

# THE TOASTMASTER

AUGUST

1968



FOR BETTER LISTENING

THINKING • SPEAKING



MIAMI BEACH, FLORIDA  
1968 Convention City  
Toastmasters Town of the Month



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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

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## INDEX

PRESIDENT'S MEMO — Concentrate On The Strong Points .....	3
YOU CAN HELP — TO SAVE A HEART — by Jesse E. Edwards, M.D. ....	4
DISTRICT GOVERNORS 1968-1969 .....	8
TOASTMASTERS PARTICIPATE ON CONFERENCE PROGRAMS — by Lewis P. Anderson .....	14
HONOR ROLL .....	18
TOWN OF THE MONTH — Miami Beach, Fla. ....	19
TOASTMASTERS TOWN OF THE MONTH .....	20
PROGRESS REPORT ON 1967-68 GOALS .....	23
AMIABLE ARROGANCE — by D. W. Soughan .....	24
ROLAND CORDILL NAMED MANAGER OF MEMBERSHIP, CLUB SERVICES .....	27
MORE ON PROJECT SPEAK OUT .....	28
CLUBS IN THE NEWS .....	30
TOASTMASTERS IN THE NEWS .....	34
SPEAKER'S PAGE .....	37
TOASTMASTERS ORGANIZE 147 GAVEL CLUBS .....	38
ARE YOU USING THESE ITEMS? .....	39
NEW CLUBS .....	40

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# In This Issue

**YOU CAN HELP — TO SAVE A HEART** — Dr. Jesse E. Edwards, president of the American Heart Assn., presents a Toastmasters speaking opportunity. Toastmasters can help save human lives by spreading the message about how heart disease might be prevented or its ravages reduced. See Page 4.

**DISTRICT GOVERNORS 1968-1969** — *The Toastmaster* presents the recently elected district governors for 1968-69. The presidents of the Toastmasters Council of Australia and the Toastmasters Council of the British Isles also are introduced. See Page 8.

**TOASTMASTERS PARTICIPATE ON CONFERENCE PROGRAMS** — Toastmaster Lewis P. Anderson describes how Toastmasters made a direct contribution of service in the training of employees in the federal service. Club members found a new speaking experience when the government asked Toastmasters to assist. See Page 14.

**TOASTMASTERS TOWN OF THE MONTH** — Details and procedures about the Toastmasters Town of the Month program are explained, and all clubs are invited to develop a bid for their communities for the 1969 series. See Page 20.

**AMIABLE ARROGANCE** — Toastmaster D. W. Soughan, a previous contributor to *The Toastmaster*, authored this article about how the novice speaker can gain self confidence with a gentle dose of amiable arrogance. See Page 24.

**MORE ON PROJECT SPEAK OUT** — A sampling of the enthusiastic reports on President Salin's invitation to clubs to conduct special Project Speak Out meetings to discuss community issues is the basis for this second article on the success of Project Speak Out. See page 28.

**TOASTMASTERS ORGANIZE 147 GAVEL CLUBS** — A review of Toastmasters clubs' success around the world in organizing Gavel Clubs for persons not otherwise eligible for membership in a regular Toastmasters club. See Page 38.

**ARE YOU USING THESE ITEMS?** — Member-education and club program materials which will make your Toastmasters training more complete and rewarding are available at World Headquarters. Check for items you might be needing for your guidance. See Page 39.

## President's Memo

# CONCENTRATE ON THE STRONG POINTS



Toastmasters International operates in a realm which is not only highly competitive but becoming more so every day. To remain strong, we must concentrate on the things that set us apart from college, correspondence, and commercial speech courses — and strike out for new goals.

My many years of experience in what I like to call "message dynamics" have brought me to the conclusion that our strength lies primarily in two fields: (1) only Toastmasters offers the participant the opportunity for constant practice over a long period of time, accompanied by significant, honest evaluation of his efforts; and (2) only Toastmasters is *an organization* with a purpose and a spirit creating human values. These, then are the things to build on.

The quality of our evaluations is of prime importance, and this must include concern with speech content: the quality of message and the ethics of personal involvement are as much subject to scrutiny as mechanical details. Practice is just as vital. Short-term concentrated courses will bring measurable short-term benefits, but only constant practice will keep a skill sharply honed. In this, the communicator is no different from the musician or the athlete.

But practice is only that — a simulated situation enabling us to meet the important event when it arises. Since we teach leadership as one facet of effective communication, let us not forget that the true test comes with the courage to stand up and speak up not when it is popular but when it counts. Leadership is a function of individual worth and involves responsibility to others. This is why *Toastmasters being an organization* is so important: through this we have the opportunity to apply our skills meaningfully.

We have turned outward this year, mindful of the fact that we cannot build for ourselves while society goes begging for the help we are qualified to give. Taking this giant step into the unknown, we suddenly found ourselves in the company of the more foresighted among our major corporation and business leaders — and this, after all, is the company in which we belong. Let us therefore concentrate on the strong points that make us an effective force in society, not just another speech course, so that our future will far outshine our past.

A handwritten signature in dark ink that reads "Lothar". The signature is written in a cursive style with a large, sweeping initial 'L'.

Lothar Salin  
International President



# How You Can Help To Save A Heart

BY JESSE E. EDWARDS, M.D.

*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 president of the American Heart Assn. invites Toastmasters to speak out on heart disease.*

TOASTMASTERS can help save human lives — by spreading the message about how heart disease might be prevented or its ravages reduced.

Heart transplantation has been in the headlines lately as a possible means of giving patients with hopeless hearts a second chance at life. However, the subject of heart transplantation should be put into better perspective: that it is an experi-

*Dr. Jesse E. Edwards of St. Paul, Minn., is president of the American Heart Assn., director of laboratories at Charles T. Miller Hospital, clinical professor of pathology at the University of Minnesota School of Medicine, and professor of pathology at the university's Graduate School. He also is chief pathologist and director of research and training program in cardiovascular pathology at Charles T. Miller Hospital. He received Modern Medicine's Distinguished Achievement Award for outstanding contributions to medical progress in 1964.*



mental surgical procedure, still in the clinical trial stage. Within the foreseeable future there can be very few patients who will benefit from it.

Meanwhile, we are faced by the enormous reality that 25 million Americans suffer from some form of cardiovascular illness. This complex of diseases is responsible for more than a million deaths yearly, including 500,000 from heart attack — the biggest killer of them all.

So instead of becoming too preoccupied with the high drama of heart transplantation, it might be appropriate if Toastmasters were to bring these questions to the public attention: What can be done *now* to reduce this appalling heart attack toll? What existing knowledge and techniques are we failing to utilize to the fullest possible extent?

Specifically, what can you as a Toastmaster do to help? You

can inform the public that there is one program which might save the lives of an estimated 50,000 patients yearly — far beyond the potential of heart transplants for many years to come. It can be placed into effect without worrying about blood typing or organ rejection, and it can be done without surgery.

I refer to one of the great unrealized potentials of our present-day medical structure: the coronary care unit, staffed on a 24-hour basis by specially trained medical and paramedical personnel. The vast majority of the estimated 250,000 persons who die annually in United States hospitals after acute heart attacks do not get the monitoring and emergency service that can mean the difference between life and death.

If we could triple the number of coronary care units in larger hospitals, and increase more



than six-fold the number of combined units in smaller hospitals, we could achieve our goal of saving about 50,000 more lives each year.

This is the message Toastmasters are invited to relate in speeches to community organizations. Coronary care programs are a product of this decade. Indeed, they were first emphasized by the American Heart Association and the Heart Disease Control Program in 1965. The proof of their value is well-established, and the stakes are high. Heart Associations throughout the nation have been urged to intensify their efforts to speed their installation, and to hasten the day when every patient entering a hospital with an acute heart attack will have access to an effective coronary care unit. Toastmasters can assist by spreading word of this need.

#### **Reduce Deaths**

What else can be done to reduce the heart attack toll? For one thing, more effective use must be made of knowledge about resuscitation, thus reducing the number of acute heart attack victims who die outside of the hospital — of which there are about a quarter of a million each year.

What we are actually seeking, however, is a heart and circulatory system so free of disease as never to require surgery or resuscitation. Toastmasters speak-

ers can help us move toward this goal through greater efforts to advance preventive education based upon risk factors in coronary heart disease which have now been identified.

These risk factors can be reduced by:

Regular physical checkups.

Prompt medical treatment of any high blood pressure that can be found.

Regular and moderate physical activity.

Avoidance of cigarettes.

#### **Proper Diet**

Maintenance of normal weight, and by eating less saturated fats and foods high in cholesterol, with a larger percentage of dietary fat requirements obtained from polyunsaturated fats.

Preventive measures applied in childhood can be much more effective than those undertaken after an individual develops coronary disease. Nevertheless, preventive measures taken at any time in life can help reduce the risk of heart attack.

And that last sentence, briefly, just about sums up the message I hope all Toastmasters will help to spread. Any local Heart Association will be glad to supply you with literature — written in lay language — on how to help you tell your listeners what they can do to avoid heart attacks.

Should anyone ask you what to do specifically about a risk

factor, refer him to his physician. Only doctors can gauge the degree of risks involved for each individual, and tests for certain risk factors — such as electro-cardiograms or blood chemistry — can be performed or evaluated only by physicians.

The basic cause of most deaths from coronary disease is atherosclerosis, which is due to deposits in the arteries of fatty substances known as lipids. A great deal of research remains to be done on the causes of atherosclerosis—but we do know that it can be controlled, and even prevented.

#### **Research Funds**

The American Heart Association and its 54 affiliated heart associations throughout the country are devoting a major portion of the funds they raise each year toward this type of research. In fact, the Heart Association is the largest non-governmental source in the world of funds for research into cardiovascular disease. It is proud of the progress made in the last twenty years. To mention a few achievements:

- Most cases of high blood pressure now can be controlled through improved methods of treatment, thus not only reducing the direct complications of this condition but avoiding the atherosclerosis which it may stimulate.

- Rheumatic fever and rheu-

matic heart disease, leading cripples of schoolage children, now can be prevented.

- New surgical techniques make it possible to replace diseased and damaged blood vessels and, as had been indicated, we stand on the threshold of new advances in the technique of heart transplants.

- Other advanced surgical procedures can repair inborn and acquired defects within the heart; the large majority of all inborn defects now can be corrected or relieved.

- New methods of treatment and rehabilitation can prevent or reduce invalidism from stroke.

- New tools have given the physician increased ability to diagnose heart and blood vessel diseases with greater speed and accuracy.

#### **Important Advance**

These, and other important advances, have produced dramatic results, although there are still many problems to be solved.

The achievements we have spearheaded over the past twenty years are saving hearts and lives today. Effective application of present knowledge can do even more in the future. If Toastmasters can help spread the word about the preventive steps listed above they will have rendered to the American people — perhaps even to their own families — a service beyond value.





1—C. A. (Bud) Welch  
Downey, Calif.



2—Angelo K. Geary  
Everett, Wash.

# DISTRICT 1968 -

# GOVERNORS -1969



12—Alex M. Gunn  
Paso Robles, Calif.



13—Eugene E.  
Friedline  
Indiana, Pa.



3—James J. Struble  
Phoenix, Ariz.



4—William L. Stark  
San Jose, Calif.



5—Robert A. Thomas  
San Diego, Calif.



14—Attie A. Fleming  
Athens, Ga.



15—Royal C. Sloten  
Twin Falls, Ida.



16—Otto Pluess  
Oklahoma City, Okla.



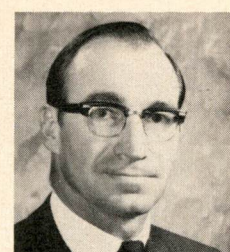
6—Loyd Goolsby  
Bloomington, Minn.



7—Ronald E.  
Ragsdale  
Portland, Ore.



8—Robert E.  
Downing  
Beason, Ill.



17—Dan H. Pyfer  
Butte, Mont.



18—Francis J. Butler  
Glen Burnie, Md.



19—Cleon C.  
Babcock  
Des Moines, Ia.



9—Dr. William H.  
Fate  
Coeur d'Alene, Ida.



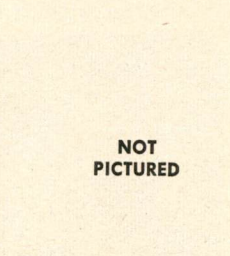
10—William R.  
Armstrong  
Painesville, Ohio



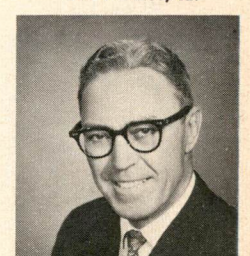
11—Robert B.  
Millikan  
Noblesville, Ind.



20—Richard P.  
Corcoran  
Bismark, N.D.



21—Kenneth A.  
Mackenzie  
Port Alberni, B.C.



22—Claude L. Wilson  
Salina, Kan.

NOT  
PICTURED





23—William W. Steele  
El Paso, Tex.



24—Norman Buddecke  
Bellevue, Nebr.



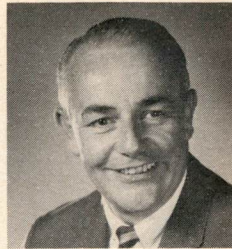
25—Virgil E. Heidbrink  
Dallas, Tex.



26—Ken M. Garry  
Denver, Colo.



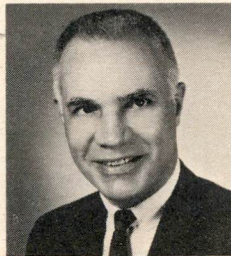
27—Robert J. Cook  
Turlock, Calif.



28—Robert Ralph  
Mt. Clemens, Mich.



29—Rhoten W. Willhoit  
Milton, Fla.



30—Bernard D. Wilson  
Mt. Prospect, Ill.



31—Maurice A. Frechette  
Coventry, R.I.



32—Paul H. Conner  
Port Angeles, Wash.



33—Richard A. Leith  
Pasco, Wash.



34—William H. Fulkerson  
Troy, N.Y.



35—Milan P. Horvate  
Hales Corners, Wisc.



36—Leonard M. Wilson  
Falls Church, Va.



37—John G. Edwards  
Winston-Salem, N.C.



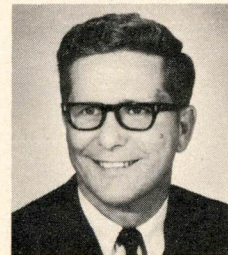
38—Joseph E. Bennetch  
Woodbury, N.J.



39—James Hansen Carmichael, Calif.



40—Clarence W. Abele  
Dayton, Ohio



41—James E. Wolfe  
Sioux Falls, S.D.



42—Ronald M. Chapman  
Edmonton, Alta.



43—Thomas A. Evans Jr.  
Memphis, Tenn.



44—William R. Larsen  
Midland, Tex.



45—Frank W. Landry  
Moncton, N.B.



46—Joseph W. Hickenbottom Jr.  
Woodside, N.Y.





47—Fred G. Thompson  
Miami, Fla.



48—James T. Smith  
Albertville, Ala.



49—Lester P. Anderson  
Honolulu, Hawaii



50—John J. Schneider  
Los Angeles, Calif.



51—Norman Wasserman  
Lynwood, Calif.



52—Clarence C. (Pete) Petersen  
Van Nuys, Calif.



53—William J. McKinstry  
New Britain, Conn.



54—Stanley T. Smith  
Dixon, Ill.



55—Byron M. Johnson  
Gering, Nebr.



56—Dr. Loren B. Goss  
Houston, Tex.



57—Robert E. Wirt  
San Leandro, Calif.



58—Paul H. Pow  
Summerville, S.C.



59—Cornelius W. Lingenfelter  
Reno, Nev.



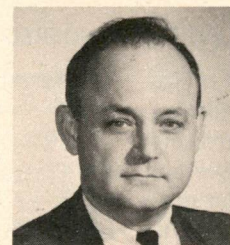
60—Roy G. Durham  
Brampton, Ont.



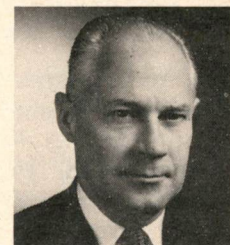
61—E. E. (Al) Doyle  
Dollard Des Ormeau,  
Que.



62—Fred Powlenko  
Muskegon, Mich.



63—Claude C. Haws Jr.  
Knoxville, Tenn.



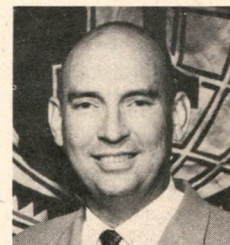
64—Charles E. Addison  
Winnipeg, Man.



65—Peter H. Zachmann  
Rochester, N.Y.



66—Marion B. Lilienthal  
Portsmouth, Va.



67—George Denison  
Soldotna, Alas.



68—Billy H. Walker  
Baton Rouge, La.



TCA—Walter Roberts  
Loftus Heights,  
N.S.W.



TCBI—Eric M. Leitch  
Greenock, Scotland



*Members Find New Speaking Experience.  
Government Asks Toastmasters to Assist...*

## Toastmasters Participate On

BY LEWIS P. ANDERSON

AS A TOASTMASTER and a career government employee, the thought has frequently crossed my mind, "How can our Toastmasters make a direct contribution of service in the training of employees in the federal service?"

In District 36, approximately 75% of our Toastmasters are employed in government departments. Practically all sciences, professions, and trades are represented among our 94 clubs. What a vast reservoir of speakers to call on if the need should ever arise!

Then one day I received a call from a member of Customs Club 3793-36, who invited the district to furnish panelists for a discussion on "Oral Communications" to be conducted before a group of young management interns employed by the Customs Service of the Treasury Department.

I lost no time in contacting our district governor and other experienced men, all of whom

expressed enthusiasm over the idea.

A week or so later, we met in the Customs Building and spent most of the afternoon talking about the importance of effective speech, the organization of a talk, techniques, and occasionally, on how we conduct our Toastmasters meetings.

The program concluded with a lively question and answer session, and from the frequency of the questions directed to our panelists, we felt we had gained the interest of the young interns. A few weeks later our efforts were rewarded when the customs commissioner expressed his personal appreciation.

The following summer, the assistant postmaster general asked us to conduct a panel discussion before a class of management interns at the Post Office Department.

This time our group was a little better organized, and each of our six panelists spoke for about fifteen minutes during a

## Conference Programs



two and one half hour program. It again was terminated by a question and answer session. The talks covered such subjects as "Conference Techniques," "Visual Aids—Flip Chart Techniques," and "Rules of Order — A Management Tool."

The following spring we were invited by an associate director of the U.S. Civil Service Commission Training Center to participate in a three-day program. We were to appear for an hour and a half on the second day of the program, and it was suggested that our panelists have either science or engineering degrees. After looking over the list of our 24-member audience, I could understand why: this was indeed a group of specialists from various federal agencies. They included electrical engineers from the Agriculture Department, ship engineers from the Maritime Administration, a chemist from the Interior Department, and a microbiologist and an oceanographer from the

Department of the Army.

Accordingly, it was clear that our program should be geared to emphasize the changing role of these professions. The scientist is no longer constantly in the laboratory nor the engineer at his work bench. Times have changed and so has the scene, we would say. They would be told how they have now joined the ranks of the management profession and their most effective tool is that of effective oral communication.

After a few phone calls, we obtained an engineer panelist from the Interior Department and scientists from the Smithsonian Institution. I had never met our Toastmaster scientists until they appeared, ready to go with their talks at the Training Center. After an introduction by Past District 36 Governor Bob Bradley, we presented six speakers, each of whom talked for 10 to 15 minutes.

A coffee break was held during the last 10 minutes and af-



forded the audience an opportunity to question our panelists on their own individual topics, some of which included: "Communications and Motivation by the Science Supervisor," "Adaptability of the Individual to Administrative Role," and "Communications and the Engineer."

At the end of the session we were delighted to receive a tape recording which had been made by the associate director during our entire program.

This project has some similarities to the Speechcraft program. Working as a team, our panelists assumed the role of instructors before non-member audiences. As instructors, they consequently derived benefits from the principle that "the teacher learns the most." In addition, they realized the personal satisfaction derived in contributing to the development of other men. As a fringe benefit, they even attracted some new members along the way.

Over the years panel discussion programs carry a particular advantage of encouraging individual participation. As a result, interest and enthusiasm are generated for the central theme, which in our case is always "Oral Communications."

We are particularly interested in our audience reaction as manifested in the "feedback" letters following each program. Such information serves as a guide-

line in enabling us to make our programs even more interesting and educational.

For example, we were advised by the Civil Service Commission at the conclusion of our last program that the engineers and scientists, because of their background, were particularly interested in the how-to type of presentation, such as the use of flip charts. Because of their background and work experience, this audience was easier to reach through "cook book" or "1, 2, 3" explanations of what and how to do something. It was further indicated that they were expressly interested in learning about conference leading and participation. Such constructive suggestions, like the Toastmasters evaluation, enabled us to constantly improve upon our presentation techniques in future programs.

From what we have learned, the following points are suggested as guidelines in conducting educational panel discussions to non-Toastmasters groups:

1. Make preliminary inspection of premises to see that all necessary equipment has been set up, that there is adequate ventilation, and there is freedom from interruptions.

2. Timing is important. Always start the program promptly and ascertain the approximate time each speaker will consume. Provisions should be made for

pre-arranged signals to panelists who may run over their allotted time.

3. Panelists should be carefully selected on the basis of their speaking abilities and educational and experience backgrounds.

4. Maintain a last-minute check on the panelists to insure their attendance and preparation.

5. Be sure to provide for at least two or three back-up speakers in the event of unexpected absences.

6. Arrange the topics of the speakers in a logical sequence that will carry out the main theme.

7. Encourage the use of props or visual aids since they tend to add some spice to the presentations.

8. A little humor may be injected by the moderator between speeches to help dispel monotony.

9. Whenever possible have a

question and answer session. This helps generate interest and keeps the panelists on their toes. Be sure to keep it under control and within reasonable time limits.

10. After reasonable periods, take a 5 or 10-minute break to keep the program from getting tiresome and the audience from getting restless. A coffee break also offers an excellent opportunity for the audience to meet the panelists individually.

11. Make use of printed programs. They tend to add dignity and publicity to the affair. They also make good records of past presentations.

12. At the end of the session, always ask for critical "feedbacks" and suggestions for improvement from the audience.

Our experience with these programs has been educational and fun . . . and it has given Toastmasters in District 36 another way to Serve and Grow . . . With Pride.

*Lewis P. Anderson is director of public relations for District 36 and is a past president of Federal Bar Club 1915-36 in Washington, D.C. He served as District 36 Speechcraft director in 1966-67 and was governor of Area II, District 36, in 1964-65 and 1965-66. He is a career employee in the Post Office Department.*





# Honor Roll

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

## ABLE TOASTMASTERS (ATM)

### Certificates of Achievement

L. D. McKimmy (ATM)  
Norton AFB Club 428-F  
R. W. Elder (ATM)  
Mercer Island (Wash.) Club 3377-2  
H. D. Smith (ATM)  
WIIIS San Francisco (Calif.) Club  
3548-4  
W. O. Dederling (ATM)  
Conoma Club 454-16  
L. A. Rasmussen (ATM)  
Marshalltown (Ia.) Club 1857-19  
J. Hughes (ATM)  
Loras Club 3482-19  
E. G. Denzler (ATM)  
Las Cruces (N.M.) Club 1938-23  
D. H. Miller (ATM)  
Capitol Club 611-24  
L. E. Young (ATM)  
Chemical Corps Club 3151-36  
T. F. Beal (ATM)  
Little Nipper Club 2749-38

J. B. Kendrick (ATM)  
Associates Club 1042-50

## LEADERSHIP THROUGH SPEECH

### Certificates of Progress

E. D. Jester 1366-8  
F. J. Bower 1476-10  
H. R. Kelley 715-11  
R. Totusck 576-16  
J. West 2871-22  
K. E. Calkins Jr. 2233-23  
J. M. Smith 884-44  
B. J. Pich 3119-45  
J. B. Brouard 2695-47  
G. Orme 2018-58

D. H. Driver 1902-66

## THE ADVANCED SPEAKER

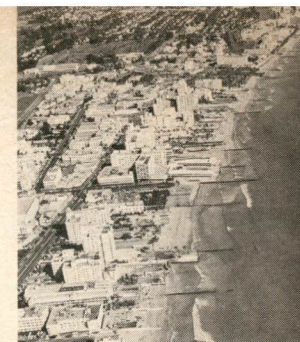
### Certificates of Progress

E. B. Wilson 16-3  
W. D. Weisgerber 2038-4  
J. C. Purser 2038-4  
R. Mullins 3400-4  
E. M. Maltzef 1086-7  
J. R. Schoon 2575-8  
L. R. Guenin 902-13  
F. C. Medau 3129-15  
J. E. Barber 1362-16  
J. F. Williams 2733-18  
J. E. Whitehouse 2708-19  
L. G. Miller 1493-22  
M. Fogoros Jr. 1380-28  
D. O. Cook 1629-37  
W. N. Moser 2073-39  
G. C. Bethel 2508-47  
J. J. Mortvedt 2101-48  
G. D. Collins 11-51  
S. B. Swearingen 1716-56  
G. Thomas 2735-60  
W. D. Church 1275-66  
G. A. Denison 3191-67

G. Mason 2890-U

## MIAMI BEACH, FLORIDA

# Toastmasters Town of The Month



MIAMI BEACH, FLORIDA, is host for the 37th Toastmasters International convention, at which about one thousand Toastmasters from the United States, Canada, and several foreign countries convene on August 14 for the start of four days of business and educational meetings and fellowship.

Miami Beach is an ideal setting for the International convention. It provides fun in the sun and sand activities along its nine-miles of natural sandy beach, its parks, and its amusement centers. Miami Beach is a major convention city with the greatest concentration of modern, air-conditioned hotel rooms in the world, expanded auditoriums and exhibit facilities, and year around beauty in its botanical gardens along city parkways and streets.

An oceanfront city, Miami Beach is separated from the mainland and the city of Miami by Biscayne Bay. This 7.4 square-mile island was a mangrove swamp until 1912, when its reclamation and development began. Miami Beach was incorporated in 1915, and a chamber of commerce was formed in 1921 to initiate an extensive campaign to attract visitors.

The size of the city's resident population is no measure of its relative importance. Its hotels, motels, and apartments provide housing for 120,000 visitors. There are no industries, no railroads, and no airports in Miami Beach. The city's only industry is making visitors feel at home, and Miami Beach has earned the title of "Conventionland U.S.A."

This playground of the world offers visitors sports, activities, and spectacles night and day. It offers the world's finest deep sea fishing, water skiing, boating, golf on championship municipal courses, tennis, lectures, concerts, all-star night club extravaganzas, and sightseeing. It is a pleasureland for all ages and one of the most famous vacation sites in the world.

There is one Toastmasters club in Miami Beach, Miami Beach VIP Club 1067-47, and 10 next door in Miami.



# TOASTMASTERS TOWN OF THE MONTH

## Gain Recognition for Your Community

This month Miami Beach, Florida, is the 109th in a series of cities featured as *The Toastmaster* magazine's Toastmasters Town of the Month.

Each month for more than nine years the magazine's cover and an article inside have honored a different city within the world-wide Toastmasters International organization. Many of them have been cities in the United States and Canada, such

as New Orleans, La.; Winnipeg, Man.; San Rafael, Calif.; and Halifax, N.S. Still others were those far-away places with the strange-sounding names: Manama, Bahrain; Kaohsiung, Taiwan; Willemstad, Curacao; and Tachikawa, Japan.

Many clubs have been inquiring about how the selections for Town of the Month are made and what they need to do to become eligible for selection.



Although all the selections have been made for 1968, the cities to be featured during 1969 will be selected this October. Selections will be made from those clubs which have made a formal request for the honor. World Headquarters always receives more requests than can be selected, so several considerations are kept in mind when making the decisions.

1. Community Publicity Value — What plans do the local clubs have for publicizing the Toastmasters program in their area? Are special meetings planned? Will the mayor of the city or the commanding officer of the military installation proclaim Toastmasters Week? Have local news media indicated they will publicize the event? Will displays of Toastmasters material be placed in local stores, banks, etc? How will the complimentary copies of *The Toastmaster* be distributed? Will there be a combined club meeting honoring community dignitaries from government, business, industry, or education, and a completion of a Youth Leadership Program or a Speechcraft course?

2. Timeliness — Does the selection tie in with a local celebration, anniversary, convention, or the club's 25th anniversary?

3. Geographic Location—The editors try to give world-wide representation in each year's selections. Particular attention to

the international scope of Toastmasters International will be paid in 1969.

4. Date of Request — When possible, preference is given to those submitting the earliest request.

The above criteria serve only as guidelines. The primary consideration is the community publicity value to be derived by Toastmasters, locally and at the district and international levels. When a city is featured, news releases to the local news media of the featured community can emphasize that *The Toastmaster* is carrying the city's story to Toastmasters in 47 countries and territories of the free world. It is up to local Toastmasters to make the most of the program.

Your city's selection as a Toastmasters Town of the Month can give a big boost to the Toastmasters activities in your area. How can your club make the most of it? An editorial in the newspaper? Distribution of *The Toastmaster* in business offices and waiting rooms, with a sticker attached that gives your club's name and meeting place? A special meeting that includes civic leaders? Window displays?

Why not put down your ideas and send them to World Headquarters? Your city may be selected as Toastmasters Town of the Month during 1969. It will help your club and Toastmasters International.

## PROGRESS REPORT ON 1967-68 GOALS

In response to the president's membership building challenge, the following 47 clubs showed outstanding member gains during the month of June:

G.S.I.A. 802-13, Pittsburgh, Pa.	Hispano-Americano 3606-52, Los Angeles, Calif.
Big Creek (Calif.) 1071-27	Corpus Christi (Tex.) 993-56
Marine Corps Supply Center 3379-14, Albany, Ga.	Georgetown (Guyana) 2687-U
Scarborough (Ont.) 3090-60	Riverside (Calif.) 132-F
Club Toastmasters Laval (Que.) 3237-61	Boeing 791-2, Seattle, Wash.
Hialeah-Miami Springs (Fla.) 3832-47	Prineville (Ore.) 671-7
Lake City (Pa.) 2188-13	Ogden (Utah) 140-15
Keith (South Australia) 3522-TCA	Black Gold 2599-16, Tulsa, Okla.
Esquire 2388-19, Des Moines, Ia.	White Sands 3422-23, White Sands Missile Range, N.M.
Saturday Sunrise 2253-37, Charlotte, N.C.	Oak Park (Ill.) 614-30
Texas Chiropractic College 268-56, Pasadena, Tex.	Susquehanna 2644-34, Binghamton, N.Y.
Continental Unit #1 1840-30, Chicago, Ill.	Mooresville (N.C.) 3126-37
Johnsville (Pa.) 2437-38	Franklin 524-40, Columbus, Ohio
Midland (Mich.) 2399-62	Capital City 2477-45, Frederickton, N.B.
Johannesburg (South Africa) 113-U	Naples (Fla.) 2835-47
El Puente 1408-F, La Puente, Calif.	Reddy Talkers 1987-48, Birmingham, Ala.
Duluth (Minn.) 1523-6	Narrators 1398-50, Los Angeles, Calif.
Sunrise 160-9, Spokane, Wash.	Brass City 1628-53, Waterbury, Conn.
Downtown 2777-26, Colorado Springs, Colo.	Sharpstown 2243-56, Houston, Tex.
McChord NCO 1594-32, Tacoma, McChord AFB, Wash.	Oakland "88" (Calif.) 88-57
Wisconsin 3490-35, Milwaukee, Wis.	Desert 1636-59, Hawthorne, Nev.
Arlington (Va.) 1130-36	Ptarmigan 979-67, Anchorage, Alas.
West Palm Beach (Fla.) 2222-47	Summerland 3865-TCA, Lismore, N.S.W.
	Wiesbaden (W. Germany) 2154-U

The following areas within the designated districts registered five or more Youth Leadership Programs between July 1, 1967, and June 30, 1968:

District 59, Area One, (12)	District 10, Area Four-D, (5)
District 4, Area Six, (9)	District 12, Area Two, (5)
District 47, Area Four, (8)	District 56, Area Four, (5)
District 28, Area Nine, (6)	District 63, Area One, (5)

The following districts had the most new clubs recorded between July 1, 1967, and June 30, 1968: **District 47** (12); **TCBI** (11); **TCA** (10); **District F**, **District 30**, and **District 61** (six each); **District 4**, **District 6**, **District 16**, **District 18**, and **District 52** (five each); **District 17**, **District 25**, **District 28**, **District 42**, **District 45**, **District 46**, and **District 50** (four each).



The Novice Speaker can  
and Should Develop in  
His Own Way; He can Gain  
Self Confidence by a  
Gentle Dose of . . .

# Amiable Arrogance



BY D. W. SOUGHAN

THE NOVICE SPEAKER who stands quivering before an audience will make mistakes and can be helped by frank, friendly evaluation.

But, beware! Too much speaker-training and attention to evaluators' views can be damaging to the beginner.

The novice already is molded into an individual, and nothing is to be gained by attempting to recast his character or his unique personality.

The speaker can and should develop in his *own* way. Happily, no two human beings are the same, and no amount of evaluation will reduce them to a standard form.

Modern man is too anxious to conform to what he feels society expects of him. Yet that same society reveres the occasional 'odd' character who has been successful in great part because he dared to be different.

"The reasonable man adapts himself to the world whilst the unreasonable man tries to adapt the world to himself," said

*"It matters not how strait the gate,  
How charged with punishments  
the scroll,  
I am the master of my fate;  
I am the captain of my soul."*

WILLIAM ERNEST HENLEY

George Bernard Shaw.

It once was said of Henry J. Kaiser that his greatest asset was his ignorance. He never knew that he couldn't do it. Nobody, it was thought, should build the Grand Coulee Dam in the sparsely populated Northwest or mass-produce welded ships, even in wartime. Surely he was going too far.

Yet time proved him right. Great decisions such as these were fraught with risk and only could have been made by a very courageous and most unreasonable man.

It may be bad manners to ignore reasonable evaluation but a leader often must do so or risk being led himself. Such men do not fear evaluation of others, but they take only a passing note of it.

Who can say how a person should develop? Nobody but himself. The learning process can proceed only through a series of experiences. We learn more by doing than by listening, and to achieve a healthy belief in our own abilities is perhaps one of the greater benefits education can bring.

It really matters little what others think of us once this inner tranquility has been achieved. With it there is no limit to what can be done. Without it there can be no real development.

This self-development is a personal struggle which continues

through life.

Too much introspection can lead to considerable doubting about one's true worth. A confident, perhaps over-confident, appraisal of ourselves is important since, as Eleanor Roosevelt said, "No one can make you feel inferior without your consent."

Why do some men succeed where others fail? We do not know, but we know that no man ever was invited to be outstanding, nor was one ever taught to be great. Parents, teachers, and evaluators' well-meaning attempts to persuade a person to be what he is not are doomed to failure. Ultimately the individual stands or falls by his own resources.

An evaluator reacts to a speech as he does to a book: he may justifiably criticize both if he finds valid flaws, but when he complains of simply not liking them his reaction is emotional. As such, it has little value. Probably most evaluations, however well-intended, are a combination of logic and emotion.

What is evaluation anyway? Is it not a judgment set against some standard, which more often than not is that of the evaluator? As such, evaluation's true value depends entirely on the criteria selected by the evaluator. These criteria rarely, if ever, are completely objective.

Does this mean that little can be done for personal develop-



ment through Toastmasters?

Certainly not. Does it mean that the principle of evaluation should be abandoned? Again, no. It is a matter of degree.

An evaluator, like a teacher, is inclined to preach. "Be reasonable," he says, "do it my way." But the budding Toastmaster wants to develop according to his own ideas and not those of others. The more experienced Toastmasters can help: as a group they are respectable, logical, and well-meaning. The human material with which they work is, however, not so easily defined.

The speaker's personality cannot be changed by good-natured and 'reasonable' comment week by week. It only can be observed and marvelled at. Like a good doctor, who knows that the patient's ultimate health depends on resources quite beyond his control, a good evaluator will know that a speaker's personality is molded by a multitude of forces beyond his command.

A certain arrogance is necessary for you to succeed as a speaker. Points must be made with the assurance of a surgeon

wielding his scalpel, without undue concern for the patient's feelings.

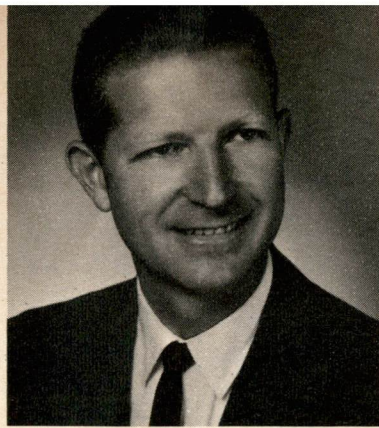
The power of arrogance is too impressive to be ignored. The unknown graduate of St. Cyr, who has become France personified, won many of his battles by an almost superhuman confidence. Many of us resent Charles de Gaulle, but none can deny his achievements nor his stature. He will be remembered when more reasonable men have long been forgotten.

Arrogance is a nasty word that implies an unbearable superiority, yet it also denotes a healthy natural assurance common to the successful man.

Winston Churchill's wartime speeches are fine examples of extreme confidence in the face of uncertainty. A hint that he might have been wrong was not apparent in these speeches, and his own self-assurance calmed and held together a nation.

The novice speaker can gain confidence when he realizes that an amiable arrogance is resented only by those who wish they had it themselves. He should not reject it too readily.

*D. W. Soughan is a member of Beaver Club 1421-21 in Vancouver, British Columbia. He was born in London and is a graduate of Faraday House Engineering Collège. He is senior electrical engineer with CASECO Consultants Ltd. in Vancouver. Articles by Mr. Soughan have appeared previously in The Toastmaster.*



## ROLAND CORDILL NAMED MANAGER OF MEMBERSHIP, CLUB SERVICES

Roland R. Cordill has been named Manager of the Membership and Club Services Department at Toastmasters International World Headquarters, it was announced by Executive Director Buck Engle.

Mr. Cordill's primary responsibilities, Mr. Engle said, will be to maintain effective communication between World Headquarters, club members, and officers; to guide membership growth; coordinate the Club Assistance Program with district and area governors; counsel clubs on their presentation of Youth Leadership, Speechcraft, and other Toastmasters' community programs; and supervise the mailing of educational and administrative materials to members.

Prior to assuming the managerial position with Toastmasters International, Mr. Cordill was senior analyst with the Real Estate Research Corporation in Los Angeles. Previously he was a supervisor in the marketing research department of the Los Angeles Times newspaper. In this capacity he served the officers of the corporation, the department heads, and their staff, and presented research findings to senior management in a conference environment.

As a representative for both the Los Angeles Times and the Real Estate Research Corporation, Mr. Cordill was a representative to the Los Angeles Area Chamber of Commerce, the American Marketing Association, the Residential Research Committee, and the Southern California Research Council.

He was an Air Force Tactical Air Command navigator-bombardier instructor at Langley AFB, Va.

Mr. Cordill, a member of South Bay Club 280-50 in Redondo Beach, Calif., is a 1959 graduate of the University of California at Berkeley, where he earned a master's degree in business administration. His undergraduate studies were completed at Centenary College of Shreveport, La., where he earned a bachelor of arts degree in 1953.



*Entertaining, Enlightening, and Educational for all*

## More On Project Speak Out

Enthusiastic reports of Toastmasters clubs' Project Speak Out meetings are still being received at World Headquarters, testifying to the success of President Salin's invitation to devote a club program to discussing community problems and to the reception of the new concept for the Table Topic session.

"Entertaining, enlightening, and educational for all," is the most frequent evaluation of the Project Speak Out meetings. It was a "stimulating discussion and provoked thinking and understanding of the problems we are facing every day," other club officers reported. Many others said that "the interest generated among the listening audience was so high that our meeting went a good half-hour overtime."

An open forum was the most often used method of presentation for the Project Speak Out meetings, and the second most popular presentation was by symposium, but many clubs combined forum-debate or symposium-debate, while others took on a political convention atmosphere.

State and national elections were the topics most frequently discussed, while civil rights, water and air pollution, taxes, medicine, and education were the next most often talked about topics.

The mayor of Moncton, New Brunswick, Canada, and the public works alderman attended the Project Speak Out meeting of Hub City Club 2173-45. The members discussed the amalgamation of suburban areas with the city of Moncton and press coverage was given to the meeting. The Table Topics session was devoted to other items of civic interest.

The proposed Maryland State Constitution was the topic for a joint Project Speak Out program for Gaveliers Club 3160-18 and Westinghouse Air Arm Club 3026-18 in Baltimore, Md. The clubs presented a debate and allowed the audience to ask questions after the presentation.

A mock political convention that touched on the vital issues of the day was presented by Totem Club 41-2 in Seattle, Wash. Five political "parties" presented party platforms, and this approach



**MAYOR PARTICIPATES** — Bristol, Conn., Mayor Henry Wojtusik (second from left) participated in a Project Speak Out program conducted by Bristol Club 3153-53 and afterward Norm Stitham (second from right), explained his 60-second electronic clock to Mayor Wojtusik and Toastmasters John Manship (left) and Bob Ellsworth (right).

served four objectives: to test the flexibility of ideas, to encourage total participation, to exchange ideas, and enjoyment. In this fashion, two levels of intercommunication were established: one between the Toastmasters in each "party," the other between the groups representing other parties.

Edwards Club 219-12 at Edwards Air Force Base, Calif., conducted an open forum on "The Right to Dissent — How Much," "The Race for Space versus the Cure for Cancer," and "The Pill — How It Will Affect Us." Future Project Speak Out programs will include authorities and consultants to support the speakers and amplify their remarks. Edwards Club also is planning future programs that will involve teenagers and the ladies.

A Project Speak Out task force to visit civic and community clubs was suggested by Kamehameha Club 720-49 in Honolulu, Hawaii, after it conducted a symposium on water and air pollution, traffic problems, and education.

Whitehall-Triangle Club 242-13 in Pittsburgh, Pa., presented Project Speak Out as a symposium on fair housing, air and water pollution, drug control, and the 1968 presidential election. The members' response was so enthusiastic that discussion on each of the four topics exceeded the allotted time. The club already has planned Project Speak Out Programs for the summer club meetings.

Project Speak Out meetings were successful at scores of other clubs and future Speak Out programs are scheduled. Clubs which took part in the new program have found that it stimulates attendance, encourages total participation, and is educational, enlightening, and entertaining for the members.



# CLUBS IN THE NEWS

## Membership On The Move

Recently chartered **Yellowstone Club 1233-17** in Gardiner, Mont., derived its 40 charter members from five groups: the National Park Service, Yellowstone Park Co., the United States Forest Service, public schools, and businessmen from Gardiner. Ten associate members are waiting to join.

## In West Germany

When **Heidelberg (West Germany) Club 1632-U** hosted the annual European Toastmasters speech contest, the *Stars and Stripes* newspaper announced the club's preparations and reported the club's slate of new officers. Eight clubs participated in the contest.

**SPEECHCRAFT SUCCESS**—Members of **Youngstown (Ohio) Club 1986-10**, which presented a Speechcraft course for the Greater Youngstown Area Jaycees, receive a certificate of appreciation from Jaycee officers. From left are Jaycees Tom Hammer, David Tihonen, and Gordon Williams; Toastmasters Steve Podolsky, John W. McAuley, John A. Olejar, Eugene Molnar, and Bud J. Fares.

## Toastmasters Week

**Tecumseh Club 485-11** in Lafayette, Ind., has made Lafayette Mayor Donald Blue an honorary member. Mayor Blue proclaimed Toastmasters Week in Lafayette and the club is moving ahead with plans to sponsor a new club in the Lafayette area.

## In The Family

**Sumner (Wash.) Speakeasy Club 1057-32** boasts having four brothers among its membership. They are John Berry, club president; Frank Berry, sergeant at arms; Bill Berry, substitute parliamentarian; and Jim Berry. Club members are toying with the idea of renaming the club "The Berries."



**SPEECHCRAFT IN MICHIGAN**—The first Speechcraft course presented by **Whirlpool Club 202-62** in St. Joseph, Mich., consisted of 18 Whirlpool Corp. employees, 11 of them women. The course was given in conjunction with Lake Michigan College, which gave recognition for speech achievement to the graduates.

## Honorary Memberships

The three clubs of the Naval Research Laboratory in Washington, D.C., **NRL 2603-36**, **NRL Forum 3614-36**, and **NRL Thomas Edison 3617-36**, bestowed honorary memberships in all three clubs to Rear Admiral Thomas B. Owen, chief of Naval research; Capt. James C. Matheson, director; and Dr. Alan Berman, director of research.

**HONORARY MEMBER**—Louis Fireison, president of **B.H.A. Club 3231-36** in Washington, D.C., presents honorary membership to Harold B. Siegel, left. Mr. Siegel is assistant bureau director, Bureau of Hearings and Appeals, Social Security Administration.

## Students Want More

A Youth Leadership Program conducted by **Hayward (Calif.) Club 207-57** was presented for students at St. Elizabeth's High School in Oakland, Calif., and the school's principal has asked the club to make Youth Leadership an annual activity at the school. Fourteen youths completed the initial program.

**TOP YOUTH NAMED**—Thomas L. Eure of **Merrimac Club 3125-66** in Portsmouth, Va., presents a plaque to Richard D. McCormick, a high school senior who was named the outstanding youth in a Youth Leadership Program conducted by the club for Industrial Cooperative Training students.







**HONORARY MEMBERSHIP** — Los Angeles Postmaster Leslie N. Shaw is presented a certificate of honorary membership in **Yawn Patrol Club 3814-52** in Los Angeles, Calif., by President Robert L. Nelson as other club members look on. From left are Willie Williams, Earl Underwood, Chris Martin, Bennie Powell, Lou Snyder, President Nelson, Tommie Hendricks, Postmaster Shaw, Roy Whitaker, Carl Mann, Carl Mannino, John Weaver, and Harold C. Jones.

## CLUB ANNIVERSARIES — SEPTEMBER

### 35 YEARS

**Tacoma Club 13-32**  
Tacoma, Wash.

### 20 YEARS

**Oxnard Club 649-12**  
Oxnard, Calif.

**Magic Empire Club 652-16**

Tulsa, Okla.

**Knickerbocker Club 137-46**  
New York, N.Y.

### 15 YEARS

**Lincoln Trails Club 1354-8**  
Mattoon, Ill.

**Moses Lake Club 1349-9**

Moses Lake, Wash.

**Ardmore Club 1320-16**

Ardmore, Okla.

**Hermiston Club 1335-33**

Hermiston, Ore.

**Silver Spring Club 1314-36**

Silver Spring, Md.

**35TH ANNIVERSARY** — **Pomona (Calif.) Club 12-F** recently conducted its 35th anniversary party with 22 of the 70 past club presidents attending. Past International President Paris S. Jackson installed new officers and 85 members, past members, and guests were present. The club was chartered March 25, 1933, and had been meeting for 10 months previously.



**FOR SUMMER INTERNS** — Summer employees of the Defense Supply Agency are offered a Youth Leadership Program by **DSA Club 3772-36** in Alexandria, Va. Pleased with the results are (from left) Toastmasters Don Fischer and Wharton L. McGreer, student Sue Schafer, the first girl to join the class; and past District 36 Governor William Davis.

## AN INVITATION

*The Toastmaster* is written by and for Toastmasters to provide instructive, informative, and inspirational material of interest to members of Toastmasters International. All material must relate to Toastmasters International or the art of communication.

All members are invited to submit manuscripts to be considered for publication in *The Toastmaster*. Articles should be between 1,000 and 1,500 words in length, double-space typewritten, and include the author's name, club, and district number. All submissions will be acknowledged. Manuscripts become the property of Toastmasters International unless otherwise requested.

Submit material to: Editor, *The Toastmaster*  
2200 No. Grand Ave.  
Santa Ana, California 92711



# TOASTMASTERS IN THE NEWS



## Article Pays Off

Wellesley (Mass.) Club 743-31 conducted an "engineers' night" with a program geared to an engineer's need for Toastmasters training and several engineers have become members. The special program for engineers was presented as a followup to an article about Toastmasters in the *American Engineer* magazine.

## Earns Plaudits

Toastmaster Dr. Carl Hammer, a member of Civil Service Commission Club 1847-36 in Washington, D.C., was featured in *Time* magazine's "Letter from the Publisher" column for his work as director of scientific and computer services for Univac. Dr. Hammer also has directed a series of educational television programs on computers and electronic systems, to be aired in Washington, Cleveland, New York, Los Angeles, and Chicago.

## On Honor Roll

Frederick Allgood, lieutenant governor for administration in District 57, was named to the honor roll of the National Alliance of Businessmen for his efforts in obtaining jobs for the hard-core unemployed in Oakland, Calif., and for organizing a speakers bureau that takes the program to the business and professional groups in the San Francisco Bay area.

## On The Air

Dick Corcoran, District 20 governor, was interviewed on radio and television for a total of 30 minutes, while Toastmaster Ernest Lovin has appeared on television and before many organizations in Bismark, S.D. Much fine publicity for Toastmasters International was achieved through these community relations programs.



**IN APPRECIATION**—International President Lothar Salin is presented a plaque engraved with his likeness and inscribed "in appreciation for the creativity, ability, and industry contributed to the world on behalf of Toastmasters International." The award is presented by Harold Davis, past District 57 governor.

## Community Tribute

Past International President Alex Smekta, mayor of Rochester, Minn., for more than a decade, was featured in a full page, illustrated story in his city's local newspaper, the *Post-Bulletin*. His leadership in Toastmasters International and his being in constant demand as a speaker were prominently mentioned, and Mayor Smekta was credited for Rochester's decade of progress.

## Coverage In Scotland

Toastmasters in Scotland and Toastmasters International Executive Director Robert T. (Buck) Engle shared much fine publicity during Mr. Engle's official visit to the British Isles this spring. The executive director was featured in newspaper stories in *The Irish Press* and *The Guardian*, and on TV and radio in the British Isles.

**AT HEMISFAIR**—International President Lothar Salin presents an appreciation award to Dr. James W. Laurie (second from right), president of Trinity University in San Antonio, Tex. With President Salin are past District 56 Governor Walter Wukasch (left) and Toastmaster Robert L. Burdick. Similar awards were presented to San Antonio Mayor Walter McAllister, Marshall Steves, HemisFair president; Rev. L. J. Blume, president of St. Mary's University; and Congressman H. B. Gonzalez.



**BIG EVENT**—Johnson City, Tenn., Mayor Hal Littleford (right) presents honorary Johnson City citizenship awards at the District 63 spring conference to Bill Elder, state Jaycee president, and International Director David A. Corey (center). Tennessee Gov. Buford Ellington declared Toastmasters Week throughout the state, as did mayors in all Area Six club towns during the conference period.



**RECEIVES AWARD** — Toastmaster James E. Johnson of 49ers Club 1230-39 in Sacramento, Calif., has received the first national citation to be awarded by the Military Order of the Purple Heart in 1968. Mr. Johnson, state director of the Department of Veterans Affairs, was cited for meritorious service for the veterans of California.



### Instructs Disadvantaged

Herb Hunt, a member of Kaiser Club 756-57 in Oakland, Calif., is donating one evening a week to instruct disadvantaged minorities at the **Opportunities Industrialization Center**, a pre-employment training center.

### Earns Ph.D.

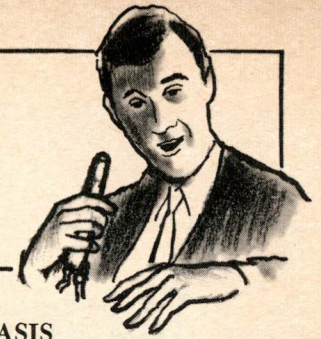
Maj. Howard A. Myrick Jr., a past president of Bremerhaven (West Germany) Club 1981-U, has become the first officer in all the armed forces to earn a Ph.D. degree in electronic communications. The doctorate was awarded by the University of Southern California.

### TM Is Elected

H. Al Richardson, past Founder's District governor, has been elected to the board of directors of the **San Gabriel Valley Philharmonic Association, Inc.** He also has been elected secretary of the Los Angeles section of the **American Institute of Aeronautics and Astronautics**, a 6,200 member-organization.

**TI RECOGNITION** — Toastmasters International awards for outstanding communications recently were presented in San Francisco. From left are David Plant, general manager of the Sir Francis Drake Hotel; Rear Admiral Herschel Goldberg, (ret.), accepting for Walter Haas Jr., director of the National Alliance of Businessmen; James Day, general manager of television station KQED; John Tolan, deputy mayor of development, accepting for Joseph L. Alioto, mayor of San Francisco; and TI President Lothar Salin.

## The Speaker's Page



### POINT OF EMPHASIS

*Speech construction* is the Point of Emphasis for September. Encourage members who are participating in the Basic Training Program to give special attention to assignments three, six, or eleven for ideas to improve their speech construction. This is an excellent opportunity for the Educational Committee to review with each member his speaking progress to date. Toastmasters who are scheduled for an Advanced Speaker project to give a talk in Project Three, Effective Speech Outlines, will be an excellent guide for the club on this point of emphasis.

Monroe's Motivated Sequence, the Who, What, When, Where, and Why method, and the Borden Formula (commonly known as the "ho-hum" method) are a few of the better approaches to speech construction. Schedule your evaluation program to highlight the effectiveness of the speech construction of each talk presented during September. Arranging for your members to review this subject will result in their presenting a clearer message in each of their talks.

### Sail the Seven C's

Let's take a nautical holiday and sail the Seven Seas, the seven seas of good speech preparation. The Seven C's are:

- **Choose Your Subject.** The subject of your speech can be considered in three parts: the purpose, the topic, and the conclusion. You are presenting the speech for a purpose. Write it down. Having your purpose clearly before you helps obtain an organized speech.
- **Collect Illustrations.** To convince your listeners of the worth of your subject, illustrate your points with anecdotes, quotations, statements of fact, statistics, objects, or pictures. Collect your illustrations, select the appropriate ones, and arrange them in a logical order leading to your conclusion.
- **Compose Opening Statement.** Your opening must arouse emotion in your listeners and make them wonder what you are going to say.
- **Consider the Title.** Now that your speech is organized and you know what is to be said, re-examine your preliminary title with a view towards making it more appropriate.
- **Consolidate Your Speech.** Take another critical look at your speech. Is there anything you want to say differently or to rearrange? Consider listener interest by substituting more descriptive words.
- **Compose Notes.** You will not want to talk without some guidelines. You will want to use notes. Include the punch line to your stories and your opening and concluding statements.
- **Continually Practice.** Practicing your speech will help to make a smooth and impressive presentation.

Now, launch yourself on the Seven C's. Good luck, be persistent, and enjoy yourself!

A. Lee Elliott 3775-18





## Toastmasters Organize 147 Gavel Clubs

Recognizing the value of Toastmasters training among groups of people which may be ineligible for regular Toastmasters membership, clubs around the world have organized 147 Gavel Clubs in educational institutions, youth organizations, hospitals, and correctional institutions.

In addition to extending Toastmasters training to special groups, the forming of a Gavel Club provides an opportunity for community participation by Toastmasters members and clubs.

The nearly 150 Gavel Clubs existing today are conducted at colleges and universities; in Boy Scouts, YMCA, YWCA, 4-H, Future Farmers of America, Boys' Clubs, and other youth organizations; in hospitals; and in correctional institutions.

There are 11 Gavel Clubs in District 12, three in the Toast-

masters Council of the British Isles, and four in the undistricted areas of the world. In all, 57 districts have organized one or more Gavel Clubs.

The first Gavel Club was organized in Chino, Calif., at the California Institution for Men. It continues to be active, and when it conducted its 500th meeting this year, 300 Toastmasters and Toastmistresses from Southern California attended a reception and dinner.

The most recent Gavel Club was formed at a correctional institution in Florida, where a concentrated program to organize Gavel Clubs in all of the state's correctional institutions has been undertaken.

Gavel Clubs provide an opportunity to extend the Toastmasters training to special groups, and often provide a future source of members for Toastmasters clubs.

## Are You Using These Items?

Member-education and club program materials which will make your Toastmasters training more complete and rewarding are available at World Headquarters. The new ideas and the explanations of the finer points of speaking will be of great value in developing your communications and leadership skills. You will want to check the *Supply Catalog* frequently for other educational or club program aids which will be of benefit to you. Listed below are some of the materials available, their code number, and cost. Please see your club secretary to consult the *Supply Catalog* for instructions on ordering.

### MEMBER EDUCATION

	Code No.	Price
<b>Speech Engineering</b> A 48-page manual containing 25 ways to build a speech, from organization of materials to presentation. By Ralph C. Smedley.	206	\$1.00
<b>The Occasional Speech</b> A 12-page pamphlet giving practical hints for the speaker called upon unexpectedly to "say a few words."	1157	.10
<b>How to Put Vocal Variety Into Your Speech</b> A six-page pamphlet explaining the methods of controlling and developing the voice.	109	.05
<b>Humor Handbook</b> Tells you when and how to use humor effectively: It is NOT a jokebook.	1192	.80
<b>Streamlined Parliamentary Practice Scripts</b> Six scripts designed to provide instruction in six separate areas of parliamentary procedure and club operation.	1361	.50

### CLUB PROGRAMS

<b>Toastmasters Opportunity Program (TOP)</b> Area governor and club training aid. Flip chart briefing of five successful Toastmasters programs: Membership Building, Club Achievement Program, Speechcraft, Club Program Planning, Evaluation.	1025	\$2.50
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# NEW CLUBS

As of June 28, 1968

- District F** jpl/CALTECH Club No. 3292-F. Meets: 2nd-4th Wed., 5:15 p.m., Brookside Golf Course Rest., 1133 Rosemont, PASADENA, Calif. Contact: 354-3750.
- District 23** CHAPARRAL Club No. 1205-23. Meets Thurs., 11:45 a.m., Non-Commissioned Officer Open Mess, WHITE SANDS MISSILE RANGE N.M. Contact: 678-1806.
- District 30** POWERS Club No. 1450-30. Meets 1st-3rd Mon., 12:15 p.m., Powers Regulator Co., 3400 Oakton, SKOKIE, Ill. Contact: OR 3-6700.
- District 35** HARTFORD Club No. 2317-35. Meets 2nd-4th Wed., 6:30 p.m., Kettle Inn, Slinger, Wisc. HARTFORD, Wisc. Contact: 673-2151.
- District 42** SERGEANTS MESS Club No. 1959-42. Meets Wed., 12 noon, Sergeants Mess, CFB Cold Lake, MEDLEY, Alta. Contact: 248-3311 Ex. L-422.
- District 43** TALLAHATCHIE Club No. 2431-43. Meets 1st-3rd Thurs., 6:30 p.m., Oxford Country Club, OXFORD, Miss. Contact: 234-3744.
- District 46** PFIZER-FIRST Club No. 3023-46. Meets 2nd-4th Tues., 4:45 p.m., Pfizer World Headquarters, 235 E. 42nd St., NEW YORK, N.Y. Contact: LR 3-2974.
- District 47** EDWARD H. WHITE Club No. 3631-47. Meets 2nd-4th Mon., 7:15 p.m., Howard Johnson Rest., No. Cocoa Blvd., COCOA, Fla. Contact: 636-4946.
- District 52** LAIRS #3 Club No. 2395-52. Meets alt. Mon., 10:00 a.m., Federal Bldg., Rm. 5070C, 300 N. Los Angeles St., LOS ANGELES, Calif. Contact: 688-4540.
- CCA Club No. 2837-52. Meets Thurs., 7:00 a.m., Sir Michael's Rest., Washington & Telegraph, Commerce, LOS ANGELES, Calif. Contact: 723-5381.
- District 61** YAMASKA Club No. 2532-61. Meets Wed., 7:00 p.m., Cultural Center, 800 Turcot, ST. HYACINTHE, Que. Contact: 774-5339.
- District 65** CPA Club No. 3762-65. Meets alt. Tues., 7:00 p.m., Williamville Library, 5571 Main St., Williamville. BUFFALO, N.Y. Contact: 854-1830.
- District U** TIMARU Club No. 3474-U. Meets alt. Wed., 8:00 p.m., Hard of Hearing League Rms., Tekapo Bldg., Stafford St., TIMARU, New Zealand. Contact: 81279.
- District TCA** ARNCLIFFE R.S.L. Club No. 1437-TCA. Meets 1st-3rd Mon., 7:00 p.m., Arncliffe R.S.L. Club, Wollongong Rd., ARNCLIFFE, N.S.W. Contact: 59-3966.
- District TCBI** STAFFORD Club No. 2433-TCBI. Meets 2nd-4th Mon., 7:30 p.m., The Bird-in-Hand, Victoria Sq., STAFFORD, Staffordshire, Eng.

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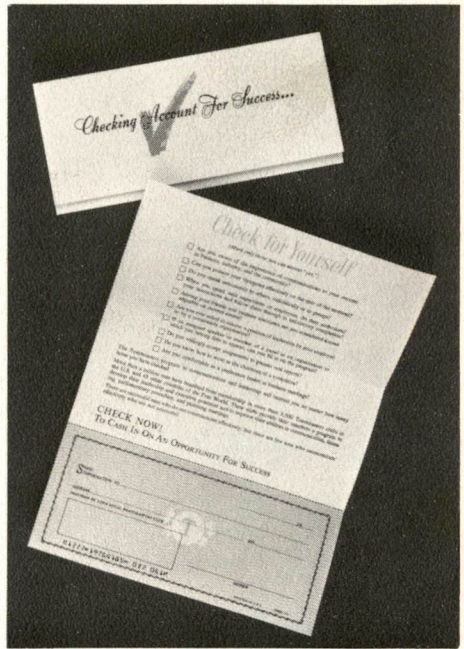


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