker	11.7
Working in Leadership Through Speech	2.1

These figures point up the basic characteristics of today's typical Toastmaster. What is the Toastmaster's profile in your club, and what is the Toastmaster's image in your community? Is it an image which attracts and retains members?

Heart Disease Is Bad Business



By WILLIAM F. LAPORTE

As a businessman, I've made it my business to join in the fight against heart disease because I know its economic impact. I'm hoping that Toastmasters will join me in this fight by putting their unique skills to work in their communities.

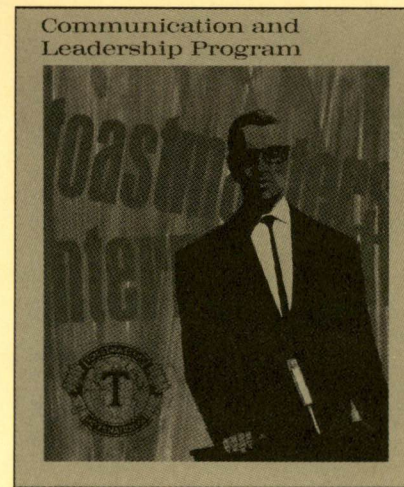
Some figures pretty well tell the overall story. Striking indiscriminately, heart and blood vessel diseases afflict more than 25 million Americans out of a total population of 200 million. This means one in eight. These diseases include heart attack, stroke, other complications of atherosclerosis or hardening of the arteries, high blood pressure, congestive heart failure, rheumatic fever and rheumatic heart disease, congenital heart defects, and other diseases of the arteries and veins.

In terms of their effect on

the economy, these diseases cause a \$7.3 billion a year drain on the nation's resources. This is a daily liability of \$20 million.

Further study of the statistics adds another devastating dimension to this startling picture. Twenty-two percent of all deaths from these diseases occur among men and women at the peak of their productivity, those in the 45-to-65 age bracket, who have developed valuable skills often at great expense to the employer. Moreover, in the 25-to-64 age group — a breakdown that includes younger persons moving up and growing more important to industry — the figures show that 45 percent of all deaths are due to heart and blood vessel diseases.

That's the gist of it. Staggering, isn't it?



ORDER NOW!

YOUR FREE COPY
OF TI'S NEW

COMMUNICATION
AND
LEADERSHIP
MANUAL

FOR MEMBERS ONLY

See Inside Back Insert

...the most exciting, accomplishment — human heart transplantation. While still an experimental procedure, heart transplantation suggests that, some lives that previously were doomed, there may be a change in the future. The American Heart Association and some of its affiliates and members have played a major role in transplantation studies over several years. Since 1959 over 2,000,000 Heart Fund dollars have gone to support transplantation research. These funds—including more than \$400,000 to Dr. Norman Shumway and his team at Stanford University—assisted in the development of the techniques employed in current human trials and in the search for a solution to the organ rejection problem which is still being exhaustively pursued.

Other Advances

Development of heart-lung machines makes it possible to take over the blood circulation during surgery on the

transplantation of artificial hearts makes it possible to maintain a regular heart rate in persons whose natural pacemaking mechanisms have been impaired.

Great improvements have been made in corrective surgery for congenital and acquired heart disease.

Heart Is Bus

By WILL

As a businessman, I've made it my business to join the fight against heart disease because I know its economic impact. I'm hoping that Toastmasters will join me in the fight by putting their unique skills to work in their communities.

Some figures pretty well tell the overall story. Striking indiscriminately, heart and blood vessel diseases afflict more than 25 million Americans out of a total population of 200 million. This means one in eight. The diseases include heart attack, stroke, other complications, atherosclerosis or hardening of the arteries, high blood pressure, congestive heart failure, rheumatic fever and rheumatoid heart disease, congenital heart defects, and other diseases of the arteries and veins.

In terms of their effect

TI's new and exciting Communication and Leadership program is being introduced this month at your International convention in Cleveland, Ohio.

All new members of your Toastmasters club reported after August 1 will receive the new **Communication and Leadership** manual in their new member kit, and all Toastmasters registered at the International convention received a copy.

You, too, can obtain your copy. Simply complete the attached Communication and Leadership postal order form, remove it along the perforated lines, affix appropriate postage and mail. Your copy of **Communication and Leadership** will be sent to you at no charge from World Headquarters.

Communication and Leadership is a 30-project program which, by August, 1970, will replace TI's **Basic Training, Advanced Speaker, and Leadership Through Speech** programs. In addition to its 30 projects, several optional projects are presented, and the program is in two sections: **Communication and Leadership** and **Advanced Communication and Leadership**, the latter becoming available in January, 1970.

Order as soon as possible; quantities are limited. Avoid delay in receiving your copy of **Communication and Leadership** by returning your personal order form immediately. For Toastmasters club members only. One manual per member.

The postal order form provided in this issue of **The Toastmaster** will be honored through December 1, 1969. You will be entitled to a free copy of the **Advanced Communication and Leadership** manual when you complete the projects in **Communication and Leadership**. Members as of August 1 who do not submit an August or September order card from this magazine by November 30, may obtain a copy of the **Communication and Leadership** manual for \$3. If you want only the **Advanced Communication and Leadership** manual, it will be available after February, 1970, for \$2.

You see now it's to business' benefit to invest in the struggle against the cardiovascular diseases. But invest how? Of course, there is no insurance policy available to help recover the investments in the skills lost through heart disease. But there is another kind of insurance you can buy — the kind offered when you give your support to the Heart Fund to help underwrite medical research, public and professional education on heart disease, and community service aid to its victims.

Your Investment

This is the investment Toastmasters can make, the investment of their time and talents in spreading the word about heart care and the progress being made to defeat heart diseases.

Let's look at some of the dividends that already have accrued from investments to date.

some the most exciting, accomplishment — human heart transplantation. While still an experimental procedure, heart transplantation suggests that, for some lives that previously were doomed, there may be salvation in the future. The American Heart Association and some of its affiliates and chapters have played a major role in transplantation studies for several years. Since 1959 some 2,000,000 Heart Fund dollars have gone to support transplantation research. These funds—including more than \$400,000 to Dr. Norman E. Shumway and his team at Stanford University—assisted in the development of the techniques employed in current human trials and in the search for a solution to the organ rejection problem which is still being exhaustively pursued.

Other Advances

- Development of heart-lung machines makes it possible to take over the blood circulation during surgery on the

ORDERING INSTRUCTIONS —

Remove postal order form (above) along the perforated lines. Complete the form in full, including your club and district numbers. Type or print plainly your name and address, as this portion of the order form will be the return address label on your **Communication and Leadership** manual. Affix postage. Mail.

Do not obscure the printed date in the upper left corner of the form or your personal order number in the upper right corner. Your order cannot be honored without this information.

transplantation of artificial heart makers makes it possible to maintain a regular heart in persons whose natural heart-making mechanisms have been impaired. Great improvements have been made in corrective surgery for congenital and acquired heart disease.

Heart Is Bus

By WILL

As a businessman, I've made it my business to join the fight against heart disease because I know its economic impact. I'm hoping that Toastmasters will join me in the fight by putting their unique skills to work in their communities.

Some figures pretty well tell the overall story. Striking and indiscriminate, heart and blood vessel diseases afflict more than 25 million Americans out of a total population of 200 million. This means one in eight. The diseases include heart attack, stroke, other complications, atherosclerosis or hardening of the arteries, high blood pressure, congestive heart failure, rheumatic fever and rheumatoid heart disease, congenital defects, and other diseases of the arteries and veins.

In terms of their eff

TI's new and exciting Communication and Leadership program is being introduced this month at your International convention in Cleveland, Ohio.

All new members of your Toastmasters club reported after August 1 will receive the new **Communication and Leadership** manual in their new member kit, and all Toastmasters registered at the International convention received a copy.

You, too, can obtain your copy. Simply complete the attached Communication and Leadership postal order form, remove it along the perforated lines, affix appropriate postage and mail. Your copy of **Communication and Leadership** will be sent to you at no charge from World Headquarters.

Communication and Leadership is a 30-project program which, by August, 1970, will replace TI's **Basic Training, Advanced Speaker, and Leadership Through Speech** programs. In addition to its 30 projects, several optional projects are presented, and the program is in two sections: **Communication and Leadership** and **Advanced Communication and Leadership**, the latter becoming available in January, 1970.

Order as soon as possible; quantities are limited. Avoid delay in receiving your copy of **Communication and Leadership** by returning your personal order form immediately. For Toastmasters club members only. One manual per member.

DID YOU REMEMBER TO —

- Remove your personal order form along the perforated lines . . .
- Complete the order form-postal card . . .
- Include your Toastmasters club and district numbers . . .
- Affix appropriate postage?

You see now it's to business' benefit to invest in the struggle against the cardiovascular diseases. But invest how? Of course, there is no insurance policy available to help recover the investments in the skills lost through heart disease. But there is another kind of insurance you can buy — the kind offered when you give your support to the Heart Fund to help underwrite medical research, public and professional education on heart disease, and community service aid to its victims.

Your Investment

This is the investment Toastmasters can make, the investment of their time and talents in spreading the word about heart care and the progress being made to defeat heart diseases.

Let's look at some of the dividends that already have accrued from investments to date.

Since 1949, the year of the first National Heart Fund campaign, Heart Association research dollars — representing a total expenditure of \$150 million — have helped to support virtually every advance in cardiovascular medicine. Progress has been dramatic. Consider these 13 areas of achievement:

- The most recent, and to

some the most exciting, accomplishment — human heart transplantation. While still an experimental procedure, heart transplantation suggests that, for some lives that previously were doomed, there may be salvation in the future. The American Heart Association and some of its affiliates and chapters have played a major role in transplantation studies for several years. Since 1959 some 2,000,000 Heart Fund dollars have gone to support transplantation research. These funds—including more than \$400,000 to Dr. Norman E. Shumway and his team at Stanford University—assisted in the development of the techniques employed in current human trials and in the search for a solution to the organ rejection problem which is still being exhaustively pursued.

Other Advances

- Development of heart-lung machines makes it possible to take over the blood circulation during surgery on the heart.

- Implantation of artificial pacemakers makes it possible to maintain a regular heart rhythm in persons whose natural pacemaking mechanisms have been impaired.

- Great improvements have been made in corrective surgery for congenital and acquired heart disease.



HEART DISEASE IS BAD BUSINESS

• Kidney transplantations between identical twins and other suitably matched individuals are now largely successful.

• Recurrence of rheumatic fever can be prevented through development of new methods of therapy.

• External massage for restarting a stopped heart ("closed heart cardiopulmonary resuscitation") is now being effectively used by trained personnel throughout the country.

• Certain forms of high blood pressure now can be controlled with the use of modern drugs.

Detailed Studies

• Establishment of wide-ranging epidemiological studies on incidence, prevalence, and mortality due to coronary heart disease have led to:

Identification of the high-risk coronary disease patient.

Derivation of data permitting practical advice on diet, exercise, and other living habits in relation to cardiovascular disease.

Recognition of the risk of heavy cigarette smoking.

• Pressure-raising drugs are now effectively used to treat shock.

• Therapeutic control of water and electrolyte metabolism in congestive heart failure has been improved greatly.

• Development of new techniques for diagnosing cardiovascular disease, including catheterization and x-ray of blood vessels is another great advance.

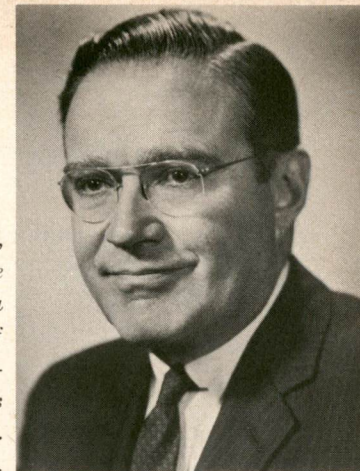
Productive Life

• New rehabilitative measures in patients with cardiovascular disease and stroke are adding years of productive life for "heart" patients.

If now we translate this remarkable chronicle of achievement into human benefit, we find that:

Between 1950 and 1966 there has been an 18.4 percent decline in the death rate from the heart and blood vessel diseases among people under 65 in the U.S. The cardiovascular death rate dropped 41.6 percent for the 5-to-24 year age group, and 11.9 percent for the 25-44 year group in the same period.

The cardiovascular death rate among U.S. men 45 to 64 has declined by 8.4 percent be-



William F. Laporte is chairman of the board, president, and chief executive officer of the American Home Products Corporation, a worldwide manufacturer and distributor of ethical drugs, packaged drugs, foods, housewares, household products, and candies. Its world headquarters is in New York City. Active in the work of the Heart Association, Mr. Laporte accepted the post of National Heart Fund Chairman last year, and continues in that volunteer role for 1969.

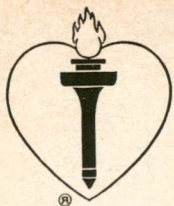
tween 1950 and 1965, though the death rate for heart attack has continued to go up in all adult-male age levels.

This death rate drop for U.S. men 45 to 64 is due to declines in two major disease areas: a decrease of 55.5 percent in the death rate from high blood pressure and the heart disease it causes, and a decrease of 28.0 percent in the stroke death rate.

Battle Not Over

An impressive record, indeed. But despite these advances, the battle is not yet over. Heart and blood vessel diseases continue to be the leading cause of death and disability in the nation. More than a million Americans died of the heart and blood vessel diseases in 1966, the last year for

which national figures are available. This is 54.3 percent of all deaths from all causes in the United States that year. In 1950, heart and blood vessel diseases accounted for 745,000 deaths, or 51.3 percent of the total from all causes. Also, since 1950, the percentage of cardiovascular deaths due to heart attack has increased from 53.2 percent to more than 61.5 percent. And finally in addition to the more than 25 million Americans affected by heart diseases, there are thought to be nearly 13 million more who have "suspect" heart disease. So, more than ever before, dollars from industry are needed to continue, strengthen, and enlarge the Heart Association's three-point program that has been developed gradually by a unique collaboration



HEART DISEASE IS BAD BUSINESS

among leading physicians, surgeons, scientists, and laymen.

Through research we can learn more about the still-unknown cause of high blood pressure and hardening of the arteries, conditions causing 90 percent of all heart disease and having top priority on the Heart Association's list of research projects in which it will invest approximately \$14 million in the 1969-70 fiscal year.

Education Program

Education is the second part of the program. Through scientific meetings and publications, the Heart Association imparts latest knowledge to physicians everywhere for the benefit of their patients. Furthermore, the Heart Association has developed a broad program of public education designed to give people authoritative, essential information which will help protect hearts. This is an important area in which Toastmasters can use their communication ability, spreading the word about how to reduce the threat of heart disease.

The third part of the program is community services to develop local programs, such

as work evaluation units, to help recovered cardiacs determine the type of jobs they can perform safely; to advise stroke victims concerning rehabilitation programs which can restore them to useful lives, and to provide many other valuable services to victims of cardiovascular diseases and their families.

To successful businessmen and Toastmasters who make their decisions on facts, it is clear that increased Heart Fund investment now can bring major returns to all Americans and help give to the lifeblood of American industry—men and women at the peak of their productivity—added protection against what has been dubbed “the 20th Century epidemic.”

You're Invited

Toastmasters, I invite you to join me in the American Heart Association's campaign against further loss to heart disease. Contact your local Heart Association and inquire how your talents can be used in your community to inform the public of the dangers and the hope of overcoming America's number one killer.

For Membership Building Achievement

A Tip Of The Toastmasters' Hat

In addition to the 32 Toastmasters who received International recognition in the July issue of *The Toastmaster* for having sponsored five or more new members during TI's special February-through-May membership building program, these 20 Toastmasters also have earned recognition:

Bert Morrical
LaPorte (Ind.) Club 2272-11
Sponsored 6 members
Al Cook
Downtowner Club 3663-25
Sponsored 7 members
H. Boone Chittick
KLA-HOW-YA Club 1181-32
Sponsored 5 members
Major R. Plant
Cherry Point Club 296-37
Sponsored 9 members
LTC Robert J. Pazderka
Ft. Shafter Club 248-49
Sponsored 6 members
E. F. Ginsburg
Harborview Club 143-51
Sponsored 5 members
Attie A. Fleming
Gavelier Club 2252-14
Sponsored 5 members
E. W. Yonker
Ft. Collins Club 375-26
Sponsored 5 members
Rolf Buschhaus
Schlitz Club 1989-35
Sponsored 6 members
Herman Suess
Break-O-Day Club 1623-32
Sponsored 8 members

CWO W. B. Long Jr.
Cherry Point Club 296-37
Sponsored 8 members
Paul Allard
Oaho Olelo Club 1900-49
Sponsored 6 members
Raymond Riendeau
Les Pic Bois Club 3525-61
Sponsored 5 members
Ron Jendrsiak
Grand Rapids Club 404-62
Sponsored 5 members
Ador Hugo
Corregidor Memorial Club 1800-U
Sponsored 5 members
Yong Taek Chong
Korean Club 3360-U
Sponsored 5 members
John Bergh
Capital City Club 639-62
Sponsored 5 members
Ben Medina
Corregidor Memorial Club 1800-U
Sponsored 5 members
Chae Man Cho
Korean Club 3360-U
Sponsored 5 members
Calton Sagen
Saturday Morning Club 2840-47
Sponsored 5 members

Last month *The Toastmaster* recognized 43 Toastmasters clubs which have attained the International maximum of 40 active members. This month, 10 clubs which were reported

(Continued on page 29)

Honor Roll

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

ABLE TOASTMASTERS (ATM) Certificates of Achievement

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

Phillip G. Faulkner, ATM
Naperville (Ill.) Club 2051-30

Robert L. Wilson, ATM
Libby (Mont.) Club 1079-17

Stanley G. Behrends, ATM
State Employees #1 Club 1757-F

Herbert R. Babitzke, ATM
U.S. Bureau of Mines Club 2598-7

Thomas J. Rosten, ATM
Modoc Club 98-7

Thomas C. Dozier, ATM
Warren (Ohio) Club 1476-10

George L. Harbeson, ATM
Will Rogers Club 1032-16

Arthur E. Holmberg, ATM
Will Rogers Club 1032-16

O. A. Parks, ATM
Peace Garden Club 3152-20

Robert H. Foote, ATM
Past Twelve Club 131-35

Thomas Montalbo, ATM
Revenooers Club 3653-36

Melvin Garner, ATM
Piedmont Club 1214-37

Robert C. Gleason, ATM
Amarillo (Tex.) Club 211-44

William P. Gray, ATM
Satellite Beach (Fla.) Club 3921-47

R. O. Woodward, ATM
Florence (Ala.) Club 2101-48

Joshua K. Pang, ATM
Kankakee (Ill.) Club 1024-54

Ernest W. Caine, ATM
San Leandro (Calif.) Club 452-57

Felix J. Gaudet, ATM
Traffic Club 729-68

Shamir Ally, ATM
Georgetown (Guyana) Club 2687-U

Arthur Belgrave, ATM
Georgetown (Guyana) Club 2687-U

LEADERSHIP THROUGH SPEECH Certificates of Progress

K. H. Kuhn 1888-8

R. H. Witchey 159-11

R. L. Noss 1539-35

G. Martin 3667-35

M. P. Horvate 3667-35

B. Anderson 3667-35

J. D. Liken 3224-38

E. Thompson 450-42

M. J. Mahoney 3826-47

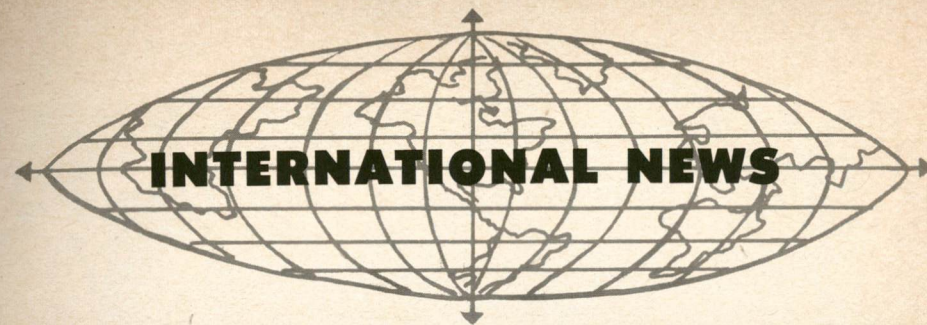
J. C. Webb 1283-50

J. A. Walker 1497-51

B. Reim 2243-56

R. M. Iwamoto 2124-57

(Continued on page 33)

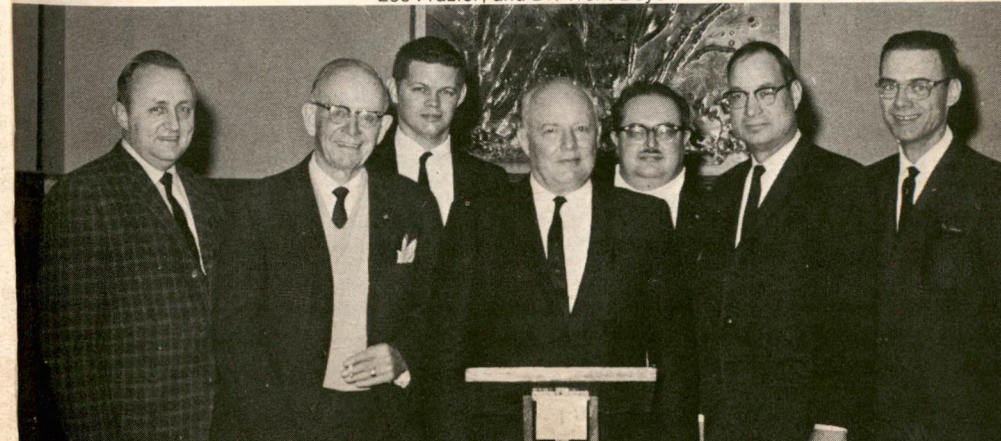


MEMBERSHIP BUILDER—TM Charles Yee (left) of Downey Space Club 513-F in Downey, Calif., discusses Toastmasters' contributions to industry with Wallace W. Booth, board director and corporate vice-president of the North American Rockwell Corp.



HONORARY TOASTMASTER—Green Bay Packer star defensive end Willie Davis (center) is named an honorary member of Schlitz Club 1989-35 in Milwaukee, Wisc. At right is Chris Tsoris of Schlitz Club and at left is Glen Smith of Northwestern Mutual Club 2191-35.

TRAVELING TOASTMASTERS—The Community Contact Team of Manhattan (Kans.) Club 2570-22 is known as the Traveling Toastmasters and includes (from left) Rix Shanline, Dr. Howard Hill, Dr. John Robinson, Berry Hocker, Dr. Herman Donnet, Les Frazier, and Dr. Trent Boyd.





ANNIVERSARY GATHERING—Among those attending the 20th anniversary meeting of **Torrance Club 695-51** were (from left) Joey Kumagai, Scott Albright, Mike Luyt, Torrance Mayor Albert Isen, TI General Manager J. William Venable, and past District 51 Governor Norman Wasserman.

Praises YLP

"I don't think we have done anything in 4-H in recent years that has impressed me as much as the Athens-area 4-H Toastmasters Youth Leadership Program," is how the district agent of the **Georgia Extension Service** reacted to YLP activity in **District 14**. Four-H youths from five countries participated in a recent YLP class.

Contest Judges

Two members of **Redbank Club 2091-38** at the Naval Weapons Station, Charleston, N.C., served as judges in the North Charleston **Optimist Club's** oratorical contest. The TM judges were **Jim Nicholson** and **Harold Dickinson**. Contest winner Tom McRae later presented his winning speech at a Redbank Club meeting.

CLUB ANNIVERSARIES — SEPTEMBER

35 YEARS

Santa Monica Club 21-50
Santa Monica, Calif.

30 YEARS

Downtown Club 141-50
Los Angeles, Calif.

25 YEARS

South Bay Club 280-50
Manhattan Beach, Calif.
Grand Forks Club 273-20
Grand Forks, N.D.

20 YEARS

Payette Club 754-15
Payette, Ida.
Nationwide Insurance Club 753-40
Columbus, Ohio
Beaver Valley Club 752-13
Beaver, Pa.

Quaker City Club 750-38

Havertown, Pa.
West Side Club 389-2
Seattle, Wash.
Nanaimo Club 738-21
Nanaimo, B.C., Can.

15 YEARS

Breakfast Club 563-15
Pocatello, Ida.
Thursday Noon Club 1647-8
Decatur, Ill.
Des Plaines Club 1645-30
Des Plaines, Ill.
Elmhurst Club 1604-30
Elmhurst, Ill.
Transportation Club 1525-66
Fort Eustis, Va.
North Battleford Club 1512-42
North Battleford, Sask., Can.

Company Publicity

Goodyear Chemical Division Club 2809-10 in Akron, Ohio, earned an illustrated article in "Chemigram" an employee company newsletter. The article pointed out that the two-year-old club already claims several area speech contest awards. Individual recognition was given to the contest winners, whose comments about the value of their Toastmasters training were quoted in the article.

Special Citation

Jeannette (Pa.) Club 233-13 presented club member **Andrew Kendi** a "degree of merit" citation for 27 years active membership in the club. The citation was presented by charter member John McCleary. The club was founded in August, 1942. Former club member Congressman John Dent sent Kendi his congratulations from the nation's capital.



HONORARY MEMBER—La Tuque, P.Q., Canada Mayor **Lucien Filion** (third from left) is presented an honorary membership certificate by Lionel Masse, Robert Lacombe of **Les Pic Bois Club 3525-61**, and Gaston Provencher.

A Tip of the TM's Hat —CONTINUED FROM PAGE 25

after the July magazine deadline also are recognized as President's 40 clubs. They are:

Corregidor Memorial Chapter
1800-U
King Boreas Club 208-6
Twin Falls Club 149-15
Capitol Hill Club 1460-36

Mill-Bra'ers Club 2168-4
Indianapolis Club 385-11
Gunpowder Club 2562-18
Asheville Club 436-37
Douglas Santa Monica Club 2279-50
Oakville Club 2245-60

President's Program Progress Report

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

Corregidor Memorial Chapter Club 1800-U, Cavite, Luzon (15)	Sales and Marketing Club 146-6, St. Paul, Minn. (9)
One Hundred Valleys of Umpqua Club 604-7, Roseburg, Ore. (12)	Capitol Hill Club 1460-36, Washington, D.C. (9)
Gunpowder Club 2562-18, Edgewood Arsenal, Md. (12)	Los Alamos (N.M.) Club 607-23 (8)
The Big "D" Club 713-25, Dallas, Tex. (11)	American Airlines Freight System Club 1828-46, New York, N.Y. (8)
Toastmasters Club of Barrie, Ont. Club 1603-60, Barrie, Ont. (10)	Speak Easi Club 3288-TCA, Newcastle, New South Wales, Australia (8)

The following areas within the designated districts registered five or more Youth Leadership Programs between July 1, 1968 and June 30, 1969:

Area One, District 47 (25)	Area Six, District 66 (6)
Area Two, District 48 (21)	Area D-Four, District 10 (5)
Area One, District 59 (12)	Area Nine, District 12 (5)
Area Four, District 47 (10)	Area Three, District 47 (5)
Area Nine, District 28 (8)	Area Nine, District 47 (5)
Area Three, District 30 (6)	Area Eleven, District 47 (5)

The following areas within the designated districts registered five or more Speechcraft courses between July 1, 1968, and June 30, 1969:

Area Five, District 5 (6)	Area Four, District 18 (6)
---------------------------	----------------------------

The following districts recorded the highest percent net gain in new clubs (number in parentheses) between July 1, 1968, and June 30, 1969: **District 14** (12), **District 45** and **TCA** (7 each); **District 5** (6), **District 42**, **District 43**, **District 66**, and **District 68** (5 each); **District 60** (4), and **District 9** (3).

TOASTMASTERS ON THE MOVE



On The Move

Past International President **Frank Spangler** of Milwaukee, Wisc., has been awarded a distinguished service citation by the Beloit College Alumni Assn. for his "accomplishments as an administrator and international club leader" . . . International Director **Cy Campbell** of La Mesa, Calif., has been elected to the Convair Management Club board of control. He also has been named the CRA Bicycle Club man of the year . . . Past District 51 Governor **Norman Wasserman** of Lynwood, Calif., was presented a community service award

by the Hollywood Chamber of Commerce . . . Past District 30 Governor **Ray Eldridge** of Oak Lawn, Ill., has been accredited by the American Institute of Parliamentarians as a certified parliamentarian . . . Past District 35 Governor **Robert Last** has been named superintendent of the Fond du Lac, Wisc., hospital . . . **Glenn E. Zick** of Mayflower Club 152-5 in Lemon Grove, Calif., has been named by the San Diego Volunteer Bureau as one of the top volunteer workers of the year.

TOASTMASTERS WEEK—Los Angeles, Calif., Mayor Sam Yorty, center, presents a Toastmasters Week proclamation to **District 52** Governor Dr. C. Harold Havlik (left) and Past District 52 Governor C. C. (Pete) Petersen.





AIRBORNE BILLBOARD—Neighboring district leaders enjoy promoting Toastmasters International on a Goodyear blimp in Los Angeles, Calif. From left are George Price, Lou Sutherland, C. C. (Pete) Peterson, C. A. (Bud) Welch, H. Al Richardson, John Zimmerman, Jack Schneider, past International Third Vice-President Amos Randall, John Whittle, and Wayne Kelly. Districts represented are **Founders, District 50, and District 51.**

Moving Ahead

William H. Richards, ATM, of Will Rogers Club 1032-16 in Oklahoma City, Okla., has received an award of appreciation from the American Society of Certified Engineering Technicians . . . **Jerome T. Wainess** of Early Risers Club 2117-4 in Mountain View, Calif., has been elected 1969-70 president of the Palo Alto Chamber of Commerce . . . **David Stringer** of Strowger Club 3848-30 in Northlake, Ill., has been elected vice-president of a local

750-member Fraternal Order of Eagles aerie. He also is a member of the Oak Park (Ill.) Town Council . . . **Lucius E. Young**, ATM, of AMC Club 3151-36 in Washington, D.C., has been elected to the National Executive Committee of Alpha Pi Omega National Service Fraternity . . . **Russ Clift**, a past president of Bellingham (Wash.) Club 60-2 has been elected president of the American Society of Photographers.

SCOTTISH RITE MEETING—TI officers **Earl M. Potter**, past International president; **Ralph E. Howland**, International president; and **Arthur M. Diamond**, senior vice-president, chat while attending a Scottish Rite meeting in Chicago.



WITH HAWAII GOVERNOR—Past International President **Earl M. Potter**, with Past District 49 Governor **Lester P. Anderson** and District 49 Governor **John Coppinger**, present **Hawaii Governor John Burns** a TI memento during Past President Potter's visit to the Pacific Southwest.

Honor Roll—CONTINUED FROM PAGE 26

THE ADVANCED SPEAKER

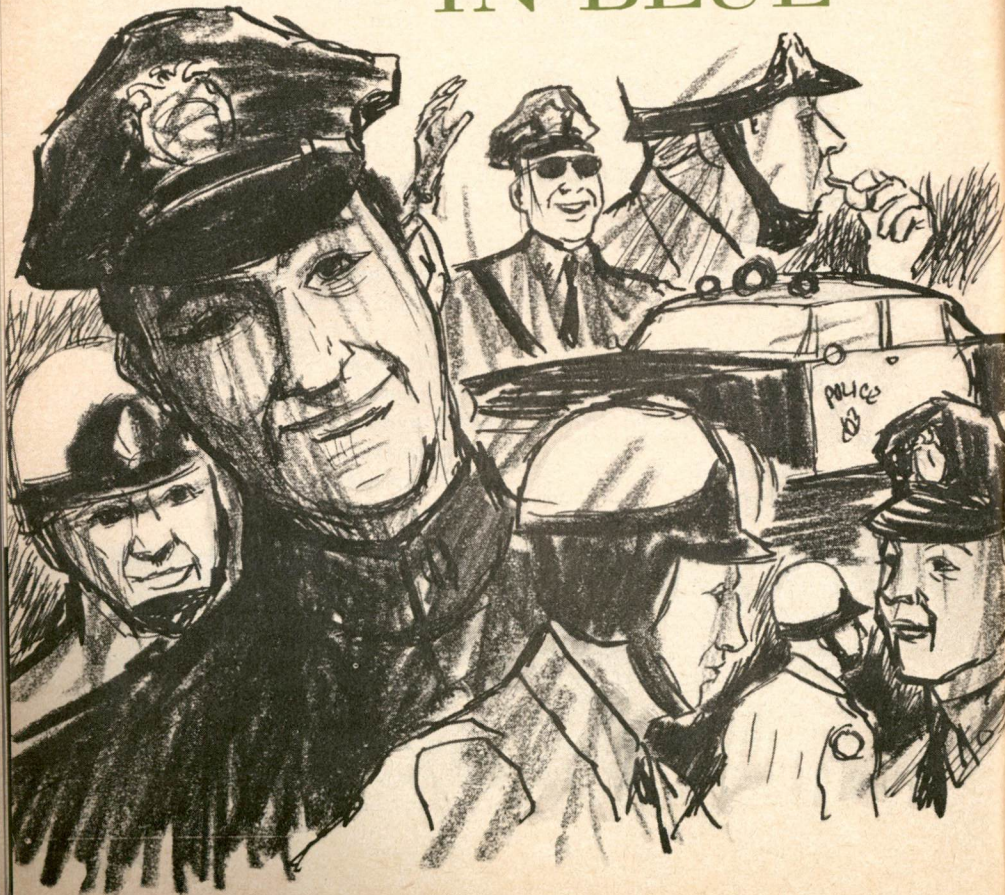
Certificates of Progress

R. B. Wunderlich 192-F
D. E. Bell 770-F
L. A. Jackman 2687-U
J. Barcellos 2687-U
J. DaSilva 2687-U
B. D. Buchanan 2890-U
B. B. Rennie 1018-2
A. B. Magyar 2117-4
R. W. Gross 3626-4
D. E. English 126-5
H. L. Felber 2363-6
M. Krukar 95-9
D. Renteria 105-9
A. B. Lindholm 2568-11
K. K. O'Malley 1022-16
J. Cook 1320-16
C. B. Bahnlein 3298-18
S. L. Hendricks 335-19
J. N. Jordan 713-25
C. E. Smith 2251-25
F. B. Wade 704-29

P. C. Mabry 1871-29
C. Granzin 3105-30
M. A. Frechette 854-31
C. E. Anderson 2492-35
C. Schrank 3227-35
F. E. Penaranda 1234-36
G. F. Jelen Jr. 1313-36
C. S. Haynes 3349-36
A. Smith Jr. 3349-36
A. W. Baldwin 3637-36
E. Borman 1553-38
L. C. Jacobson 2917-39
E. E. Seagle 3516-39
B. T. Carville 1327-44
J. M. Spiegel 3676-46
C. F. Zeh 3106-63
N. E. Donlin 3278-48
V. L. Jensen 1906-50
T. B. Newby 2347-60
J. W. Martin 2272-61
R. W. Keenan 729-68

A SPEECHCRAFT OPPORTUNITY

Toastmasters And The "MEN IN BLUE"



By JOHN J. SCHNEIDER

There is a great need today for better communication between citizens and law enforcement agencies.

We read newspaper articles about a lack of respect for police and newspapers seem to emphasize "police brutality" without giving both sides of the story. Could it be that law enforcement officers have been unable to communicate effectively and to present themselves accurately to the community?

It is not enough for Toastmasters to learn to be good speakers. We should ask ourselves, "How can we use our communication and leadership skills in our community?"

District 50 Toastmasters asked themselves this question and did something about it! For the past year District 50 Toastmasters have been conducting Speechcraft for officers of the Los Angeles Police Department.

Police Week

The idea of conducting Speechcraft courses for police officers started with a conversation at a Police Week banquet. We found that Toastmasters had something to offer the police department.

The department's Public Affairs Division was contacted, and an introductory letter with Speechcraft pamphlets was mailed to the commanding officer of each division. The response was spontaneous, and the program was given the full support of the then Los Angeles Police Chief Thomas Reddin.

The first Speechcraft class was formed for men of the Hollywood Division. Planning and conducting the Speechcraft course was the responsibility of the District 50 Speechcraft chairman.

Program Altered

The program lasted seven weeks, with all educational speakers supplied by District 50. The first session was the introduction to the course, describing what would be covered, the benefits the students would gain, and what, in turn, was expected of them.

The second week was devoted to speech organization, the third to evaluation (from this week through the remainder of the course the officers evaluated each other, with help from Toastmasters). The

fourth Speechcraft session was devoted to vocal variety, the fifth to gestures, and the sixth to "tricks of the trade," with hints about how to prepare outside speeches and what to do in various situations. The final session was devoted to microphone techniques.

These variations in the standard Speechcraft format were made to accommodate the special needs of the officers.

Enthusiastic Response

The officers' response to the program was so enthusiastic that word spread to the West Los Angeles Division, where patrolmen and officers asked that District 50 provide a program for them. Additional programs have since been provided for the Hollywood Division and West Los Angeles Division.

The benefits?

For District 50 Toastmasters, Speechcraft for police has given a new outlet for using their talents in the community.

In addition, the participating clubs have been given a "spark" and now realize the benefits derived from the Speechcraft program.

Toastmasters meeting a civic need not only helps the community but also gives members something worthwhile to do with the skills they have developed in their Toastmasters club.

To retain our members we must *keep them interested* and *keep them active!*

Member Interest

Speechcraft is made to order for the experienced Toastmaster who has completed our basic and advanced communication programs. Speechcraft stimulates greater member interest and the realization of accomplishment.

As men on the move, you and your fellow Toastmasters should meet the communication and leadership needs of your community. Why not present Speechcraft in your city?



John J. Schneider, ATM, is the immediate past District 50 governor and is a member of Executive Club 412-50 in Los Angeles, Calif. A manufacturers representative in his own import-export company, Mr. Schneider is a director of the Law Enforcement and Community Recognition Association of Los Angeles County.

THE SPEAKER'S PAGE



POINT OF EMPHASIS

Develop your communication and leadership skills through club discussion-group experience, an informal discussion in which everyone in your club may participate to improve their listening, thinking, speaking, and leadership abilities.

Ask your educational committee to arrange a discussion group program. The educational committee may announce the subject for discussion two or three meetings in advance, to allow you time to research the topic; or, if advance preparation is not practical or desirable, a topic which lends itself to impromptu speaking may be announced at the meeting. Individual discussion groups may all discuss the main topic or different aspects of it.

Each discussion group should have a chairman and a reporter. A free and open discussion of the topic should be encouraged, but a time limit should be established for each participant's comments.

Some of the subjects which groups can discuss are: community speaking opportunities for Toastmasters, community leadership opportunities for Toastmasters, the Toastmasters club image in your community, and your club's plans for the 1969 Toastmasters Month observance in October.

After the topic is discussed in small groups, each group will re-assemble for a joint meeting. Each group's reporter then will summarize his group's discussion, and each group's recommended plan of action can be assigned to the appropriate club committee for further planning and implementation.

Add variety to your club programming! Conduct a discussion group program this month.

WHEN HEADS ARE BOWED

Because so many people are embarrassed when called upon to "return thanks" or "say grace" before a meal, help is provided to Toastmasters by "Saying Grace" (Code 929), a collection of 55 forms of giving thanks before meals. Each prayer is on a small card, so you can carry several with you. The cards are small enough to be held in your hand and read, if you haven't memorized the thought.

It is suggested, of course, that the form of each prayer be followed rather than the exact words. The best way to give thanks is to speak your own words.

"Saying Grace" was compiled, adapted, and in part written by Dr. Ralph C. Smedley, founder of Toastmasters International.

YLP Students say "Thanks"...



IN THEIR OWN WORDS

Are fifth grade pupils too young to benefit from the Toastmasters Youth Leadership Program?

Palomar Club 398-5 in Escondido, Calif., presented Youth Leadership to 34 fifth grade pupils, and the results show that young people of any age are enthused about the Youth Leadership Program and appreciative of its communication and leadership

training. The members of the Escondido course responded by writing letters of appreciation to the club's YLP coordinator Bert Schut and instructors Art Bennett and Don Kidd.

Here, *unaltered*, are several of the YLP students' letters of thanks. You're sure to find them interesting, sometimes humorous, and often inspirational—just like today's young people.

Dear Toastmasters,

I have learned not to be afraid to stand and say what I think about something. I've also learned what Parliamentary Procedure is and how important it is, I think Parliamentary Procedure is the most important thing in Toastmasters. To tell the truth I think the whole thing is important.

Signed, Deborah

Dear Toastmasters,

I have learned a great deal ... I have learned to stand up and give a speech and evaluate somebody after they give a speech. I learned to address the chair and Toastmasters say its very important.

Signed, Laura

Dear Toastmasters,

Ive learned very much, to speak up and sechout and how to learn to be a pers. or V pres. Tostmaster are very fun the first week of Tostmaster I tought it was going to be boring but then I could not what for the next and I lik Tostmaster very much.

Signed, Mary

Dear Toastmasters,

I'm in the toastmasters I have learned how to speak on different topics. I have also learned how to evaluate a person in a good way. Like in the table topics you have to make

up your speech while you are standing up. I have also learned to address the chair.

Signed, Candy

Dear Toastmasters,

I have learned to speak out in public without being scared. Toastmasters is a wonderful organization. At first I didn't want to be a Toastmaster but then I changed my mind. I have learned to be considerate and to evaluate people.

Signed, Mike

Dear Toastmasters,

I Have learned not to stutter when talking to a friend or giving a speech.

Another thing I have learned is what an agenda is. At first I thought it was something that you ring. An Agenda is a schedule to follow when we are having our meeting. Toastmasters are fun.

Signed, Theresa

These are but a few young people's feelings about the Youth Leadership Program. The young people of today are eager for communication and leadership training! Encourage other members of your Toastmasters club to conduct a Youth Leadership Program in your community. School will start again next month, so begin organizing a Youth Leadership class now!

NEW CLUBS

As of June 30, 1969

- District F** INDUSTRIAL Club No. 2772-F. Meets 1st-3rd Mon., 6:00 p.m., Andy's Chuckwagon, 2111 S. Hacienda Blvd., HACIENDA HEIGHTS, Calif. Contact: 691-0348 or 964-6624.
- District 13** HERCULES ABL Club No. 1200-13. Meets Fri., noon, Allegany Ballistics Lab, CUMBERLAND, Md. Contact: 726-4500, Ext. 8331, 352, or 656. Sponsoring Clubs: ALLEGANY CLUB 2986-13 and BEDFORD (Pa.) CLUB 574-13.
- District 14** MONROE Club No. 3324-14. Meets 2nd-4th Thurs., 7:00 a.m., Walton Electric Membership Corp., N. Broad St., MONROE, Ga. Contact: 267-2511 or 267-6571. Sponsoring Clubs: GAVELIERS CLUB 2252-14 and ATHENS (Ga.) CLUB 1779-14.
MAPLE DRIVE Club No. 2789-14. Meets 1st-3rd Mon., 11:30 a.m., DCASR, Atlanta, 3100 Maple Dr. N.E., ATLANTA, Ga. Contact: 261-7310, Ext. 266, 267, or 268.
- District 19** FEDERAL Club No. 2517-19. Meets Mon., 5:00 p.m., Federal Office Bldg., 210 Walnut St., DES MOINES, Ia. Contact: 284-4690. Sponsoring Area: AREA 6.
- District 23** LASL Club No. 696-23. Meets Mon., 12:05 p.m., L.A.S.L. Cafet., South Mesa, LOS ALAMOS, N.M. Contact: 662-2382.
- District 35** WAUSHARA Club No. 3533-35. Meets 2nd-4th Wed., 6:00 p.m., Peck's Plantation, WAUTOMA, Wisc. Contact: 787-3334. Sponsoring Club: STEVENS POINT (Wisc.) CLUB 570-35.
- District 36** GEORGETOWN UNIVERSITY Club No. 1672-36. Meets 2nd-4th Fri., 12:15 p.m., Med Center Campus, Kober-Cogan Dorm, Georgetown University, WASHINGTON, D.C. Contact: 337-3300, Ext. 437.
AIRPORTS Club No. 2623-36. Meets 2nd-4th Wed., 7:30 p.m., Dulles Int'l Airport, CHANTILLY, Va., and Washington Nat'l Airport, WASHINGTON, D.C. Contact: NA 8-8781.
OAR Club No. 2218-36. Meets Thurs. 11:30 a.m., Hq. OAR, 1400 Wilson Blvd., ARLINGTON, Va. Contact: OX 4-4991.
- District 43** STATE TECHNICAL INSTITUTE Club No. 354-43. Meets alt. Fri., 5:00 p.m., State Technical Institute, 5983 Macon Cove, MEMPHIS, Tenn. Contact: 386-2650.
- District 47** McGRAW-EDISON Club No. 2903-47. Meets 1st-3rd Mon., 4:30 p.m., McGraw Edison Co., FORT LAUDERDALE, Fla. Contact: 565-3311. Sponsoring Club: BENDIX AVIONICS CLUB 3725-47.
- District 56** FORT SAM HOUSTON Club No. 2887-56. Meets 2nd-4th Wed., 11:45 a.m., Fort Sam Houston Officers Open Mess, FORT SAM HOUSTON, Tex. Contact: 221-3805 or 655-1994. Sponsoring Club: DOWNTOWN CLUB 2853-56.
- District 68** LAMPLIGHTERS Club No. 3867-68. Meets 2nd-4th Thurs., 5:30 p.m., Pagoda Rest., 903 N. 4th St., MONROE, La. Contact: 387-6720. Sponsoring Club: WEST MONROE (La.) CLUB 2699-68.
PACSETTERS Club No. 3545-68. Meets alt. Wed., 11:15 a.m., State Farm Insurance, 700 Ramada Dr., MONROE, La. Contact: 387-6720. Sponsoring Club: WEST MONROE (La.) CLUB 2699-68.
SPEAK EASY Club No. 2832-68. Meets alt. Thurs., 11:30 a.m., Ramada Inn, 1311 Highway 165 Bypass, MONROE, La. Contact: 387-6720, Ext. 258. Sponsoring Club: WEST MONROE (La.) CLUB 2699-68.
- District U** TACLOBO Club No. 2697-U. Meets 2nd-4th Thurs., 8:00 p.m., Taclobo Clubhouse, TABANGAO, Batangas, Philippines. Sponsoring Club: BANABA CLUB 1912-U.
LA UNION Club No. 3717-U. Meets Tues., 8:00 p.m., Oasis Hall, Quezon Ave., SAN FERNANDO, La Union, Philippines. Contact: 150.

DISTRICT GOVERNORS 1969-70

- F. Vance J. Mingus
 2. Daniel S. Johnson, ATM
 3. Gene E. Anderson, ATM
 4. William J. Hurley
 5. Durwood E. English
 6. Clifford L. Thompson, ATM
 7. Don Kearton
 8. Wilbur J. Fox
 9. W. E. Whiteman
 10. Frank Bower
 11. Gilbert W. Smith
 12. Dana D. Simons
 13. Charles G. Kramer
 14. Cecil Passmore, Jr., ATM
 15. Conrad R. Peterson
 16. Richard E. Schneider, ATM
 17. Don Barrick
 18. William D. Lennon
 19. Jack H. Hotchkiss
 20. Art Skolness
 21. David C. Brown
 22. Chester Green
 23. Albert F. Boeglin, ATM
 24. S. Scott Miller
 25. Earl Bernhart
 26. Watt Pye
 27. Lloyd G. Ploutz
 28. Norman W. Jennings
 29. John D. Wolfe
 30. Bruce D. Harper
 31. Robert P. Savoy, ATM
 32. Don Anderson
 33. Lane Woodard
 34. Salvatore Fauci, ATM
 35. Donald J. Costello
 36. Robert J. Mindak, ATM
 37. Leonard C. Butler, ATM
 38. Francis E. Swiacki
 39. Klayton Nelson
 40. Luther M. Lester
 41. Phil D. Morgan
 42. Harry G. Shuttleworth
 43. Charles R. Crook
 44. Robert F. Spikes
 45. H. Frank Richards
 46. William J. Winters
 47. Hugh T. Burgay, ATM
 48. Luther E. Lee
 49. John M. Coppinger
 50. Leon E. Blakely, Jr.
 51. Arthur M. Hays
 52. Dr. C. Harold Havlik
 53. I. William Hollander, ATM
 54. Joshua K. Pang, ATM
 55. Daniel M. Belcher
 56. Norris W. Yates, Jr.
 57. Donald E. Orput
 58. Jack H. Shetley
 59. Keith Henrikson
 60. Laurie Erwin
 61. Lionel Masse
 62. John P. Motley
 63. Robert L. Graves
 64. Robert Shewring
 65. Robert H. Root
 66. John C. Downey, Jr.
 67. William Dolan
 68. Leonard A. Washofsky
- 1016 Tyleen Pl., Pomona, Calif. 91766
12011 18th Ave. S.W., Seattle, Wash. 98146
198 S. Tucson Blvd., Tucson, Ariz. 85716
390 Hacienda Court, Los Altos, Calif. 94022
4580 Mt. Alifan Dr., San Diego, Calif. 92111
5252 Richmond Dr., Edina, Minn. 55436
1490 Fir St. S., Salem, Ore. 97302
1560 Gallop Ln., Florissant, Mo. 63031
Route 1, Cataldo, Ida. 83810
852 Hunter St. N.W., Warren, Ohio 44485
4029 W. Washington St., Indianapolis, Ind. 46241
1039 Randolph Rd., Santa Barbara, Calif. 93105
MR 2, Box 183A, Toronto, Ohio 43964
Route 1, Dexter, Ga. 31019
Petersboro, Utah, RFD Mendon, Utah 84325
2115 Garden, Ponca City, Okla. 74601
P.O. Box 1223, Bozeman, Mont. 59715
Box 233-C, Route 1, Abingdon, Md. 21009
RR 2, Marion, Iowa 52302
Route 1, Glyndon, Minn. 56547
2096 Falkland Pl., Victoria, B.C., Canada
7211 E. Gilbert, Wichita, Kans. 67207
520 N. Ash, Carlsbad, N.M. 88220
3204 4th Ave., Kearney, Neb. 68847
6051 Martel, Dallas, Tex. 75206
825 Milwaukee, Denver, Colo. 80206
702 Anchorage Ave., Modesto, Calif. 95350
3003 Redington Woods, Toledo, Ohio 43615
P.O. Box 2064, Pascagoula, Miss. 39567
1330 London Ln., Glenview, Ill. 60025
48 Jarman St., Sudbury, Mass. 01776
1459 N. Shirley, Tacoma, Wash. 98406
315 N. 27th Ave., Yakima, Wash. 98902
43 Washington Ave., Endicott, N.Y. 13760
439 William St., Racine, Wisc. 53402
3714 Forest Grove Dr., Annandale, Va. 22003
P.O. Box 0223, Greensboro, N.C. 27408
3813 Chalfont Dr., Philadelphia, Pa. 19114
801 Miller Dr., Davis, Calif. 95616
1048 Argillite Rd., Russell, Ky. 41169
129 E. St. Francis, Rapid City, S.D. 57701
319 19th St. N.W., Ste. 5, Calgary 42, Alta., Canada
9201 Cloverhill, Little Rock, Ark. 72203
2309 Hancock, Amarillo, Tex. 79106
21 Theresa Ave., Lewiston, Me. 04240
705 DeGraw Ave., Newark, N.J. 07104
1583 Waterwitch Dr., Orlando, Fla. 32806
P.O. Box 6184, Montgomery, Ala. 36102
487 Aulima Loop, Kailua, Hawaii 96734
6352 Riverton Ave., North Hollywood, Calif. 91606
4924 E. 59th Pl., Maywood, Calif. 90270
1153 N. Central, Glendale, Calif. 91202
816 Center St., Manchester, Conn. 06040
19 Northview Dr., RFD 5, Kankakee, Ill. 60901
2610 3rd Ave., Scottsbluff, Nebr. 69361
110 Eastley Dr., San Antonio, Tex. 78219
P.O. Box 94, San Pablo, Calif. 94806
P.O. Box 8061, Greenville, S.C. 29604
1611 Clemson Rd., Reno, Nev. 89502
650 Parliament St., Apt. 1423, Toronto 4, Ont., Canada
896 de la Colline, Santa-Foy, Quebec 10, Que, Canada
1425 Maynard St., Portage, Mich. 49081
459 Oakley, Nashville, Tenn. 37220
537 Cedarcrest Dr., Winnipeg 16, Man., Canada
57 Wynnow Ave., Tonawanda, N.Y. 14150
5408 Melbeck Rd., Richmond, Va. 23234
3513 Upland Dr., Anchorage, Alaska 99504
1411 Decatur St., New Orleans, La. 70116

TOASTMASTERS COUNCIL PRESIDENTS

Australia — Ronald G. Ellis
British Isles — James S. Armstrong

4 Goodacre Ave., Miranda, 2228, New South Wales, Australia
18 Briarsfield Rd., Gosforth, Newcastle Upon Tyne 3, England

NEW!

AUDIOVISUAL HANDBOOK

A complete, easy-to-use manual explains the why's and how's of selecting and preparing audiovisual materials . . . from advance planning and rehearsing through evaluation. Includes what you need to know about room arrangements, lighting, and safety precautions, plus a list of reference material about equipment and its operation.

This publication is available to members only. Order your copy of the 44-page Audiovisual Handbook (Code 1193) today! Price \$1.00, plus 15% packing and shipping. California clubs add 5% sales tax.

Toastmasters International
P. O. Box 10400
Santa Ana, Calif., U.S.A. 92711
(PRINT PLAINLY)

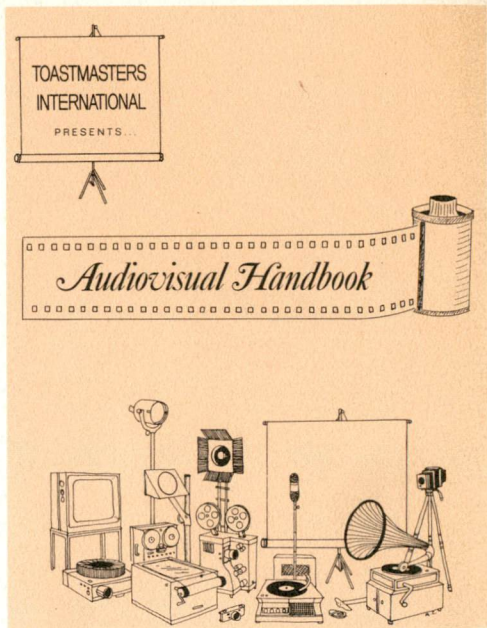
CLUB NO. _____ DISTRICT NO. _____

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

ENCLOSED is \$ _____ (check, money order, payable to Toastmasters International.)



V P WHITTEN

11 337

1629 STINSON AVE

EVANSVILLE

IN 47712