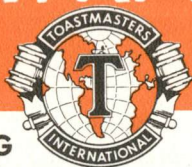


THE TOASTMASTER

APRIL

1968



FOR BETTER LISTENING

THINKING • SPEAKING

PORT ANGELES, WASHINGTON
Toastmasters Town of the Month

In This Issue:
Convention Kickoff

OFFICERS

President — **LOTHAR SALIN** P.O. Box 452, San Rafael, California 94902
 Senior Vice-President — **EARL M. POTTER** 800 N. Lindberg Blvd., St. Louis, Missouri 63166
 Second Vice-President — **RALPH E. HOWLAND** P.O. Box 62, Oconomowoc, Wisconsin 53066
 Third Vice-President — **ARTHUR M. DIAMOND** 112 Lafayette Bldg., South Bend, Indiana 46601
 Immediate Past President — **JOHN B. MILLER** P.O. Box 117, Nevada, Iowa 50201
 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
 LCDR David A. Corey 409 Duke Dr., Portsmouth, Virginia 23703
 Clark E. Crouch 1442 Alice St., Richland, Washington 99352
 Hugh Davidson (TCBI) 41 Taybank Dr., Ayr, Scotland
 Bill J. Dunning 2893 Landview Cove, Memphis, Tennessee 38118
 Russell G. Herron, Ph.D. 228 Camino Castenada, Camarillo, California 93010
 Donald W. Paape 6955 E. 16th St., Tulsa, Oklahoma 74112
 Jack E. Pelinka 4940 Viking Dr., Minneapolis, Minnesota 55424
 Sandy Robertson 3161 Service St., Victoria, B.C., Canada
 A. Stephen Rouss 1910B Vestavia Ct., Birmingham, Alabama 35216
 William V. Smith 4132 Talwood Lane, Toledo, Ohio 43606
 Les W. Sutton 305 Montgomery Ave., Winnipeg, Man., Canada
 Richard S. Thomas 21 Park Circle Rd., Middletown, Pennsylvania 17057
 Arthur N. Thurston, Jr. P.O. Box 1012, Rochester, New York 14603
 Everett D. Watson S65 W12636 Byron Rd., Hales Corners, Wisconsin 53130
 Robert C. Watters (TCA) 22 Coronation Ave., Cronulla, N.S.W., Australia
 Edward B. White 1535 Tuscarawas Rd., Beaver, Pennsylvania 15009
 General Manager — **ROBERT T. ENGLE** 2200 North Grand, Santa Ana, California 92711

FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,608.

A Toastmasters club is an organized group which provides its members a program to improve their abilities in public speaking and conducting meetings and to develop their leadership and executive potential. In congenial fellowship, ambitious men help each other through practice, mutual constructive evaluation, and assumption of responsibilities within the organization.

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

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

VOL. 34 NO. 4



APRIL, 1968

INDEX

TALK CANCER TO DEATH — by William B. Lewis	2
MEMO FROM YOUR PRESIDENT	7
COMMUNICATIONS: A CRITICAL COMMODITY — by Wallace Jamie ..	8
TOWN OF THE MONTH — Port Angeles, Washington	12
CONVENTION KICKOFF	13
MIAMI BEACH — CONVENTION CITY '68	14
CONVENTION CALL	16
SEE THE SIGHTS ALONG THE WAY	17
CONVENTION PRE-REGISTRATION	22
HOTEL REGISTRATION	23
MAKE IT SNAPPY — by John J. Chalmers	24
HONOR ROLL	27
GAINS MADE TOWARD 1967-68 GOALS	28
SPEAKER'S PAGE	29
TOASTMASTERS PRESIDENT "PAYS A CALL"	30
CLUBS IN THE NEWS	33
ANNIVERSARIES	36
TOASTMASTERS IN THE NEWS	37
CLUBS AROUND THE WORLD	38
NEW CLUBS	40

Editor

JAMES J. SHOWALTER

Managing Editor

BOB SATTERTHWAITE

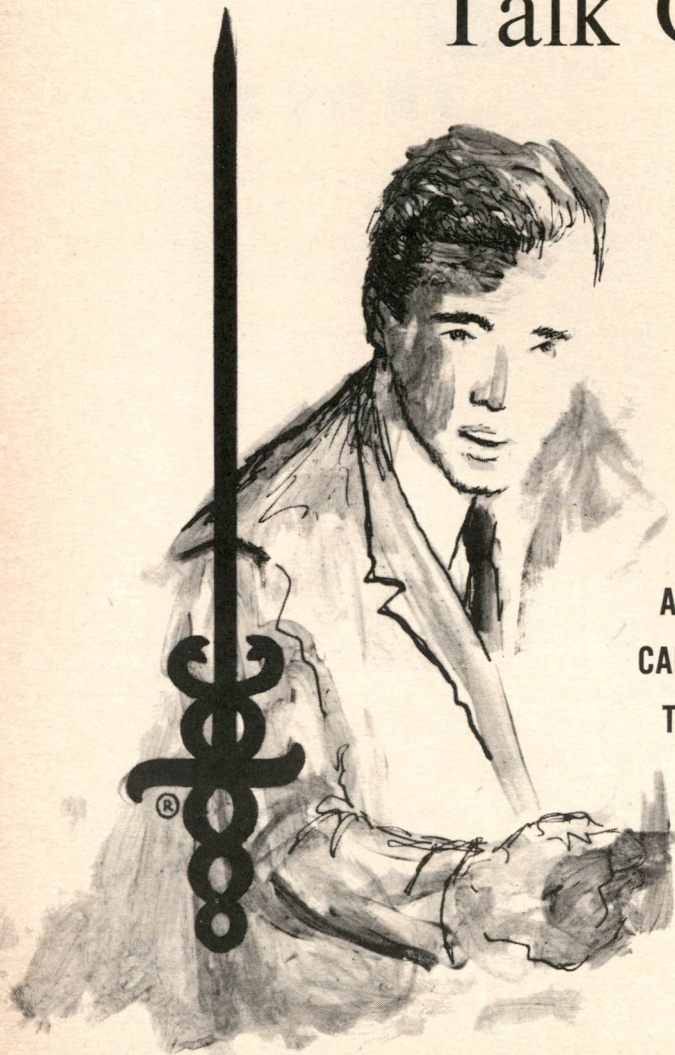
Art Director

PHIL INTERLANDI

PRINTED IN U.S.A.

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

Talk Cancer



**SPEECHES
ABOUT CANCER
CAN SAVE LIVES.
TOASTMASTERS
ARE INVITED
TO HELP**

To Death

by WILLIAM B. LEWIS

This is the sixth in a series of articles on Speech Opportunities for Toastmasters

Editor's Note: Although Toastmasters International does not, as an organization, endorse other organizations, it occasionally provides subjects about which Toastmasters may wish to speak as individuals. It is in this vein that the chairman of the American Cancer Society invites Toastmasters to speak out on cancer.

SPEECHES about cancer can save lives, and Toastmasters who volunteer as speakers during April's Cancer Control Month can play an important role in changing people's thinking from fear of cancer to self-protective action.

I believe that your listeners will find the following information on the current status of cancer control stimulating and helpful.

Ask any doctor this question: What is the most deadly form of cancer? Chances are he'll say it's leukemia. Yet more than 150 children with acute leukemia have survived five years or longer.

Certainly, this is important and encouraging news. It must be

tempered by the fact that no cure for leukemia has been established. But hope runs high.

This is the kind of promise for the future that gives all of us assurance that progress will continue in many areas of cancer control. This is the business of the American Cancer Society, to encourage and support progress in the total fight against cancer.

Yet, despite all the gains, thousands of men, women, and children continue to die tragically, often needlessly, from cancer. Thus there is an urgent need to intensify the society's program of research, education, and service in this fight.

This year there will be about 915,000 Americans suffering from cancer. These patients and their families will be wanting and needing help. They will want to be counted as winners against cancer. They will be trying to join the ranks of the more than 1,400,000 cured and alive today.

Physicians right now are curing one-out-of-three cancer patients, but they could cure one-

out-of-two, half of all cases, if more people would seek early diagnosis and prompt treatment.

Even this progress is not good enough. Scientists are continually seeking ways to break through existing research obstacles, to speed new life-saving discoveries to the patients and to go beyond this one-in-two cure rate. They're working around the clock, many of them 365 days a year.

Several special efforts are in progress by the society to keep up with the need to bring about greater control of cancer.

Vital Questions

First, the American Cancer Society has reorganized its research program for a strategic attack on key objectives. The intent is to zero in on targets that are promising, that can bring immediate help to patients, that can result in saving more lives in the near future. Four vital research questions need to be answered:

1. How can chemotherapy be improved to cure leukemia patients? I mentioned that 150 children have survived for five years or longer. But it is the *cure* we are after.

2. We know that viruses can cause cancer in animals. Do they cause cancer in humans? The isolation of a human cancer virus could lead to one of the most important developments — the creation of a vaccine.

3. Thousands of women are saved annually from uterine can-

cer through the Pap test, a simple, painless, inexpensive procedure. Can a test be found for early detection of other forms of cancer, like lung and stomach? Think what this would mean to thousands of people.

4. Cigarette smoking is a cause of lung cancer. Yet more than 60-million Americans continue to smoke and play Russian roulette with their lives. What can research teach us about persuading people to give up this deadly habit, not only for lung cancer but for other critical, chronic diseases?

These are only some of the questions we need to answer. Getting these answers is a matter of lives, millions of lives in the next decade. This past year the society invested more than \$18 million in cancer research. Since 1945, when this program began, the total investment has reached \$175 million.

Collect Information

Another area of research is pioneering a new dimension of cancer control.

Since 1959, volunteers for the society have collected information about one million Americans, which may disclose new leads to the causes of cancer.

What is there in peoples' backgrounds, ways of life, and livelihoods which may trigger cancer? The data is analyzed by scientists to determine the relationship of exercise, childbearing, breast

William B. Lewis has been active in the American Cancer Society since 1952. He is chairman of its board of directors, having previously served as board vice-president. From 1954 to 1965 he was chairman of the ACS committee on public information and had a large part in shaping the society's programs of public education and information. He formerly was vice-president in charge of programs for the Columbia Broadcasting System, Inc., and later was assistant director of the domestic branch of the Office on War Information. Mr. Lewis was for many years president and board chairman of Kenyon and Eckhardt, Inc., a large advertising agency. He has written and spoken frequently on the art of communications.



feeding, air pollution, and many other factors to cancer.

This is the kind of research which revealed the relationship between lung cancer and cigarette smoking. It is interesting to note that 68,000 volunteers participated in gathering this massive data, a study which would have been impossible without their interest, concern, and dedication.

If more people would see their doctors in time, more cancer victims could be cured. Why don't people have regular checkups? Is there a difference between people who see their doctors for regular health exams and those who don't? This is a crucial question, because nearly 100,000 Americans died needlessly from cancer last year.

To tighten control, the society undertook a nationwide survey of public attitudes toward cancer. The findings showed complex differences between people who go for checkups and those who do not.

Here we are confronted with a critical life-saving gap. Only 26 per cent of the population of adults are having any kind of examinations including tests for cancer. And of this group only 13 per cent are men. Research which analyzes the attitudes of the public toward cancer will be of utmost value in guiding the society in its educational program to help save more lives.

This guidance is of primary importance in the six-site educational campaign which the society currently is conducting. Did

you know there are more than 100 forms of cancer? Among these, six sites account for 60 per cent of all cases and 49 per cent of all deaths.

These sites are: breast, uterus, skin, mouth, colon-rectum, and lung. Although these cancers are more prevalent, some are readily accessible to examination and others afford early detection, even prevention.

Educational Programs

Educational programs citing the Pap test for uterine cancer, the monthly practice of breast self-examination for women, the proctoscopic examination for cancer of the colon and rectum, the reduction and elimination of cigarette smoking, protection against excessive exposure to the sun for skin cancer, and early detection for mouth cancer, have been mounted by the society. They undoubtedly will help save more lives.

Too, the society is producing 20 teaching films for physicians. These films are designed to keep doctors, dentists, nurses, and medical students informed about the latest advances in diagnosing

and treating cancer. In this world of rapid communication, film is a quick and effective way to reach people, especially the busy professional practitioner.

Keeping Informed

Medical and scientific developments against cancer come at such a rapid pace that without this type of educational program a physician can suffer from a knowledge lag and not realize it. This problem is critical when it involves cancer, which must be discovered and treated early. Some of the nation's most noted surgeons are participating in the production of these films, which are loaned without charge to members of the medical and allied professions.

Some 1,400,000 Americans now cured of cancer are living testimony that cancer can be fought successfully. They provide the spur to save even more. The society cannot do this job alone. Those who hope to see cancer conquered in our time must act.

As Toastmasters you can help us carry the word. Together we may talk cancer to death!



REMINDER: The 1968 Republican Party national convention will be held in Miami Beach, Fla., the week prior to the Toastmasters International convention there August 14-17. Contact District 47 host committee vice-chairman Win Chesley, % Hollywood Beach Hotel, Hollywood Beach, Fla. 33021, for assistance in arranging for lodging during this period if you plan a pre-convention holiday in the Miami Beach area.

Memo From Your President



"Who do you think is really a good speaker — one you would recommend that others try to emulate?" This question is put to me frequently by newspaper and TV interviewers, and I have used it on other people — sometimes with startling results.

One man nearly knocked my hat off by telling me that his ideal of a good speaker was a former labor leader whose career consisted of playing havoc with the economy of a large metropolitan area. Pressed for his reasons, he commented that the man was almost totally uneducated but had won the allegiance of his followers through his ability as a speaker, and, "When he spoke they didn't comment on what a good speech it was. They marched!"

This man's selection is not so surprising when you consider that many of the men in the highest places today are absolutely dismal speakers. They could use some Toastmasters training, not just to get rid of minor mechanical bugs, but to go through the whole experience which changes the attitude of arrogance and bumbling to one that allows effective communication.

But effectiveness is not all. I have commented many times that a speech is measured not solely by its mechanical perfection but also by its influence on the audience.

The ability to set men into motion has been the stock-in-trade of every demagogue in history. Hitler and Mussolini were spellbinding in their harangues. As Plato said in his devastating criticism of Pericles, "He made Athenians powerful, but neglected the greater task of making them better men."

The overriding consideration in judging a speaker, I believe, is one of ethics. Whenever one of us gives a talk, let it be as polished and professional as possible. Before we get to that, however, let us consider the purpose and effects of the subject matter of the talk in relation to ourselves, the immediate audience, and the community at large. Make sure it is beneficial. Then we can be proud to hear people say, "They marched when he talked!"

Lothar

Lothar Salin
International President

How Are We To Communicate Effectively If
We Aren't All Speaking The Same Language?

COMMUNICATIONS:

A Critical Commodity

by WALLACE JAMIE



FROM THE TIME Adam and Eve first tried to communicate, it never has been easy to "send the word" or "get the message." And if cave men were hard pressed to communicate their simple thoughts, consider the challenge of idea-exchange in today's complex world.

The environment in which we live, work, and play is constantly new, highly sophisticated, and

swiftly changing. It almost defies description.

We find ourselves bemused with new phenomena and new languages to match them. We view micro-mini skirts of a hippy-happy culture and a "switched on" generation. Their jargon is called "Zowie," but they sometimes seem determined not to communicate.

The waterfall of new words

under which we are engulfed is different, confusing, and bewildering. How are we to communicate effectively if we aren't all speaking the same language?

Today's exchange of ideas must be achieved with a new preciseness. It is paradoxical that we will communicate more successfully in our complex "global village" if we do so *simply*. Words are wonderous. Simple, single words in the right arrangement and with the right relationship can communicate complex, critical concepts magnificently.

Each of us is saturated with messages. We are deluged with "information." The American Association of Advertising Executives recently estimated that 1,500 advertising messages are put before us each week day and that we pay attention to 76 of them.

The three elements of communications are the sender, the message, and the receiver. A breakdown can involve one or more of these elements, and each of them must be efficient if communications itself is to be efficient.

The communicator must be informed. His presentation must be in words the receiver will understand. The message must be within the receiver's capacity to comprehend and it must motivate his self-interest. Moreover, the sender and the receiver must

have a common interest, or the message will be meaningless.

The communicator must remember that his audience consists of people who live, work, and play in a framework of social institutions. People read, watch, and listen best to communications which present points of view with which they are sympathetic or in which they have a personal stake. The response we want must be rewarding to our intended receiver, or he may not respond.

Today we rely so physically, economically, ideologically, and socially on one another that a quick, concise exchange of ideas has become necessary to our existence. It is so important that world leaders have instituted the "hot line" of communication. Unless we talk, and listen, we perish.

Yesterday's accepted institutions and mores suddenly seem to have melted away. The world around us, our family, our community, our educational system, and our government, all at once are strange and new.

No longer do we inhabit cottages in the agricultural countryside; now we live in suburbia in a confusing megalopolis. We commute, and communicate, in ways that are swift and new. Dictionaries are being fed a steady diet of new terms to help us keep pace with our changing vocabulary.

The core objectives of public relations, the aspect of communications with which I have been most concerned for many years, are to persuade people to think and act as desired. A knowledge of the techniques of communication must be central to such an aim. Good public relations is not possible without good communications.

Industry, government, and non-profit groups spend billions of dollars each year on communications. Messages are being sent to various "publics:" to employees, customers, dealers, distributors, suppliers, stockholders, legislators, educators, community neighbors, and consumers.

Businessmen constantly ask themselves if their messages are being received and acknowledged. If they are not, they are not communicating.

Unfortunately, the yardstick used to gauge the success of these communications is inadequate. Growing sales are regarded as a sign that a firm's communication functions, along with other management responsibilities, are being performed effectively. But, we don't know what the sales would be if we communicated with consummate skill.

For about 50 years we have been seeking to isolate the variables which influence communication effectiveness. The variables have been found by com-

munication specialists to be:

1. Exposure — access and attention given to the message.
2. The character of the media of communication.
3. The content of the message — its form, presentation, and appeals.
4. The receivers' predispositions, which result in acceptance, modification, or rejection of the message, and
5. The interpersonal relationship of the receiver as a member of groups and as an individual.

The "two-step-flow-of-mass-communications theory" is concerned with the last of the five variables; the one which identifies interpersonal relations as importantly influencing communications effectiveness.

Modern practice prefers a communications approach which takes into account the "relay and reinforcement roles" played by individuals. This relies less on mass communications and more on reaching and influencing the opinion leaders. They, in turn, will influence a broader audience.

Communicators in industry have discovered it is naive to believe that readers, viewers, and listeners are isolated individuals eager to receive our mass-communicated message.

It once was believed that every message had a direct and powerful stimulus which resulted in immediate response, and that there was a direct relationship

Wallace Jamie is director of public relations for the Carnation Company and a member of the Toastmasters International educational advisory committee. In 1947, Mr. Jamie joined the world-wide organization of Carnation Company and in 1950 was assigned as general personnel director. He has continued active in community and civic affairs and has served as president of the Los Angeles Area Chapter of the Public Relations Society of America and president of the National Vocational Guidance Association in Southern California. He is vice-president of the Harvard University School of Business Advanced Management Assoc.



between information and attitude.

This is worse than over-simplification. It is erroneous.

The impact of mass media depends on complex personal and social influences. Media do not govern our sentiments in a simple, direct way; propaganda is not an effective instrument to influence opinion.

If all this seems to be a fairly heavy dose of communications theory, let me say a word in defense: success as a member of the family, the community, and the business team is closely linked to success in communication.

The fact that *you* are active in Toastmasters is evidence that you are aware of the importance of communications. You are giving time, money, and energy to improve your ability to exchange ideas.

Your reward for this effort is likely to be greater now than ever before. Today's business managers are becoming increas-

ingly aware that communication is a critical commodity. Communications has become the center, and in a sense, the circumference of business operation.

Today's environment requires that idea-exchange be achieved with new preciseness. Toastmasters experience helps not only in that achievement, but in mastering the qualities of leadership for which the new business climate calls.

The give and take which is such an important part of Toastmasters training helps build the flexibility, the understanding, and the empathy which today are so requisite.

The plea once was, "Give us men to match our mountains." Today's plea could be, "Give us words to match our concepts." And we might add the petition, "Give us the wisdom to use words well."

In the beginning was the word. In the end also will be the word.



PORT ANGELES, WASHINGTON

Toastmasters Town of The Month

PORT ANGELES, WASHINGTON, is in the most north-westerly part of the continental United States. It is the county seat of Clallam County and the headquarters for the Olympic National Park. Port Angeles is located 76 miles northwest of Seattle and 18 miles across the Strait of Juan de Fuca from Victoria, B.C.

A port city, Port Angeles is the hub of activities for the Olympic Peninsula. Ediz Hook, a three-mile long natural sandpit, forms a protective arm for the Port Angeles harbor and the Strait of Juan de Fuca. Ocean-going vessels visit the well-protected harbor to take on cargos of lumber, logs, and newsprint.

Port Angeles was the first haven of rest for storm-battered explorers who left their names as historic reminders of the community's heritage. A city with a population of 15,000, one of its nearby sights is the rain forest in the Olympic National Park. (See cover photo)

The principal industries here are related to wood products but chemical cellulose, dairying, beef ranching, and tourism rounds out the economic activity.

In 1953, Port Angeles was the first Northwest city to receive the "All America City" title. It offers far more cultural activities than most cities its size. It has a symphony orchestra, community players, community concerts association, and several art leagues.

The Olympic National Park visitors' center and a Pioneer Memorial Museum are housed together in Port Angeles, showing Clallam County historic exhibits and natural history displays.

Port Angeles will be the site of the District 32 convention on May 4, 1968. For this occasion the mayor of Port Angeles and the governor of Washington will proclaim Toastmasters Week. The 30th anniversary of Olympic National Park coincides with this event, and activities are being planned to bring these two events together.

There is one Toastmasters club in Port Angeles, Port Angeles Club 25-32.




CONVENTION KICKOFF




Convention City '68




MIAMI BEACH




YOUR TOASTMASTERS International Convention City for 1968 is Miami Beach, where fun in the sun and sand awaits you and your family Aug. 14-17. It can be a holiday of convention fellowship, big game fishing, sailing, skin diving, sightseeing, concerts, and night clubs.



Host to more than two million guests annually, Miami Beach attracts vacationers every month of the year from every part of the United States, Canada, Latin America, and many European nations.



Miami Beach is built on a series of islands one to three miles off the mainland. Biscayne Bay separates the famed resort city from Miami on the west and the broad, blue Atlantic stretching away eastward. Miami Beach is blessed with nine miles of sandy, palm-fringed beach.



Toastmasters traveling to the convention by train or plane will disembark on the mainland, arriving in Miami Beach by bus or automobile across one of four

causeways spanning the bay. That the air and rail terminals are across the bay, along with all other industrial activity, pleases the officials of this resort capital devoted completely to the care and comfort of visitors.

Miami Beach was founded in 1915, designed from the start as a vacation playland. The result is an abundance of recreation areas, including nine oceanfront parks with nearly two miles of bathing beach, numerous playground parks with facilities for various games, two 18-hole public golf courses, Bayshore and Normandy Shores; and a par-three golf course.

The city also operates a year-around program of music, dances, cards, study groups, and related activities at four civic centers. Toastmasters and their families may join in these activities at little or no cost. Supervised programs for small fry and teenagers are offered at the city's various municipal parks.

Convenience is the key to the advantages to be enjoyed in Miami Beach. A permanent population of 70,000 assures such big-city services as modern stores, hospitals, bus and taxi transportation, banks, restaurants, and night clubs. Yet the out-of-doors is close at hand; deep-sea fishing 20 minutes away, golf courses no more than 10 minutes, and the wilderness of the Everglades National Park

little more than an hour's drive from the luxury and fashion of the ocean-front hotels.

Miami Beach is seasonal, but the seasons are more dependent upon the weather elsewhere than here. The winter temperature averages 68 degrees and the summer reading is but 13 degrees higher at 81. Days above 90 or below 55 are rare.

Summer is the time of the year for conventions, package vacation tours, and more leisurely living. Toastmasters and their families are invited to make full use of the city's golf courses, the fishing, sightseeing, and other attractions.

Conventions ranging from groups of less than 100 to 50,000 and more bring many people to Miami Beach for the first time. Surveys show that convention delegates stay longer in Miami Beach than in any other city, partaking of the holiday life after business sessions are completed.

Fishing deserves a special mention because it is one of the most popular diversions. Fishing cruisers with a crew of two and tackle can be chartered with little advance planning for about \$50 a half-day for gulf stream trolling. Each boat will fish four lines, so costs can be split between a party of four. The big game includes marlin, sailfish,

"FU I THE SUN A D SAND"



wahoo, and dolphin. Unless desired for mounting, many anglers release these fish in the interest of conservation.

Bonefish, snapper, snook, and other light tackle species may be taken from small boats in the bays throughout the year. You also may fish from seawalls and from the municipal pier at no cost.

Waterway tours enable visiting Toastmasters to obtain intimate glimpses of the palatial estates that line Miami Beach shores. The tepees of the Seminole Indians who still have a village on the mainland also may be seen. In addition, numerous sightseeing craft use the 30 miles of canals and channels of Biscayne Bay on regularly scheduled daily tours.

Glass-bottomed boats can take Toastmasters over the offshore reefs for a close-up view of underwater life. Swimmers equipped with mask and snorkel, or underwater breathing gear, can get an exciting view of sea

life. Several miles of coral reef south of Miami Beach has been set aside as a state park for skin-divers.

Miami Beach as a playground and vacation land had its inception around 1912. An ambitious promotion to sell residential and commercial building sites got under way in 1914. A year later the city was incorporated by the unanimous vote of its 31 freeholders. Dredges were put to work filling in low areas and pumping new islands in Biscayne Bay. A causeway was built, connecting with the mainland, and the city began its meteoric rise to its present eminence in the resort world.

Host District 47 Toastmasters, under past International Director Charles Swan, will have more tour information for you when you arrive for the convention.

Toastmasters may be assured of having plenty of fun in the sun and sand when they are in Miami Beach for convention.

OFFICIAL CONVENTION CALL TO ALL CLUBS

In accordance with Article V, Section 4 (b) of the Bylaws of Toastmasters International, you are hereby notified that the 37th annual convention of Toastmasters International will be held at Miami Beach, Florida, on the 14th, 15th, 16th, and 17th of August, 1968, at the Deauville Hotel.

All Toastmasters are urged to attend.

Board of Directors, Toastmasters International
by Lothar Salin, Chairman



TOUR BY BUGGY— Toastmasters visiting South Carolina's port city of Charleston can enjoy a buggy ride through the oldest sections of town. A tour boat also is available for trips to Fort Sumter, site of the first shots of the War Between the States.

Plan to Attend the Convention, and... See The Sights Along The Way

MUCH OF THE excitement of planning the trip to this year's convention in Miami Beach will be arranging an itinerary that is interesting and educational for the members of the family who are coming along.

Interstate highways make motor trips faster but they usually by-pass the points of interest on the way. Side trips to especially interesting landmarks or sights can make the trip more pleasant. Going to the convention can be a special vacation for the whole

family by scheduling a leisurely tour of the United States while en route.

Toastmasters and their families heading to Miami Beach from the East and Midwest may find Dahlonga and Blue Ridge, Georgia, on their route. Dahlonga is the site of America's first gold rush, while Blue Ridge is the only area in the world other than Switzerland where the semi-precious stone staurolite is found. This is a favorite area for rock hounds to collect a few samples.

In central Georgia, Macon has many sights of historical and educational interest. The chamber of commerce provides a tour booklet and map for visiting the 98 points of interest in that city. They range from pre-white Indian mounds, to ante bellum mansions, to 20th century projects. Toastmasters will find the self-guided tour easy and interesting to follow.

Near Macon is the Ocmulgee National Monument, one of the South's largest archeological museums, tracing the evolution of

SAVANNAH LANDMARK — The Forsythe Fountain in downtown Savannah, Ga., Forsythe Park is a copy of the fountain in the Place de la Concorde in Paris, France. This and many other sights can be seen by Toastmasters who make Savannah one of their stops on the way to convention along the Eastern seacoast.

southeastern Indian cultures from 8,000 B.C.

Toastmasters passing through Savannah also can take self-guided tours of the city's outstanding points of interest. The chamber of commerce provides a free tour map for walking through the heart of town or along its river front, both steeped with history.

Seventeen miles from Savannah is the Fort Pulaski National Monument. Toastmasters stopping there may see the partly repaired holes hammered into the

BILOXI LIGHTHOUSE — One of the famous landmarks along the Mississippi Gulf Coast is the 120-year-old lighthouse in Biloxi, Miss. The lighthouse is along U.S. Highway 90 and faithfully flashes its beacon today as it did when it was first built. The lighthouse was painted black in mourning of the passing of Presidents Lincoln and Kennedy.

fort's thick walls by the world's first rifled cannon.

An array of scenic wonders is discovered in Alabama, with its spectacular caverns, canyons, craggy mountains, and sandy seashores. To this, man has added his own wonders, brilliant gardens, historic forts, and ante bellum homes.

Four beautiful caves and caverns are located in northeast Alabama: the Manitou Cave near Fort Payne, Sequoyah Cave near Valley Head, Gunterville Caverns at Gunterville, and Cathedral Caverns near Grant. In north central Alabama, a short distance from Birmingham, are the Kymulga Onyx Cave at Childersburg and the Richwood Caverns at Warrior.

Another natural sight of beauty in northeast Alabama is Noccalula Falls near Gadsden. Dismals Wonder Gardens, another beautiful spot, is in the northwest section of the state, near the city of Phil Campbell.

Toastmasters driving to convention via a **southern route** will find the 33-mile Azalea Trail through Mobile a lovely side trip. South of Mobile, the Bellingrath Gardens and Home is a superb example of the landscapist's art.

In Montgomery, the White House of the Confederacy is located on the state capitol grounds and is an Alabama state shrine. It contains priceless items from the War Between the States and

has been authentically restored with original Davis furniture.

Many Toastmasters motoring to Miami Beach will want to view South Carolina's state house in Columbia. The capitol is a shrine dedicated to the history of the state. Guided tours with commentary on the history of the building are offered.

Historic charm beckons Toastmasters to tour Charleston's many sights. Historic streets, homes, churches, and buildings; parks and gardens; boat and bus tours provide plenty of sightseeing enjoyment.

Charleston Museum, founded in 1773 and considered the oldest museum in the country, has collections on the culture and natural history of the world, with special emphasis on South Carolina.

Many other sights are to be seen in the Charleston area, including Fort Sumter, the Boone Hall Plantation, and Middleton Gardens.

Fort Sumter, a man-made island, was the scene of the first open hostilities between Union and Confederate forces. Boat tours travel daily to Fort Sumter, where an excellent museum is maintained.

Seven miles north of Charleston is the Boone Hall Plantation, a 738-acre estate rich in the history of the Lowcountry. Fifteen miles northwest of Charleston are Middleton Gardens, Amer-



ica's oldest landscaped gardens. A hundred men toiled 200 years ago to create Middleton. It took them 10 years to complete the task.

Magnolias and mockingbirds are the symbols of Mississippi, where cotton is king. Plenty of Southern hospitality is what Toastmasters and their traveling families will find when they visit the many sights on their way to convention.

A central Mississippi city with outstanding historical features is Vicksburg, where an old-time sternwheel boat cruises the Mississippi River the year-round. Showboat melodrama is the highlight aboard the Steamer

Sprague, and scenes from the past come alive at Vicksburg's ante bellum homes.

Daily tours in Vicksburg are available throughout the year at the National Military Park Museum. Another collection of memorabilia is housed in the Old Court House Museum.

Mention Mississippi and someone will make note of Natchez, where Toastmasters can tour 12 ante bellum homes which are open to visitors the year around.

The Biloxi area in southern Mississippi also offers sights of interest. Located there is the Biloxi Lighthouse, which has guided ships along the Mississippi Gulf since 1848. Another

picturesque setting in this area is the Beauvoir House, where Jefferson Davis spent his last years.

Toastmasters bound for convention from the **Western and Southwestern states** likely will drive through the bayou country of Louisiana. A stop in New Orleans is a must. With Spanish moss drooping from live oak trees, ornamental iron fences, and excellent cuisine, the Vieux Carre or French Quarter, has a mystique all its own. This is the land of chickory coffee and hot doughnuts, of shrimp gumbo, crayfish, and other taste-pleasers.

A brief tour of the French Quarter reveals the sights of Jackson Square, St. Louis Cathed-

ral, the LaFitte blacksmith shop, and numerous renowned restaurants. Jackson Square was planned in 1720 as the public square of old New Orleans and now centers around the statue of Andrew Jackson, the hero of the Battle of New Orleans. Facing the square is St. Louis Cathedral, twice destroyed by fire and twice rebuilt. LaFitte's blacksmith shop, legend says, was the headquarters for the pirate Jean LaFitte and his brother, Pierre, in their smuggling of slaves from Africa.

These interesting sights and many others throughout the United States will provide new and exciting places for Toastmasters to see on the way to Miami Beach.

Toastmasters International POST-CONVENTION TOUR

Sunday, Aug. 18 - Tuesday, Aug. 20

Please forward reservation request, with full payment, to:

Arrangements have been made with Wyll's Travel Headquarters to tour Nassau after our 1968 convention in Miami Beach. Please use this form for reservations.

TOASTMASTERS INTERNATIONAL TOUR
c/o GROUP DEPARTMENT
WYLL'S TRAVEL HEADQUARTERS
P.O. BOX 2765
MIAMI BEACH, FLA.

Please confirm _____ space(s) on the Nassau Post-convention Tour.

_____ \$ 96.00 per person double occupancy

_____ \$114.00 single occupancy
(Air fare Miami-Nassau-Miami included in tour rates)

- SPECIAL NOTES:**
1. No charge for cancellations received 72 hours prior to departure.
 2. Deadline for reservations July 15, 1968.
 3. Reserve early, as space is limited.

Name(s) _____

Address _____

City _____ State _____ Zip _____

Free Insurance To Pre-Registrants

Toastmasters International is providing special convention insurance coverage for members and their wives who pre-register for the 1968 convention in Miami Beach. (Use form on Page 22.) **This policy does not cover children.**

The policy, written by Fireman's Fund Insurance Co., offers \$10,000 accidental death and dismemberment with \$1,000 medical expense for accidents. (The first \$25 is deductible.) Pre-registrants will be covered while traveling to and from the convention and during the convention. Coverage starts three days (72 hours) before the Annual Business Meeting or whenever members leave home to travel to the convention, whichever period is shorter. It extends to three days (72 hours) after the close of the convention or until the member reaches home, whichever period is shorter.

Toastmasters International will pay the premium for ADVANCE REGISTRANTS ONLY.

Those who receive complimentary registration will not receive the free insurance. They may purchase the coverage for \$1 a person.

ADVANCE CONVENTION REGISTRATION

1968 TOASTMASTERS INTERNATIONAL CONVENTION

AUGUST 14-17 DEAUVILLE HOTEL, MIAMI BEACH,
FLORIDA

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1968-1969.)

Registration will be required at all general sessions on Wed., Thurs., Fri. The registration fee does not include admittance to meal events. Convention meal events are limited capacity affairs and generally are sold out in advance of the opening of the convention. Avoid disappointment. Pre-register and order meal event tickets now! ATTENDANCE AT MEAL EVENTS WILL BE BY TICKET ONLY. All advance registrations received by June 30 will include at no cost a \$10,000 accident travel policy covering each person registered. The policy covers the convention period, plus three days immediately before and after the convention.

To: Toastmasters International
Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration Desk.

_____ Member Registration @ \$6.00\$ _____
(Includes free travel insurance)
_____ Ladies Registration @ \$2.00\$ _____
(Includes free travel insurance)
_____ Tickets Aqua Fun Party @ \$7.00\$ _____
(Thurs. evening, 6:30 p.m., Aug. 15)
_____ Tickets District Governors' Luncheon @ \$5.00\$ _____
(Fri., 12 noon, Aug. 16)
_____ Tickets President's Dinner Dance @ \$7.50\$ _____
(Fri. evening, 6:30 p.m., Aug. 16)
_____ Tickets Hall of Fame Brunch @ \$3.00\$ _____
(Sat. morning, 10 a.m., Aug. 17)

Total \$ _____

I enclose my check for \$ _____ payable to Toastmasters International.
PLEASE PRINT

NAME _____ NICKNAME _____

WIFE'S FIRST NAME _____

ADDRESS _____ CLUB NO. _____ DISTRICT NO. _____

CITY _____ STATE (PROVINCE) _____ ZIP _____

NO. CHILDREN ATTENDING (Elementary School Age) _____ (Junior

High School Age) _____ (Senior High School Age) _____

If you are an incoming district officer, please indicate office _____

COMPLETE

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

37th Annual Convention
Toastmasters International
Miami Beach, Florida

Reservations Manager
Deauville Hotel
Miami Beach
Florida 33141

Please reserve _____ room(s) at \$10.00 single occupancy daily,
European Plan (no meals included in rates).

Please reserve _____ room(s) at _____ \$6.00 _____ \$7.00 _____ \$8.00 per
person double occupancy daily, European Plan.*

Those desiring suite accommodations may make their own arrangements directly through
the hotel reservations manager.

() I desire Modified American Plan (includes breakfast and dinner
daily) at an additional \$4.00 per person per day.

I will arrive at approximately _____ a.m. _____ p.m. on _____ (date).

*I am sharing the room with _____

NAME (Please print) _____

STREET _____

CITY _____ STATE (PROVINCE) _____

ZIP _____

SPECIAL ARRANGEMENT

Toastmasters registered on the Modified American Plan will receive a \$2.00 credit on their hotel account if they attend the Aug. 15 Aqua Fun Party. A second \$2.00 credit will be given to those who attend the President's Dinner Dance Friday night in the Deauville Hotel Aug. 16, before they check-out of the hotel. A two-part aqua party ticket and a two-part banquet ticket will include a credit coupon which may be presented to the hotel cashier at time of check-out.

To be assured accommodations at the Deauville, this form must be mailed by
July 20th.

A Formula For Evaluation — MAKE IT SNAPPY

by JOHN J. CHALMERS

BEFORE ESTABLISHING any criteria for evaluating a speech, we must first consider what a good speech is and know our criteria for writing a speech.

A speech has two main aspects which should be considered in the evaluation: the written speech itself and the presentation. In turn, there are three areas in the written speech that are necessary. These are introduction, development, and conclusion. On the presentation or physical side of the speech, there are also three areas to be considered. They are personal appearance, voice, and gestures.

Before we present an actual evaluation, we are going to need an evaluator, and the question arises: "Who is qualified to be an evaluator?" The Basic Training Manual specifies that a speaker should have given a minimum of six speeches before he is qualified. This will ensure that the evaluator has been in the club for some time and will have heard several evaluations given before he at-

tempts one himself. The main point is to choose an *experienced* member.

Not long ago I heard the past president of a club deliver his first post-basic speech and have it evaluated by a new member who had not even given his Ice Breaker! I felt that the speaker was cheated out of a really good evaluation and that the new member, although he tried his best, was given an unrealistic assignment by the general evaluator. The general evaluator should have been more careful; such a situation can be embarrassing for everyone, especially the evaluator.

Now that we have a speaker and an evaluator, the next question is; "What kind of evaluation should the speaker be given?" The most common type is the individual spoken evaluation, and this is the one I shall mainly be dealing with. There are other types, however, and it will be worthwhile to mention some of them.



One method is to assign a separate evaluator for each aspect of all the talks. My own club has one member who is blind, and he was once appointed by the general evaluator as a voice evaluator to evaluate each speaker's use of voice. The evaluation he presented was amazing, enlightening, and certainly helpful to the speakers.

A round table discussion can be developed by the general evaluator to solicit several members' opinions of a speech. Many clubs use speech ballots so each member has an opportunity to write his comments on a small card which is turned over to the speaker at the end of the meeting. As a speaker, I have benefited from receiving these cards in addition to an individual evaluation of my speech. Nevertheless, I contend that the best form of evaluation is a comprehensive oral appraisal presented by an individual evaluator.

Speech evaluation should be constructive criticism. A good evaluation will be helpful and encouraging, but not necessarily

complimentary. If you fear or resent evaluation, you should condition yourself so you may profit by it.

Evaluation should not be superficial, nor should it pick at the insignificant details that are not relevant to the purpose of the speech. Instead, it should be objective and constructive, and be presented in a pointed commentary about *two minutes* in length. Your evaluator need not try to cover everything in the oral presentation. He can write additional commentary in the speaker's manual or speak to him after the meeting.

We have all heard an evaluator give a long disjointed discourse and take up almost as much time as the speaker. After this happened a few times in my club we had the timer set for two minutes, after which the evaluator had to sit down. The quality of evaluation improved immediately!

A good evaluation will not necessarily be a detailed analysis of every minute flaw in the speech and in the

delivery. The main purpose of evaluation should be to *encourage improvement*, even in some small way.

No speaker can expect to become perfect after one speech; no evaluator should try to make him perfect in one evaluation. There is also the opposite extreme, that of "whitewashing" the speaker with lavish praise. This may be flattering, but that is all.

Many Toastmasters clubs have a "Whitewash" trophy. One club I have visited uses one which consists of an old paint brush which has been dipped in white paint, allowed to dry, and then mounted in a walnut base. This trophy is presented to an evaluator who gives, according to the inscription, "An Outstandingly Mealy-Mouthed Evaluation!"

Here are six principles I suggest that you should keep in mind when evaluating a speech.

1. *Speech Purpose.* Was it obvious what the speaker was attempting to convey, or was it confusing? There are three general purposes of speeches: to entertain, to inform, to persuade.

2. *Achievement.* To what degree did the speaker accomplish his purpose? Was the speech effective?

3. *Speech Content.* Was the content of the speech worthwhile? Did you profit from it as a listener?

4. *Composition.* Was the organization good, and did it move smoothly and logically through its introduction, development, and conclusion?

5. *Language.* Was there a good choice of words, good sentence structure, and correct grammar?

6. *Delivery.* Posture, eye contact, and manner should be good for all speeches, regardless of purpose or subject. Vocal variety and gestures should be appropriate to the speech.

A speech should be evaluated in the light of its purpose, not according to the degree of agreement or disagreement with the evaluator's own ideas or convictions. Evaluation is something we should learn to give and to take in the spirit in which it is intended, and evaluation properly used can be a wonderful tool in improving your speaking ability. A good evaluator will be firm, fair, and friendly.



John J. Chalmers is a member of Northern Lights Club 489-42 in Edmonton, Alberta, and has served as its president. He has completed his Basic Training Manual, and in 1967 was the District 42 speech champion. He has had 60 articles, many illustrated with his own photographs, published in newspapers and magazines in Canada and the United States.

Honor Roll

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

ABLE TOASTMASTERS (ATM)

Certificates of Achievement

J. F. Diaz (ATM) Radiation, Inc. Club 1423-47	D. Ducey (ATM) Omaha Traffic Club Yawn Patrol Club 1852-24
F. M. Ogden (ATM) Suburban Club 2345-46	E. H. Baum (ATM) Indianapolis Club 385-11
S. W. Tyler (ATM) Picatiny Club 3547-46	L. L. Cook (ATM) Realtors Club 2512-6
	W. J. Stanford (ATM) Courthouse Club 1886-5

LEADERSHIP THROUGH SPEECH

Certificates of Progress

L. A. Johnson Radiation, Inc. Club 1423-47	F. P. Schreiber Strato Speakers Club 1990-2
--	---

THE ADVANCED SPEAKER

Certificates of Progress

R. F. Smith YMCA Club 781-62	H. Averill Cape Fear Club 2879-37
O. W. Frincke Kalamazoo Club 1270-62	E. C. Pasour Jr. TARHEEL Club 1293-37
J. W. McDonald Fremont Club 3137-57	R. Helm Oshkosh Club 1483-35
E. W. Caine San Leandro Club 452-57	A. L. Roth Mile High Club 741-26
J. R. Davis Jr. Auto Club 2681-50	N. Blair Wrangler's Club 2103-25
J. Chaikin World's Playground Club 1078-38	J. P. Kaltenbach Las Cruces Club 1938-23
R. A. Bauer Liberty Bell Club 1010-38	J. C. Spitsbergen First State Club 1679-18
J. B. Young Ada Club 2970-15	A. W. Faulkner Rochester Club 271-6
C. Castonguay Monroeville Club 2954-13	A. H. Hersch FMC Club 2873-4
J. H. Muns Beaver Valley Club 752-13	H. E. Smith Redwood City Club 27-4
R. Victor Pittsburgh Club 144-13	E. K. Henry Tippecanoe Club 3824-F
J. A. Davis Jr. Turner Club 2415-11	K. Dale San Gabriel Club 213-F

W. G. Weingartner
Speechphelos Club 155-F

Gains Made Toward 1967-68 Goals

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

Northwest Oklahoma City 1773-16, Oklahoma City, Okla.	Capital 2722-61, Ottawa, Ont., Can.
Fluor 124-51, City of Commerce, Calif.	Advance 3050-TCA, Brisbane, Queensland, Aust.
Forest Park 2824-40, Cincinnati, Ohio	Business Men's 100-F, Santa Ana, Calif.
Scotland 2961-37, Laurinburg, N.C.	Monumental City 3465-18, Baltimore, Md.
San Gabriel Valley 200-F, San Gabriel, Calif.	Lincoln 403-24, Lincoln, Neb.
Carlinville 2137-8, Carlinville, Ill.	Trinity 1190-25, Dallas, Tex.
Peace Garden 3152-20, Bottineau, N.D.	North American Aviation 214-40, Columbus, Ohio.
Daybreakers 2899-25, Dallas, Tex.	Capital 1684-43, Jackson, Miss.
Winston 2023-37, Winston-Salem, N.C.	Systems Equipment Engineering 3838-46, Newark, N.J.
Sharpstown 2243-56, Houston, Tex.	Hollywood Beach 3312-47, Hallan- dale, Fla.
Wall Street 2720-44, Midland, Tex.	
Transamerica Title Company 2225-50, Los Angeles, Calif.	

The following areas within the designated districts registered three or more Youth Leadership Programs between July 1, 1967, and March 4, 1968:

District 4, Area Six, (8)	District 3, Area Seven, (3)
District 47, Area Four, (8)	District 10, Area Four D, (3)
District 28, Area Nine, (6)	District 21, Area Eight, (3)
District 56, Area Four, (5)	District 24, Area One, (3)
District 12, Area Two, (4)	District 38, Area Eight, (3)
District 41, Club 3734 (no area designation), (4)	District 47, Area Eleven, (3)
	District 48, Area One, (3)

The following districts had the most new clubs recorded between July 1, 1967, and February 29, 1968: **District 47**, (9); **TCA**, (7); **TCBI**, (5); **District F** and **District 50**, (four each.)

The Speaker's Page



POINT OF EMPHASIS

"Sales Techniques" is the Point of Emphasis for May. This is the month to "make the sale," or practice your sales technique. Your educational committee should plan programs that will encourage speakers to talk shop, promote their company's products, or support a favorite civic program. The *Club Program Planning* manual contains a section on sales techniques which should be helpful in planning May programs.

It is the function of the speaker to make his audience want to do what he advocates. Evaluators should place principal emphasis on whether the speaker or Table Topics participants were persuasive, or "made the sale."

LOOKING FOR A SUBJECT?

When you select your subjects this month, be sure to pick one which will help you improve your speech delivery.

There are many special occasions and historical anniversaries between *Law Day* (1st) and *Memorial Day* (30th) that could start a Toastmaster thinking about his next speech subject. Law Day was established by joint resolution of Congress and Presidential proclamation to dramatize America's heritage of individual freedom under law. Memorial Day originally was intended as a day to honor the memory of those who fell in the War Between the States and is now observed in most states in memoriam of the nation's dead in all wars.

The first week in May is *American Camping Week*, to acquaint people with the opportunities and recreational value of camping. Other special weeks during the month are *National Goodwill Week* (5-11), *National Hospital Week* (12-18), *Police Week* (12-18), and *International Pickle Week* (May 23-June 1).

Some of the events of historical significance are May 6, 1840, the date that the first postage stamp was issued, and May 20, 1927, when Charles A. Lindbergh left Roosevelt Field, New York, flying to Paris, France, in the first solo non-stop flight across the Atlantic Ocean. A woman was nominated for the Presidency of the United States for the first time on May 10, 1872. Victoria Clafin Woodhull was chosen the candidate of the National Woman's Suffrage Association.

Toastmasters President “Pays A Call”

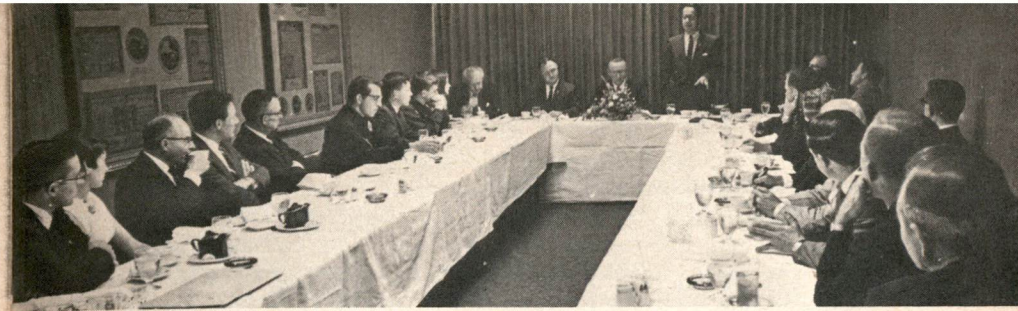
International President Lothar Salin has carried his “Serve and Grow . . . with Pride” message in person to six district events and numerous club occasions in past months. Dates have been set for official visits to four other districts in the future.

President Salin’s visitations with Toastmasters frequently include calling on government officials and appearing on radio and television to promote the interests of Toastmasters.

Official visits have been made to Districts 7, 25, 26, 27, 51 and 68.

A highlight of President Salin’s visit to District 26 in October, 1967, was his speaking at a luncheon in his honor after the governor of Colorado and the mayor of Denver had proclaimed Youth Leadership Month, the first time such recognition had been given to the TI youth program by a state government.

WHEN PRESIDENTS MEET — Toastmasters International President Lothar Salin calls on Southern Methodist University President Dr. Willis Tate (left) to present him a plaque of appreciation during President Salin’s visit to the Western Division of District 25. John K. Miller, District 25 governor, (right) takes part in the presentation in Dallas, Tex.



HONORED GUEST — International President Lothar Salin (standing) spoke at a luncheon in his honor after the Governor of Colorado and the Mayor of Denver signed proclamations setting aside Youth Leadership Month. Attending the luncheon were District 26 officers, community leaders, and representatives of several youth organizations.

Modesto, Calif., was the site of District 27 programs honoring President Salin’s visit on Nov. 11, 1967. The occasion for the visit was the district’s fall conference and humorous speech contest.

President Salin next attended the District 51 fall conference Dec. 2, 1967, in El Segundo, Calif.

Television and radio interviews were arranged for President Salin’s official visit to District 7 in January, which was set aside by the mayor of Portland, Ore., as Toastmasters Month. President Salin called on Oregon Governor John McCall in Salem to present him with a plaque. Later, 300 Toastmasters and their ladies gathered for a banquet at which 14 of the district’s 24 past district governors were able to attend.

Visits with Toastmasters in District 25 and District 68 came in rapid succession during February. On consecutive days, President

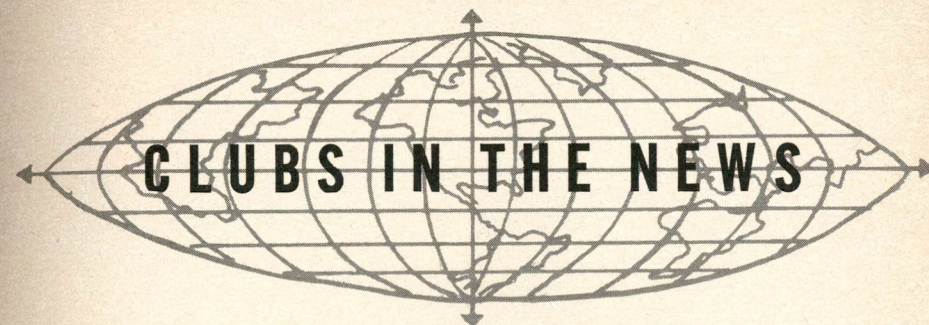
TOASTMASTERS COMMENDED — Oregon Governor Tom McCall (seated) signs a letter of commendation for the contributions of Toastmasters International. From left, standing, are District 7 Lt. Governor John H. Miller, District 7 Governor L. D. Anders, President Salin, and Lt. Governor of Organization Don Kearnton.



Salin was hosted by District 25 clubs in Dallas and Fort Worth. Within 24 hours, President Salin was visiting with Toastmasters of District 68 at a program in New Orleans.

New Orleans Mayor Victor H. Schiro, Capt. John W. Clark, president of Delta Steamship Lines; and the New Orleans Public Services, Inc., were honored by Toastmasters. A special treat for President Salin and his wife, Marjorie, was attending the Mardi Gras Ball.

Future officials presidential visits are planned to District 57, May 4; District 56, May 10-12; District 45, May 31-June 1; and District 67, June 21-22.



Host Miller

Ames (Ia.) Club 569-19 hosted John B. Miller, past Toastmasters International president, as its principal speaker at a 20th anniversary banquet. Miller is an honorary charter member of the club. Eleven charter members were honored at the program.

Exchange Tapes

Orlando (Fla.) Club 1066-47 and Townsville (Australia) Club 3632-U are conducting exchange meetings via tape recordings. Tapes include critiques of each club's presentations, plus two talks for evaluation by Toastmasters across the sea.

HONORARY MEMBER — Colonel David B. Conard is welcomed to honorary membership in **AMS Club 3660-36** by William D. Calder, president, (second from left). At left is George W. Birrell, educational vice-president, with Richard B. Dingman, administrative vice-president, at right. Col. Conard recently assumed command of the Army Map Service, Washington, D.C.

20 YEARS — International President Salin (3rd from right) congratulates Pat Balen, president of Merritt Club 539-57, Oakland, Calif., at the club's 20th anniversary party. Also participating were (from left) Ian Begg, Ray Sharp, District 57 Governor Hal Davis, and Bob Wirt.

HIS HONOR — Mayor Lee Davies (center) of Modesto, Calif., accepts an honorary plaque for his support of the Toastmasters program from Toastmasters International President Lothar Salin at the District 27 conference. Watching the presentation is Peter Varekois, governor of District 27.





CIVIC ENDEAVOR — Clubs in Area IV of District 24 pooled resources to conduct a Speechcraft course for 44 Omaha, Neb., firemen and policemen. Key personnel in the project were (from left) Fire Captain Larry Moore, Area IV Governor Jim Burns, Police Inspector Glen Gates, Area IV Lt. Governor Dana Keller, and Mayor of Omaha Al Sorenson.

Alabama Speechcraft

Acipco Club 2011-48, at the American Cast Iron Pipe Co. in Birmingham, Ala., conducted a Speechcraft course for 40 members of the firm's Supervisors Club.

Harry Jaffe, founder of Toastmasters in Alabama, and Dr. A. Stephen Rouss, Toastmasters International director, were among the guest lecturers.

Club Seminar

Pacific Missile Club 2930-12, at Point Mugu, Calif., discovered the constructive merits of special club seminar programs when it held a symposium on more effective communications. The program featured speakers' reviews of books dealing with practical speech fundamentals, material organization, statistical environment, and communications in the small group. Their reports were followed by an open discussion between the speakers and their audience.

Community Service

Cloverleaf Club 2060-29, in Meridian, Miss., has earned considerable community recognition for its public service activities. It has provided speakers for many group meetings, was in charge of a week-long program for American Education Week, and followed up that endeavor with a Youth Leadership Program for junior high school pupils.

Emphasis On Youth

Elkton (Md.) Club 3284-18 has for the sixth year assisted its local Boy Scouts of America "Operation Patrick Henry" program by conducting a speech course for 47 Scouts. The course included study of parliamentary procedure and amateur chairmanship. Besides earning their public speaking merit badge, the Scouts and their parents were special guests at the club's annual dinner.

TEAMWORK — Members of Youngstown (Ohio) Club 1986-10 developed a membership-building campaign around a football theme. The successful contest resulted in a substantial gain in new members and brought the club to full membership. Some of the club's high-scoring members are shown with the contest scoreboard.



Aid Fund Drive

Toastmasters of the Chatham-Kent (Ont.) Club 2658-28 have presented after-dinner speeches on behalf of the Red Feather fund-raising campaign in the city of Chatham.

Special Recognition

An outstanding performance by a member of Beaver Valley Club 752-13 in Beaver, Pa., is recognized by his being named to the club's Hall of Fame, an honor which has stirred the interest and enthusiasm of the members.

Spread The Word

Kerbela Club 2925-63 in Knoxville, Tenn., has been spreading the Shrine story through community speaking engagements and Knoxville-area Shrine officials are encouraging their members to gain speaking experience through Toastmasters and form their own Temple speakers bureaus. Seventeen Toastmasters clubs in nine eastern Tennessee cities stand ready to aid the prospective new members.

CONTEST JUDGES — Instructions are given to Toastmasters judging a high school speaking contest in San Bernardino, Calif. Seated from left are Sam Klashman, County Employees Club 1166-F; Bill Brinkerhoff, Norton AFB Club 428-F; Bruce Bohi, Dennis D'Eath, Gilbert Pritchard, and Hal Hoag, all of Tippecanoe Club 3824-F. Issuing instructions are Max McVay, Norton AFB Club 428-F, (standing at left) and Larry White, speech instructor at a San Bernardino high school.



CLUB ANNIVERSARIES — MAY

35 YEARS

- Smedley Chapter 1-F**
Santa Ana, Calif.
Anaheim Club 2-F
Anaheim, Calif.
Pasadena Club 6-F
Pasadena, Calif.
Pomona Club 12-F
Pomona, Calif.
Seattle No. One Club 10-2
Seattle, Wash.
San Diego Club 7-5
San Diego, Calif.
Coronado Club 9-5
Coronado, Calif.
Santa Barbara Club 5-12
Santa Barbara, Calif.
Gavel Club 11-51
Long Beach, Calif.
Glendale 1 Club 8-52
Glendale, Calif.

30 YEARS

- Arcadia Club 115-F**
Arcadia, Calif.
Cactus Gavel Club 120-5
El Centro, Calif.
San Pedro Club 111-51
San Pedro, Calif.

25 YEARS

- Ashland Club 246-40**
Ashland, Ky.

20 YEARS

- Jaycee Club 130-F**
Riverside, Calif.
Point Loma Club 198-5
San Diego, Calif.
One Hundred Valleys of the Umpqua Club 604-7
Roseburg, Ore.
412 Lakes Club 615-20
Detroit Lakes, Minn.
Los Alamos Club 607-23
Los Alamos, N.M.
Ancient City Club 616-23
Santa Fe, N.M.
Capitol Club 611-24
Lincoln, Nebraska

- Blue Mountain Club 618-33**
Walla Walla, Wash.
High Point Club 582-37
High Point, N.C.
Orlando Club 28-47
Orlando, Fla.
Occidental Club 613-51
Los Angeles, Calif.
Elko Club 619-59
Elko, Nevada

15 YEARS

- Lebanon Club 839-7**
Lebanon, Ore.
Oregonian Club 1226-7
Portland, Ore.
Filibusters Club 1262-7
Portland, Ore.
Multnomah Club 1279-7
Portland, Ore.
K. of C. No. 1 Club 1210-11
South Bend, Indiana
State College Club 1219-13
State College, Pa.
Williston Club 894-20
Williston, N.D.
Gavellers Club 1302-24
Omaha, Nebraska
Northwood Club 1329-28
Pleasant Ridge, Mich.
Centralia Club 1290-32
Centralia, Wash.
Kamiakin Club 1306-33
Sunnyside, Wash.
Menomonie Club 1272-35
Menomonie, Wisc.
Forsyth Club 1278-37
Winston-Salem, N.C.
TARHEEL Club 1293-37
Raleigh, N.C.
Camden County Club 1189-38
Haddonfield, N.J.
49'ers Club 1230-39
Sacramento, Calif.
Alamo Club 1316-56
San Antonio, Texas
Toronto No. 1 Club 1289-60
Toronto, Ont., Can.
Kalamazoo Club 1270-62
Kalamazoo, Mich.
Genesee Club 1211-65
Rochester, N.Y.

TOASTMASTERS IN THE NEWS



Frank Ney of Nanaimo (B.C.) Club 738-21 has been elected Mayor of Nanaimo. A former club president and a past Area 3 governor, he finds Toastmasters training "of great assistance to me now... The training is the best a person can get."... Dana P. Miller Jr., the lieutenant governor of Western Division, District 36, in 1965-66, has been elected vice-president of the Associated Credit Bureaus of Maryland-Delaware-District of Columbia.

Robert E. Herndon, president of Plymouth (N.C.) Club 3220-37, has been promoted by the Weyerhaeuser Co. to the position of area personnel manager... Dr. Ian W. Taylor, a member of Park Ridge (Ill.) Club 381-30, penned an article describing the benefits of Toastmasters training to

be gained by veterinarians. The article was published in *Veterinary Economics*.

Three members of Brampton (Ont.) Club 2902-60 have gained elective positions in their communities. Emil Holm was elected as Council Member for Caledon Township, while Doug Swackhamer was appointed to the Chinguacousy Township Planning Board and elected its chairman. He also has been appointed governor of Area 7, District 60. Merv Caldwell has been re-elected president of the Brampton Horticultural Society.

Glenn Troyer of Presque Isle Club 2493-13, in Erie, Pa., has been named a Master Farmer for 1967 by the *Pennsylvania Farmer* magazine and the Cooperative Extension Service of the Pennsylvania State University.

FLYING SQUAD—District 45 Governor John P. Delaney (second from right) and Portland (Me.) Club 288-45 President Chester Dorr (at lectern) are flanked by flying squad members (from left) J. R. Pratt, Robert Bergeron, Lawrence Bennett, D. H. Juers, and James Folsom. They report that prospects for new members look good since a presentation at a large local firm.



Clubs Around The World



Promotion In Germany

Robert J. Harlan, a past president of Rhein Main Club 2617-U in Frankfurt, Germany, has been named program director for the American Forces Network, Europe. Prior to the new assignment, he was AFN's deputy program director and director of program services.

Event In Madrid

Maj. Gen. Eugene B. LeBailly, Sixteenth Air Force commander, was guest speaker at the semi-annual installation meeting of Madrid Club 2378-U in Spain. Col. Sanford K. Moats, 401st Tactical Fighter Wing commander, was inducted into the club as an honorary member.

CHARTER PROGRAM — The charter presentation for Tower Club 3644-U in Grafenwoehr, Germany, brought together (from left) Otto Mohr, Robert Harlan, a past president of the Rhein Main Club 2617-U in Frankfurt; Carol Grossman, Tower Club president; J. J. Schneider, executive lieutenant governor of District 50; and Duane H. Collins, a past president of the Rhein Main Club.



PANAMA GATHERING

— Brig. Gen. W. P. Leber (second from left), governor of the Panama Canal Zone, visits with (from left) Stuart Reed, President Robert Wick, and President-Elect Ted Hans, during an installation meeting of the Isthmian Club 1788-U in Balboa. Governor Leber was an active Toastmaster in Washington, D.C.



News From Japan

Kansai Club 2244-U in Osaka, Japan, has welcomed as new members Brazilian Consul-General L. G. Lins de Barros and Ghananian Consul-General D. K. Kulevome.

In South Africa

Nine clubs in the Union of South Africa gathered for the annual inter-Toastmasters competition, hosted by Springs Club 3194-U. Members from

seven clubs in Johannesburg and from one club in Pretoria took part. Johannesburg clubs represented were Jeppe Quodam Club 1954-U, Johannesburg Club 113-U, Old Edwardian Club 2163-U, Old Johannian Club 2475-U, Wanderers Club 2305-U, Pelindaba Club 2444-U, and S.A.I.M. Club 658-U. Pretoria Club 2199-U also was represented. The local newspaper termed the annual meeting the public speaking event of the year.

TAINAN LADIES NIGHT — Tainan Club 3102-U in Tainan, Taiwan, hosted a recent Ladies Night and President Henry Pai congratulates Table Topics Chairman Portia Hsu. At right is Mathew Chao, Toastmaster of the evening. L. S. Chang, past educational vice-president, is second from left.



NEW CLUBS

As of March 1, 1968

- District F** INLAND EMPIRE Club No. 3584-F. Meets: Tues., 8:00 a.m., Bluff's Rest., 2280 Washington St., COLTON, Calif. Contact: 684-4250.
- District 4** PAJARO VALLEY Club No. 2373-4. Meets: Wed., 7:00 a.m., Miramar Grill, 526 Main St., WATSONVILLE, Calif. Contact: 688-2011.
- District 8** DANIEL BOONE Club No. 3536-8. Meets: 2nd-4th Thurs., 7:00 p.m., Jim Hunter Rest., ST. CHARLES COUNTY, Mo. Contact: 272-4059.
- District 24** VIKING TOASTMASTERS Club No. 552-24. Meets: Mon., 6:30 a.m., Crest Cafe, OAKLAND, Neb. Contact: 685-5005.
- District 26** DOWNTOWN Club No. 2777-26. Meets: Wed., 12 noon, Acacia Hotel, 104 E. Platte, COLORADO SPRINGS, Colo. Contact: 596-5869.
- District 28** BENDIX-ANN ARBOR Club No. 917-28. Meets: Wed., 5:30 p.m., No. Campus Commons, The University of Michigan, ANN ARBOR, Mich. Contact: 665-7766, Ext. 315.
- CENTER Club No. 1368-28. Meets: Wed., 6:15 p.m., Jewish Comm. Center, 18100 Meyers Rd., DETROIT, Mich. Contact: 549-4045.
- District 31** FURNITURE Club No. 3025-31. Meets: 1st-3rd Mon., 7:00 p.m., Pillar House, Newton Lower Falls, BOSTON, Mass. Contact: 227-7195.
- District 41** SKYLINE Club No. 3258-41. Meets: Sat., 6:30 a.m., Taylor's Rest., RAPID CITY, S.D. Contact: 342-3985; 342-3200.
- District 46** SOUTH SHORE Club No. 2465-46. Meets: 1st-3rd Wed., 9:00 p.m., Bay Shore-Brightwaters Library, 1 So. Country Rd., BRIGHTWATERS, N.Y. Contact: 666-3475.
- District 47** TOASTMASTERS CLUB OF STUART Club No. 2557-47. Meets: Mon., 7:30 p.m., Holiday Inn of Stuart, STUART, Fla. Contact: 287-5945.
- District 52** UNIVERSITY CLUB No. 2725-52. Meets: 2nd-4th Wed., 7:45 a.m., University Club, LOS ANGELES, Calif. Contact: 625-2345, Ext. 269.
- District 59** CAPITAL NEVADA Club No. 1813-59. Meets: Wed., 7:00 p.m., Heidi's Rest., CARSON CITY, Nev. Contact: 882-1646.
- District 61** ROCKCLIFFE RACONTEURS Club No. 808-61. Meets: 2nd-4th Wed., 12 noon, Officers Mess, CFB Rockcliffe, OTTAWA, Ont., Canada. Contact: 749-3493.
- DYNAMO Club No. 1176-61. Meets: Thurs., 6:00 p.m., Hotel Champlain, 306 Labrecque, CHICOUTIMI, Que., Canada. Contact: 547-9886.
- CLUB TOASTMASTERS DES ELANS Club No. 1937-61. Meets: Thurs., 8:00 p.m., B.P.O. Elks Lodge 283, 680 St. Alphonse St. East, THETFORD Mines, Que., Canada. Contact: 335-5848.
- District 62** CLARK EQUIPMENT Club No. 2210-62. Meets: Wed., 12 noon, Clark Equip. Co., 24th & Lafayette Sts., BATTLE CREEK, Mich. Contact: 964-5454.
- District U** OKINAWA CENTRAL Club No. 1522-U. Meets: Wed., 12 noon, Golden Hall, Ume Rm., Ryukyu Tokyu Hotel, NAHA, Okinawa, Ryukyu Islands. Contact: 77191.
- MEISTERSPEAKERS OF NUERNBERG Club No. 1582-U. Meets Thurs., 7:00 p.m., U.S. Army Hotel, Top Hat Rm., NUERNBERG, Germany.
- BANABA Club No. 1912-U. Meets: alt. Thurs., 7:00 p.m., Banaba Club-house, Batangas, Philippines.

DISTRICT GOVERNORS 1967-1968

- F. George T. Price III 1500 Old Mill Rd., San Marino, Calif. 91108
2. Louis E. Christen 856 S. 124th St., Seattle, Wash. 98168
3. Keith Smith P.O. Box 1980, Phoenix, Ariz. 85001
4. Peter S. Hegedus 1688 Rosita Rd., Pacifica, Calif. 94044
5. Robert J. Bolam 4350 Hermosa Way, San Diego, Calif. 92103
6. Arthur L. Fahland 5715 Juniata, Duluth, Minn. 55804
7. L. D. Anders 922 S. W. Washington St., Portland, Ore. 97205
8. Ken Miller 6621 Sutherland, St. Louis, Mo. 63109
9. Lester Merritt 715 North Towne Ofc. Bldg., Spokane, Wash. 99207
10. Peter Zizes 2682 Fairview Pl., Cuyahoga Falls, Ohio 44221
11. Robert H. Witchey 935 Morrow Way, Ft. Wayne, Ind. 46808
12. LeRoy F. Howard 305½ North St., Taft, Calif. 93268
13. Wallace R. Burgess 4359 Brightview Ave., Pittsburgh, Pa. 15227
14. Philip E. Viviani 807 Lakecrest Dr., Macon, Ga. 31204
15. Wayne Stout 1382 Ammon, Pocatello, Ida. 83201
16. Gaylord Giles Rte. 3, Box 275, Edmond, Okla. 73034
17. Carl Rupp 2838 Beth Dr., Billings, Mont. 59102
18. George P. Arakelian 5154 Edmondson Ave., Baltimore, Md. 21229
19. Max W. Churchill 914 Cedar, Muscatine, Iowa 52761
20. Arvy Larson P.O. Box 492, E. Grand Forks, Minn. 56721
21. Werner Bernhardt 59 Plover St., Kitimat, B.C., Canada
22. Warren Reed 1107 S. 2nd St., Leavenworth, Kan. 66048
23. E. Wayne Poindexter Star Route Box 209, Alameda, N.M. 87114
24. Harlan Vogt 11925 Skylark Dr., Omaha, Neb. 68144
25. John K. Miller 230 W. Northgate Dr., Irving, Tex. 75060
26. Phil Hatch 660 Detroit, Denver, Colo. 80206
27. Peter Varekoi 322 W. Kanal Ave., Porterville, Calif. 93257
28. Jay C. Dennis 6901 Providence, Whitehouse, Ohio 43571
29. LaGuin Elkins 158½ Stanton Rd., Mobile, Ala. 36604
30. Beverly Chase 1140 Alfini Dr., Des Plaines, Ill. 60016
31. Daniel M. Shea 114 Bunker Hill Lane, Quincy, Mass. 02169
32. Burton Malakoff 8532 Terrace Rd. S.W., Tacoma, Wash. 98498
33. Ray Rogers 655 Hemlock, Hermiston, Ore. 97138
34. John R. Glushko Bonbright & Co., 1 State Tower Bldg., Syracuse, N.Y. 13202
35. Arthur Garvey 1934 West County Line Rd., N. 96, Mequon, Wis. 53092
36. William J. Davis 12402 Littleton St., Wheaton, Md. 20906
37. Robert Bruce Owens Rte. 1, Box 452-A, Woodbury, N.C. 27829
38. Al E. Koenig 564 Prince St., Woodbury, N.J. 08096
39. Floyd T. Brown 7648 Manorcrest Way, Sacramento, Calif. 95832
40. Orville Hurlinger 750 W. 8th St., Marysville, Ohio 43040
41. Lloyd M. Taplett 2800 E. 14th St., Sioux Falls, S.D. 57103
42. Harold Bickel % Imperial Life, Bentall Bldg., Calgary, Alta., Canada
43. Gene Davenport 6624 Longwood Rd., Little Rock, Ark. 72207
44. Barry Koch 2512 Terrace, Midland, Tex. 79701
45. John Delaney 80 Craigie St., Portland, Me. 04102
46. William Van Gelder 7 Slayton Dr., Short Hills, N.J. 07078
47. Charles Avery 313 Bay Ave., Cocoa, Fla. 32922
48. Gene Smythe 873 77th Way S., Birmingham, Ala. 35206
49. Hideo Toda P.O. Box 351, Honolulu, Hawaii 96809
50. Kirk Barry 1741 Pier Ave., Santa Monica, Calif. 90405
51. C. Michael Luyt 117 Calle de Sirenas, Redondo Beach, Calif. 90277
52. Tom Costanzo 3541 Mevel Pl., La Crescenta, Calif. 91014
53. Frederick Haak 447 Maple Road, Longmeadow, Mass. 01106
54. Luther H. Beck 160 N. Third Ave., Canton, Ill. 61520
55. Dr. A. S. Aldrich 2360 E. Pershing Blvd., Cheyenne, Wyo. 82001
56. Walter Wukasch 403 W. 19th St., Austin, Tex. 78701
57. Harold Davis 691 Calmar Ave., Oakland, Calif. 94610
58. Robert J. Ellison Jr. 322 Elizabeth Dr., Greenville, S.C. 29607
59. Adin E. Earl Bell of Nevada, Rm. 112, 645 E. Plumb Lane, Reno, Nev. 89502
60. John Bonfield 41 Winnipeg Rd., Weston, Ont., Canada
61. Maurice Levesque 3349 Monselet, Montreal 39, Que., Canada
62. James A. Leader 2647 13th St., Port Huron, Mich. 48060
63. Claude Haws, Jr. 5816 Littlejohn Lane, Knoxville, Tenn. 37918
64. Charles E. Addison 43 Laval Dr., Winnipeg 19, Man., Canada
65. Louis J. Maggiotto 139 Niagara St., Buffalo, N.Y. 14201
66. Cecil McMahon 2807 Goolsby Ave., Richmond, Va. 23234
67. James A. McFarland 3350 Mt. View Dr., Anchorage, Alaska 99504
68. B. William Box 307 Midway Dr., New Orleans, La. 70123

TOASTMASTERS COUNCIL PRESIDENTS

Australia — Robert C. Waters
British Isles — A. C. McNab

22 Coronation Ave., Cronulla, N.S.W., Australia
282 Strathmartine Rd., Dundee, Scotland

Parliamentary Aids

Available From World Headquarters

There are many educational aids available from World Headquarters to help you learn parliamentary procedure. Use them to polish-up on the proper techniques.

The Parliamentary Kit (Code 166)each \$10.00

Consists of a parliamentary chart 36 by 50 inches (Code 168), 40 pocket-size parliamentary charts (Code 169), and a copy of the handbook "Parliamentary Procedure At A Glance" (Code B-25).

These items may be purchased separately:

Parliamentary Chart (Code 168)each \$6.00
 Pocket-size Chart, President's Reminder (Code 169)each \$.10
 "Parliamentary Procedure At A Glance" (Code B-25)copy \$2.00

Parliamentary Scripts (Code 1360)

Set of nine scripts designed to cover in dramatic form the processes of parliamentary procedure from the presentation of motions through the decorum of debate.

Script Nos. 1-912 copies of each \$4.50
 Script Nos. 1-412 copies of each \$2.00
 Any one script12 copies \$.50
 Script Nos. 1-9one copy of each \$.50

Robert's Rules of Order (Revised) (Code B-30)copy \$ 3.75

325-page hard cover, pocket-size book by General Henry M. Robert covers virtually all points of parliamentary law.

**ORDER FROM
 TOASTMASTERS INTERNATIONAL, SANTA ANA, CALIFORNIA 92711**

(Add 10% for packing and shipping. California clubs add 5% sales tax. Include club and district numbers, zip code, when ordering.)

337-11-47B
 V P WHITTEN
 1629 STINSON AVE
 EVANSVILLE IN 47712