

The

MARCH

1972

Toastmaster



1971-72 OFFICERS

President — DR. RUSSELL G. HERRON	228 Camino Castenada, Camarillo, Calif. 93010
Senior Vice-President — DONALD W. PAAPE, ATM	10508 Mapleridge Crescent SE, Calgary 30, Alberta, Canada
Second Vice-President — CMDR. DAVID A. COREY, DTM	4617 Duke Dr., Portsmouth, Va. 23703
Third Vice-President — JOHN F. DIAZ, DTM	1010 Terry Dr., Melbourne, Fla. 32935
Past President — ARTHUR M. DIAMOND	112 Lafayette Bldg., South Bend, Ind. 46601
Executive Director — ROBERT T. BUCK ENGLE	2200 N. Grand Ave., Santa Ana, Calif. 92711
Secretary-Treasurer — HERBERT C. WELLNER	2200 N. Grand Ave., Santa Ana, Calif. 92711

DIRECTORS

Adam F. Bock	R.R. #2, Lincoln, Illinois 62656
Albert C. Burlingame, ATM	1115 Rodeo Way, Sacramento, California 95819
Francis J. Butler, ATM	201 W. Furnace Branch Rd., Glen Burnie, Maryland 21061
Win Chesley, DTM	1559 Plunkett St., Hollywood, Florida 33020
Durwood E. English, ATM	4580 Mt. Alifan Dr., San Diego, California 92111
Salvatore A. Fauci, ATM	43 Washington Ave., Endicott, New York 13760
J. Robert Gaul, ATM	916 Condor Dr., Burlington, Ontario, Canada
George S. Moses, DTM	2040 W. Main, Suite 110, Rapid City, South Dakota 57707
Alexander B. Niven (TCBI)	Dunhaven, 17 The Green, Drumcross Rd., Bathgate, Scotland
Arthur T. Ottman	411 N. Barker Ave., Evansville, Indiana 47712
C. Chris Petersen	7007 Aldea Ave., Van Nuys, California 91406
Conrad R. Peterson, ATM	P.O., Mendon, Utah 84235
Eldon H. Phillips	537 Carolyn Dr., Marion, Ohio 43302
Watt Pye	835 Milwaukee St., Denver, Colorado 80206
Gene D. Smythe, ATM	1665B Patton Chapel Rd., Birmingham, Alabama 35226
William W. Steele, ATM	5249 Wren, Apt. 152, El Paso, Texas 79924
Clifford L. Thompson, ATM	5252 Richwood Dr., Edina, Minnesota 55436

FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

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

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

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 38 NO. 3

MARCH 1972

THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright ©1971 by Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights for himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, California, and additional mailing offices. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, California. The names "Toastmasters" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. Marca Registrada en Mexico.
PRINTED IN U.S.A.

INDEX

TO LEAD A BETTER LIFE — All the Way With PROJECT FUN	3
EDUCATIONAL HAPPENINGS	4
ONE SWALLOW — ONE SNOWFLAKE by Dr. William S. Tacey.....	6
ON TOUR WITH TI'S INTERNATIONAL PRESIDENT	10
ON YOUR FEET by Jerry L. Leonard, ATM	12
PROJECT FUN	16
ARE YOU A DISTINGUISHED TOASTMASTER?	19
TOASTMASTERS ON THE MOVE	20
WISHCRAFT, WITCHCRAFT, SPEECHCRAFT by Morrie Rein	23
PROJECT SPOT	24
FOR YOUR NEXT SPEECH	26
HALL OF FAME	27
MAKING LANGUAGE WORK by Richard T. Keist	28
INTERNATIONAL NEWS	31
SOME WALKED OUT by Stuart R. Peterson	34
NEW CLUBS	38
BOOK NOOK	40

Managing Editor
JON FINCH

Art Director
PHIL INTERLANDI

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

In This Issue...

HASTY GENERALIZATION — WE ARE ALL GUILTY! — Dr. William S. Tacey discusses the dangers of the hasty generalization and then gives ways to avoid this dangerous trap. See page 6.

ON YOUR FEET — Distinguished Toastmaster Jerry L. Leonard shows how standing on your feet, talking clearly, logically, and persuasively can be a “lifesaver.” See page 12.

THE GREATEST INVENTION OF THE HUMAN RACE — Richard T. Keist tells how language can be made to work for you as well as against you. See page 28.

THE SPEAKER'S NIGHTMARE — Stuart R. Peterson discusses the speaker's nightmare — that of losing the audience — not physically, but mentally. See page 34.

- TO LEAD A BETTER LIFE -

All The Way With Project Fun!



During the November board meeting, your board of directors approved PROJECT FUN for 1972. It is a membership sales program for use by members, clubs, areas, and districts.

When you take the positive approach in extending the communication and leadership opportunity of Toastmasters to more people, you experience communication and leadership education in “moments of enjoyment.” This was the original concept of Toastmasters and still is the *modus operandi* for your club.

PROJECT FUN is the umbrella for all club and district TI 1972 efforts to build membership. The successful ideas and materials collected by area, district, and World Headquarters Project Fun Center are included as part of this program.

The responsibility for PROJECT FUN's success rests with your club, area, and district officers. Your club administrative vice-president is the activator, and your area governor is the motivator — but acTION is necessary by each of us.

PROJECT FUN awards recognize those individuals who do an outstanding job of sponsoring new members.

I challenge you to be recognized as a “Toastmaster Sponsor” and “Toastmaster Key Man.” Which one of you will be Top Toastmaster Salesman of the year?

Your continued effort to meet members' and guests' needs with Toastmasters standard of excellence will put PROJECT FUN on the move and our club membership trend on the way up to being a “President's 40” Club.

Let's go all the way up with PROJECT FUN.

Russ

Russell G. Herron, Ph.D.
International President

EDUCATIONAL HAPPENINGS

PROJECT FUN

IS SPONSORING A
SPEECHCRAFT PROGRAM

NO, IT'S NOT WORK...
IT'S FUN



The SPEECHCRAFT Program is just that. Even though the Program is for the non-member, it presents an exciting new challenge for the sponsoring club.

From the viewpoint of each individual Toastmaster participating in SPEECHCRAFT, the Program provides him with the opportunities for additional and valuable experience in speech communication before a new audience, thereby increasing his personal development in communication and leadership.

Your club's *standard of excellence* can be enhanced by presenting the SPEECHCRAFT Program as it is set forth in the present program published in 1970.

A club sponsoring a SPEECHCRAFT Program will gain added respect from the business community. Industry, business and government activities indicate their need of communication and leadership training for their employees. SPEECHCRAFT provides this training.

Speaking is an indispensable tool in every business and social situation, but too often the simple rules of effective speech are pushed back in the mind and temporarily forgotten. SPEECHCRAFT provides the opportunity for each club member to review these principles and make them active and well-oiled tools instead of rusted and neglected.

For the non-member participating in the Program, SPEECHCRAFT is an adventure into speech communication education. It provides for the continuing, intentional, and purposeful development of his communication and leadership abilities to better express his thought and emotions. This is one of the true purposes of education.

Write for details on how to organize, obtain Speechcrafters, and conduct the SPEECHCRAFT Program as part of your club meetings.

Join the fun, PROJECT FUN, and start by conducting a SPEECHCRAFT program . . . NOW!

By DR. WILLIAM S. TACEY

ONE SWALLOW— ONE SNOWFLAKE



One swallow doesn't make a summer, neither does one snowflake make a winter.

We accept such statements as being logically sound, as being reasonably accurate, and also as sound horse sense. Yet how often do we do an about face to make other statements which prove we don't believe the principle our old sayings illustrate.

For example, have you ever found yourself disliking all policemen of one city because one of them gave you a traffic ticket you didn't deserve? Or do you blame the people of Dallas because President Kennedy was assassinated there?

If your answer is yes, you are guilty of an error in logic equivalent to believing that when one swallow arrives summer is here, or that the sight of one snowflake is sure proof that winter has arrived.

Hasty Generalization

Persons who generalize from one instance are committing the logical error called "hasty generalization," an all too common fault. One hurtful effect of the practice is that it leads us to stereotype people.

Such practices as believing or saying something about an entire nationality, a whole race, or

a given age group which is based on our knowledge of one or two individuals is one of the most frequent types of generalizations. We are guilty of this type of thinking when we reason that what is true of *some* is therefore true of a *greater number* or *all*. Since we can seldom examine all the instances or individuals involved we generalize constantly. This impedes our action to think clearly because we consider the stereotyped inaccuracies to be wholly true. But if a generalization is to be true and reliable, it must satisfy two tests: (1) It must be based upon an adequate number of instances or samplings. (2) The instances or samples must be typical of the whole class. If these conditions aren't met, we are guilty of a hasty generalization or of jumping to an unfounded conclusion.

Prejudice also leads to hasty generalizing. We tend to see only instances that support our prejudices. "All long-haired boys are hippies." If we actually believe this, then we tend to see only instances that seem to corroborate this. How upset we may be when we find a group of long-haired boys to be ultra-conservative.

Our stereotypes can't endure close scrutiny. In all cases we

quickly discover — whenever we sensibly examine them — that each one has resulted from our logical error of drawing conclusions from too few examples.

Dissect and Analyze

Take time to dissect and analyze some of your own hasty generalizations. Have you been relying on any of these? “I know *people* won’t do that because *I* wouldn’t.” “There’s no use making any more calls on this street because the first prospect I saw today refused to buy.” “I’ll never buy another (name your own make) auto because I had one and it was a lemon.” “I got sick the only time I was ever in Miami. I’ll never go there again.” “My wife can’t cook. She burnt the biscuits the only time she ever tried.” “There are no good shows on TV. I watched our neighbor’s set for two evenings and I won’t even buy a set.”

One evil resulting from the use of hasty generalizations, sometimes called shorthand thinking, is that they clutter our mind, thus preventing us from using rational judgment. Rather than pondering over a problem to try to arrive at a sound solution we delve into our bag of stereotypes for a ready-

made solution, no matter how inferior or inaccurate a careful test would prove it to be.

Prevents Sane Decisions

Habitual use of stereotypes prevents sane decisions and can even lead to mental illness. Witness the people who show class hatred or who seek to blame others for their own mistakes. Allowing one failure to stop a whole course of action can be fatal. Because a product doesn’t sell well in one locality doesn’t justify believing that it won’t sell anywhere else.

We deny ourselves the opportunity for making new acquaintances and forming friendships with people in different cultural backgrounds. Imagine the person who believes all Frenchmen are dirty denying himself the delights of French wines or French cooking. Not only that, but his avoidance of people of that nationality bars him forever from the possibility of forming friendships with people who have as their background a sophisticated and aged civilization to draw from. If for no other reason we need to qualify our stereotypes in order to get more joy out of living and to put more variety into what may well be a stodgy and monotonous existence.

Ways to Improve

To offset our tendency to hastily generalizing we need to teach ourselves that each of us is a unique individual, not necessarily possessing all of the characteristics of the class we are supposedly representing. Rejecting a man because of his color or national origin is equivalent to judging an auto solely by its color or its parent company. Other characteristics — hundreds of them — go into the makeup of a man as well as an auto, and of the two of them the man is vastly more complicated. Judging an individual on the basis of any one of his fundamental characteristics, or even on a dozen of them, reveals a weakness in ourselves rather than in the man being judged.

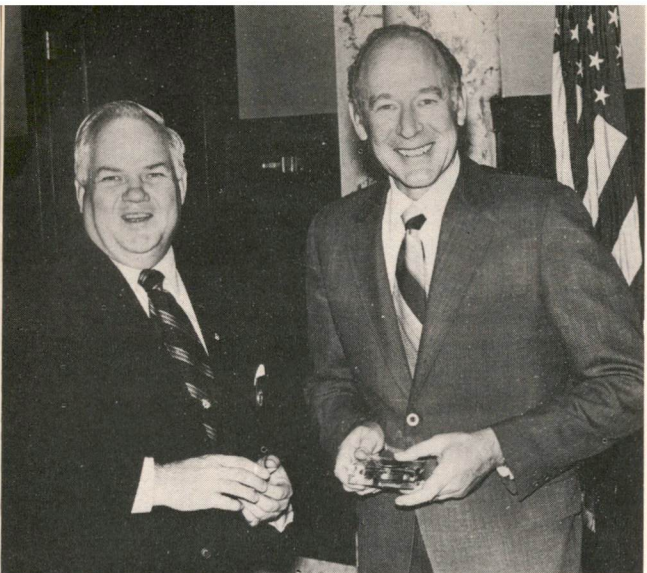
Methods of the scientist reveal to us how we may overcome the faults in our thinking. Before he relies on a generality he examines many individual items to see if each of them remains true to form. The presence of

exceptions may show him how faulty his reasoning may be. Once, for example, medical doctors thought that patients contracted pneumonia and treated them accordingly. Now even patients realize that there are pneumonias — several varieties — and that the germs causing them may each require a unique treatment. The doctor who believes that “when you’ve seen one you’ve seen ’em all” will lose many of his pneumonia patients. Instead, he needs to realize that each case may be different and to treat it accordingly.

When one accepts the theory that one swallow doesn’t make a summer or one snowflake a winter and applies it in all of his thinking he is set on a course leading to more complete thinking and a more enjoyable existence. We can even do our jobs better for with such a pattern of thinking we can remove the clutter which hampers our thought patterns and can then devote more of our mental energy to productive work.

ABOUT THE AUTHOR

William S. Tacey, Ed.D., is a professor of speech in the department of speech and theatre arts at the University of Pittsburgh in Pittsburgh, Pa. Dr. Tacey is a previous contributor of The Toastmaster and authored the TI Humor Handbook.



WITH GOVERNOR — Idaho Gov. Cecil B. Andrus accepts a TI emblem from President Herron on Russ' recent visit to District 15.



TAPES RADIO INTERVIEW — Interviewer Jonathon Green, station **WTMJ**, Milwaukee, chats with President Herron after taping a ten-minute segment that was broadcast as part of the "Your Community Program."



CONFERS IN SOUTH DAKOTA — TI President Russell G. Herron confers with officials of **District 41**, Joe Vanderloo, left, and District Gov. Roy Beard, right.

ON TOUR WITH TI'S PRESIDENT

PORTRAIT PRESENTATION — International President Russell Herron is presented his portrait sketched by Joseph Rhodes of the **Courier-Journal & Times Ad-Visors Club 2454-11** in Louisville, Ky. Stan Logsdon presents the gift.



IN MILWAUKEE — Arriving at the Sheraton-Schroeder Hotel are President Russell G. Herron and District Gov. Carl Kopsichkie.



PRESENTS CHARTER — Toastmasters International President Russell G. Herron presents charter to new **Valley Club 1873-52** in Van Nuys, Calif. Accepting the charter are John McAllister, center, and District Gov. Jack Guy.



ON YOUR FEET!

By JERRY L. LEONARD

A shipwreck in severe weather left a raft so full of survivors that four people had to stand all night because there was no room for them to sit. In the morning the people who had been sitting were dead. Only those standing were still alive.

You may never save your life this way but being able to stand on your feet and talk clearly, logically, and persuasively, can be a "lifesaver." You come to your feet many times each day when you stand to speak, when you rise to a point of order, when you jump up and cheer, every time you shave or jog.

The warrior king, Edward IV, contrary to the custom of his day, when leaders rode into battle on horseback, always led his troops on foot right into the heart of the fight and, as history sets forth, "his men would follow zestfully."

In politics, if a candidate cannot rise to his feet and express his beliefs with conviction and sincerity, he will not be able to advance his program, either in legislative debate or in the public mind.

As Sherlock Holmes always said, "the game's afoot!"

On Your Feet

On your feet! Preferably in front of a full-length mirror. Take a good look. Evaluate yourself objectively. What do you see? Back rounded, shoulders hunched, head held forward as if you were peering at something, a drooping waistline with an obvious bulge? If so, take a minute, stand erect, back straight, stomach flat, shoulders down and relaxed, chest out, head up. See the immediate difference?

Good Posture Important

How you stand has much to do with how you sound. Your voice cannot flow freely if you are slouched. You can't tell your story effectively if your posture is poor. Your posture proclaims either defeat...or control. Standing in a comfortable position, ready to act, allows you to use your body as an effective means of communication. Let your posture indicate your eagerness to get your message across.

Your throat must be relaxed to produce the best sounds when you speak. A tight throat puts a strain on your vocal chords and, as a result, your voice sounds strained.

Exercise

Try this exercise before speaking: Let your head fall forward on your chest, then roll it from side to side as loosely as you can, with just enough control to turn it from one side to the other. Another exercise that will help stabilize your voice is rhythmical, deep breathing and steady breath control as you exhale. If your doctor asks you to say "Ah," see how long you can hold the sound!

It is good business for a speaker to develop good voice tone. There is more chance the listener will like what he hears. If you do not have a tape recorder, you can hear your voice as others hear it by putting your elbows on the table and cupping your hands behind your ears. Or, stand in a corner with your nose as close to it as you can get, then talk. Either of these experiments will help you hear your voice more clearly.

Listen to Others

Listen to other voices. Compare yours with them. This will identify your own good (and bad) points. If you think your voice can stand some improvement, check the pitch. Listeners react to the *sound* of a voice — a monotonous pitch may put

them to sleep. Loud, harsh, or high-pitched voices offend the ear. A voice must be strong enough to be heard easily; it must be pleasant and have variety in tone, speed, and delivery. As you move from one point to another, vary your tone and pace. Change to speaking quietly, slowly, loudly, emphatically, dramatically . . . but **CHANGE** from your previous delivery.

Avoid the monotone trap. Any change will polarize your audience, e.g., speaking quietly after you have been forceful, using emphasis to underline the important words, or using a pause. A pause punctuates your speech, allowing your audience to digest what you have just said giving you time to "change gears."

Incidentally, how is your voice tone? Full of life and vitality, with deep, rich notes? If you think this sounds more like music than voice . . . then be reminded that music definitely enters into it. The music of your voice. Does it have those ups and downs that eliminate monotony?

Speak Clearly

Enunciate each word clearly. Lazy lips are a perennial problem . . . I'm goinowt . . . That's reely sumpin . . . Ladiesngener-

men . . . If you mean "something," say **SOMETHING**, and let's hear the final "g." Practice reading aloud, enunciating clearly. Remember Hamlet's advice (practice saying it!): "Speak the speech, I pray you, as I pronounced it to you, trippingly on the tongue."

Remember the actress who spoke with so much feeling that even reciting the alphabet brought tears to the eyes of her listeners. Turn again to Shakespeare, Richard III this time: "Dive thoughts, down to my soul." Your thoughts are not skeletons, but living, breathing, speaking ideas. Clothe them with fire and passion. Did Patrick Henry say unconvincingly: "Give me liberty or give me death?" No! He set fire to the words with the flame from the depths of his soul, and he found an immediate echo in the hearts and minds of his listeners.

Guides for Improvement

Check your speech for lengthy sentences that may sound great but whose meaning is ob-

scure. Avoid using trade terms or words peculiar to a profession (unless you are speaking to an audience that understands them).

Be specific: use dates, times, names of places. Don't say "the well-known author of Huckleberry Finn." Say "Mark Twain." Don't get tangled up in long sentences. Make them short and to the point. Choose the simpler words. Say "first," rather than "primary." Don't "accomplish" something — "do" it.

Prepare your talk in advance and arrange your ideas in logical sequence. Keep your language simple, know your subject, be enthusiastic, be sincere, and be aware of time. Then you will be ready to rise to your feet . . . and, when you do, try this brief pre-speech exercise. Look your audience in the eye. Smile. Silently count to ten. Then begin, taking your time. Your beginning should be slow and easy.

So, on your feet . . . and become the fine, creative speaker you have the power to be!

ABOUT THE AUTHOR

Jerry L. Leonard, DTM, is past governor of District 25 and a member of Bayou Pierre Club 2485-25 in Shreveport, La. He is a physical therapist.

WE'RE ON THE WAY WITH



PROJECT FUN

Has your club followed the following 6-point formula to Success Is . . . TI AcTion in your Club with Project Fun?

This plan for success was sent to your administrative vice-president in November. Ask your new administrative vice-president about it for your club — NOW!

✓ 1 Develop a Plan

Your plan must be definite and well organized. Decide what techniques you will use. Don't necessarily limit yourself to your club's old and favorite procedures. Try TI's ideas — they really work! Establish a Time Table. Order your "turn on" materials. See below*.

✓ 2 Have an AcTion Meeting

Meet first with your committee. Use your club's business session and Table Topics time to kick off your drive. Encourage positive discussion. EXUDE ENTHUSIASM. Stress that it will be fun for everybody. ASSIGN SPECIFIC RESPONSIBILITIES. This is TI acTion . . . to involve all members . . . in the club.

✓ 3 Follow Up

Start your follow up the next day. Is every member doing his assigned part? Help those who are having difficulty. Keep those phone lines burning! Success is 90% follow up. Personally write each guest. Have a member pick them up. Give them a warm welcome. Invite them back. Don't forget to close the sale: Invite them to join. Follow up again — and again — and again. But keep it fun. You'll get it done in moments of enjoyment.

Join in the fun! Here's how others do it . . . We have no sales line . . . when a guest is inspired and impressed with a club's programming, there's no need for a sales line.

Our club emphasizes variety in our meetings, as recommended in the Distinguished Club Plan . . .

Our basis for finding prospects is personal contact. We invite them to visit to "see for yourself if this is what you want."

Our club programming sells him. He is captured by our enthusiasm . . . we give the guest an in-depth look at Toastmasters in action.

Make "acTion" your club motto!



✓ 4 Report Progress

"Here's our plan."

"Here's how we're doing."

Call for reports from each member involved.

✓ 5 Follow Up . . . Again!

That's right! Follow up again. Be sure you inject the element of fun. Have you hit 40 members? If not, add additional ingredients to your drive.

✓ 6 Keep those Members

Be sure that each new member has a sponsor/coach who will help him complete the Member Program Planning Guide (403) and checks with him each week. Keep your new member interested. Don't lose him! Successful club programming keeps members interested!

*** To turn on your club, turn to your Supply Catalog —**

#1159 Membership Sales Program—**CHOCK FULL** of "Success-Proof" methods—#368, #108, #402, #99, #100, #101, #112, #124, #201-D, #344, #348, #203, #207, #379, #1020, #1147, #1170, some free!

ARE YOU A DISTINGUISHED TOASTMASTER?



The highest Toastmasters International member-recognition a Toastmaster can receive is the *Distinguished Toastmaster* (DTM) award. It is reserved for members with notable achievement in all phases of the TI communication and leadership program.

Are you a Distinguished Toastmaster?

Have you been a Toastmaster for the past five consecutive years?

Are you an Able Toastmaster?

Have you served as a Youth Leadership Program coordinator within the past two years?

Did you serve as a Speechcraft coordinator within the past two years?

Have you been a club officer and a district officer?

Have you presented five or more speeches for a Toastmasters speakers bureau?

Have you sponsored five or more new members within the past year and assisted in the formation of a new club?

If you have done these things, you are eligible for Distinguished Toastmaster recognition.

Notify World Headquarters that you are eligible for this award. Eligibility forms (1209) will be sent to you!

The DTM award is not presented automatically. It is necessary for you or a fellow Toastmaster to advise World Headquarters and obtain the application form.

Distinguished Toastmasters are named to the Toastmasters International Hall of Fame and recognized at the International convention.

While achieving Able Toastmaster recognition, you will have met certain Distinguished Toastmaster criteria, steps toward receiving the highest Toastmasters award.

ON THE MOVE —

TOASTMASTERS

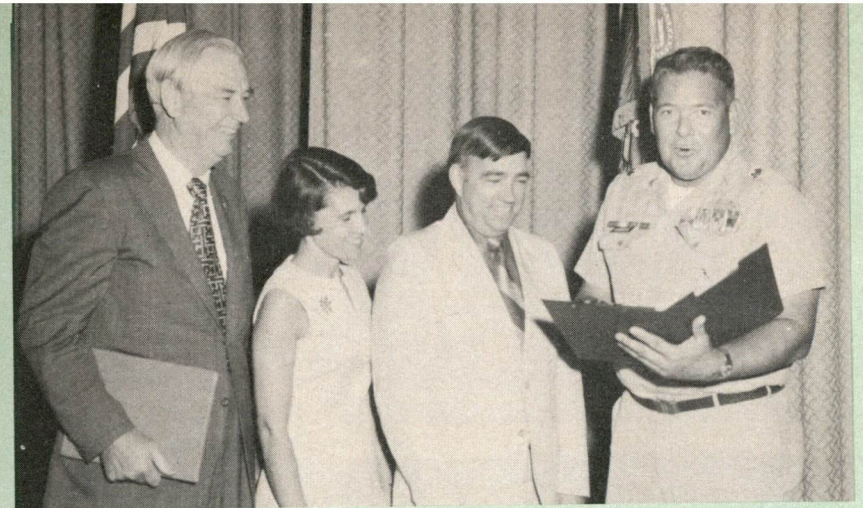
Receives Award

H. Lauren Lewis, owner of All-American Transport, Sioux Falls, S.D., was presented the Toastmasters Presidential Emblem by International President Russell G. Herron. **All American Transport Club 2988-41** is the only club having a membership comprised of executive staff and management personnel within the motor freight industry.

Appointed Vice-President

All-American Life & Casualty Company announced the appointment of **D. Curtis McKim** of Park Ridge Club 2855-30 in Park Ridge, Ill., as vice-president, policyholder and field services division.

IN DISTRICT 7 — On hand when Washington Gov. **Daniel J. Evans** proclaimed **Toastmasters Month** were Toastmasters, from the left, Earl Mershon; Past International Director George C. Scott, ATM; Hugh Hill; and Dr. James Hennig. Gov. Evans is an honorary member of Early Words Club 3657-7.



KICKOFF CONFERENCE — Dr. **Frank A. Buckley** of Susquehanna Club 3898-18 in Aberdeen, Md. played a feature part in the kickoff meeting of **Combined Federal Campaign** of Central Maryland. From left are Dr. Buckley, chairman of the campaign, Mrs. Norma Duel, Graham K. Brest, and Col. Warren D. Hodges.

Bank Promotion

John S. Shroll of Camelback Club 1631-3 in Phoenix, Ariz., was recently appointed foreign trade officer in the economic division of the **Valley National Bank**.

To Head Fund

Donald A. Sidler of Delaware County Club 3204-38 in Springfield, Pa., was selected as chairman of the **1972 Delaware County Heart Fund Drive**.

RECEIVES AWARD — Congressman **Bob Sikes** delivers speech after receiving award for his contribution to communication and leadership by **District 29**. Listening attentively are District Gov. John Barreto, left, and Col. Michael Horgan.





SERVED AS JUDGES — Members of Baton Rouge Club 906-25 and Downtown Club 2455-25 served as judges for the **Reader's Digest-Boy Scout Council Public Speaking Contest**. Pictured from the left are judges **Bob Jennings, David Ethridge, and Dr. Robert Thoms**. In the front are winners **Ken Dunaway, Richard Bakalar, and Kip Knight**.



DISTINGUISHED TOASTMASTER — District 52 Lt. Gov. **Robert L. Ayers, ATM**, center, receives his **Distinguished Toastmaster (DTM)** certificate from District 52 Gov. **Jack Guy**, left, and **C. "Pete" Petersen**, right.

New Affiliation

George Germain of Brandywine Club 1939-38 in Downingtown, Pa., accepted a position with the **International Safety Academy's** program Total Loss Control.

Selected by City Council

District 4's past Gov. **Roger A. Cuadra, ATM**, was selected by the **Santa Clara** city council to review and recommend revisions to the "Mission Charter."

Outstanding Jaycee

Louis A. Bernard of Eloquencia Club 3679-61 in Montreal, Que., was named Jaycee of the Month by the **Montreal Junior Chamber of Commerce**.

On the Move

Walt Wildermuth of Carondelet Club 286-8 in St. Louis, Mo., was elected vice-president of the **Concordia Publishing Company**.

WISHCRAFT, WITCHCRAFT, SPEECHCRAFT

I WISH we had more members!

I WISH we had more interesting programs!

I WISH we could give our old timers something to do!

I WISH, I WISH, I WISH . . .

These are examples of the WISHCRAFT all club officers engage in from time to time. There is nothing wrong with this wishful thinking because wishing is the way we recognize what we would like to accomplish. But wishing, alone, is not enough. How do we convert our wishes into reality?

It takes a kind of witchcraft, a magic formula, a secret potion, a certain magic word which turns dreams and wishes into reality. That magic formula, that secret potion, that magic word is **SPEECHCRAFT!**

SPEECHCRAFT is that wondrous Aladdin's lamp which brings new vigor to your club. It will bring new members, it will make your meeting sparkle, it will give your members challenging assignments.

But Aladdin's lamp must be rubbed, and the club officers must do the rubbing. They have to supply the energy to plan, motivate and lead. A little rubbing can bring giant results. Ask any clubs who have reaped the benefit of **SPEECHCRAFT**. They will tell you how they used the witchcraft of **SPEECHCRAFT** to make their wishes come true.



PROJECT SPOT

What it is:

- * A TI program to put more fun in PROJECT FUN.
- * A series of "TI acTion in the club" public service announcements and Toastmaster interviews for radio broadcasts during TI's PROJECT FUN and April Invitation Month.
- * An opportunity for you and your district team to publicize your clubs and Toastmasters program.

Why it is:

- * PROJECT SPOT provides an excellent opportunity to develop contact for future radio coverage of district events.
- * Increases the public's awareness of Toastmasters International and how it prepares its members for success.

Where it is:

- * In specifically chosen cities.
- * On specifically selected radio stations.

* The cities selected have radio stations that, when combined, will cover **almost** the entire geographical area of each district.

How does it work:

* Community coordinators are selected by the District Governor. These coordinators may handle the job themselves or — because of time and distance — they may select other Toastmasters to assist them. If you are chosen as a community coordinator make certain that only one Toastmaster calls on one selected station. These "activators" arrange for spot announcements and Toastmaster interviews to be broadcast and furnishes the station with the necessary materials.

When does it start:

* PROJECT SPOT announcements and interviews begin March 24 and conclude April 30.

Publicity of this type is what you have been asking for. Put PROJECT SPOT into acTion now! Get into gear to respond to PROJECT SPOT inquiries, extend many April invitations, and follow-up to make sure that these prospects accept the invitation to see the Toastmasters communication and leadership program in action.

*Jump On The Bandwagon
With Project Spot And
Sound The Trumpet For TI!*

FOR YOUR NEXT SPEECH

Bits of humor and sage wisdom for your next speech.

Narrow minds, like narrow streets should be marked "One way."—*Swanson Newsette*

* * *

We used to say, "What's cooking?" when we came home from work. Now is, "What's thawing?" — *Kroehler News*

* * *

If we can accept each adversity of life as a kick in the pants instead of in the face, adversity can become a step up the ladder of success. — *Conrad (Iowa) Record*

* * *

Hardening of the heart ages people more quickly than hardening of the arteries. — *Mutual Moments*

* * *

One becomes his full self only by becoming an instrument of a cause that is greater than himself. — *N.E.A. Journal*

* * *

One thing the income tax figures don't show is how much untold wealth we have. — *Banking*

* * *

Ideas are like rivets. They should be driven home and clinched while hot. — *Carbuilder*

* * *

"The high cost of eggs," said Gary Moore, radio and T.V. personality, "is not the result of the hen laying for the dealer; it's the dealer laying for the public."

* * *

A vacation consists of 2 weeks which are 2 short after which you are 2 tired 2 work, 2 broke not 2. — *Kroehler News*

* * *

A toastmaster is one who uses a few appropriated words. — *George Jessel*

* * *

When you point your finger accusingly at someone else, remember you have three fingers pointing at you. — *Buster Rothman*

TOASTMASTERS HALL of FAME

Congratulations to these 35 Toastmasters who completed the TI Communication and Leadership Program between December 4 and January 5

ABLE TOASTMASTER (ATM) Certificate of Achievement

- | | |
|--|---|
| Carl R. Johnson, ATM
Riverside Breakfast Club 1348-F | John E. Snow Jr., ATM
Greensboro Club 439-37 |
| James Hughston McBain, ATM
David-Monthan Saguaro Club 16-3 | Melvin E. Lied, ATM
Ephrata Club 3011-38 |
| George B. Mattson, ATM
Mariposa Club 1441-3 | Van C. Barnette, ATM
Kittyhawk Club 1108-40 |
| Jess Finerman, ATM
Roundup Club 1839-3 | Gene John Stergar, ATM
DCSC Officer's Club 1740-40 |
| Dennis Reynold Rulli, ATM
Oregon Trail Club 480-7 | Philip R. Potter, ATM
Sturgis Club 1346-41 |
| Charles D. Grider, ATM
Clay-Webster Club 1366-8 | Carl C. Oates, ATM
Huntington Club 1964-46 |
| Charles T. Scott, ATM
Maplecrest Club 3257-11 | Henry F. Alderfer, ATM
Charlotte County Club 1463-47 |
| Jessie W. Haggans, ATM
Early Bird Club 2326-12 | Charles S. Swan, ATM
Sarasota Club 1958-47 |
| John Graham, ATM
Monroeville Club 2954-13 | Ferdinand Schulte, ATM
Clearwater Club 3087-47 |
| Samuel G. Fennema, ATM
Edmond Club 170-16 | Charles D. Yerkes, ATM
Uptown Club 1458-56 |
| William J. Miller, ATM
Ponca City Club 1846-16 | Norris W. Yates Jr., ATM
Business & Professional Men's Club 2207-56 |
| Harvey N. Aviles, ATM
Pointers Club 3113-18 | Ralph E. Kirkup, ATM
Pathfinder Club 3635-57 |
| Clark Eugene Abshier, ATM
WECOMO Club 948-22 | William R. Calamas, ATM
Columbia Club 1393-58 |
| George W. Huber, ATM
Colorado Springs Club 555-26 | Brendan Mee, ATM
Limestone City Club 3045-61 |
| Harold W. Cotner, ATM
Pueblo Club 795-26 | Patrick A. Panfile, ATM
Postpradial Club 3259-65 |
| Paul G. Swater, ATM
Lake Geneva Club 2818-35 | William L. Rowe, ATM
Merrimac Club 3125-66 |
| Robert Henry Wuhrman, ATM
Triple-Crown Club 176-36 | J. M. Paul, ATM
Secunderabad Y.M.C.A. Club 3578-U |
| William B. Hamilton II, ATM
Helmsmen Club 2412-36 | |

Making Language Work For You

By RICHARD T. KEIST



Language is the greatest invention of the human race. Without it we cannot think, for thinking is talking to one's self, although not aloud. Language may be likened to the paper and ink of a dollar bill. In themselves they are of no unusual value, but by skillful technique they can be made into a substitute for the real thing, into a currency that can be easily transferred from person to person and has a standard of value known to all.

Spoken or Written

Language may be spoken or written. Although basically the same, there exists some sharp differences between spoken and written language. The most obvious difference is that one is intended for the ear while the other is intended for the eye. The written language allows the individual to absorb its meaning at his leisure, whereas the meaning of oral language must be obtained on the wing. A reader can proceed at his own pace, but the listener must proceed at the speaker's pace. Briefly stated, the written language must be *ultimately* intelligible and spoken language must be *instantly* intelligible. This is important for any Toastmaster to keep in mind as he attempts to make language work for him. When the meaning of what you want to say is completely clear to those in your audience, then lan-

guage is working for you.

Whenever you stand before a group to speak you must answer two questions for that audience: "What do you know?" and "How do you know?" There are several methods that you can employ to answer these questions and make yourself more fully understood.

Use specific words. Avoid abstract language. For example, rather than saying, "Some years ago there was a ball game between two major league teams and it was very close. The fans were excited as they waited to see if the man on third would score"; you might try, "It was over fifty years ago, the Detroit Tigers were playing the Cleveland Indians; the score was tied and the fate of the game rested with Moriarty, the white-bloused figure shuttling back and forth at third base. Twenty-thousand fans bent forward in anxious anticipation for as much as it meant to be on third, third base runs don't count. Third base is not a destination, it is a way station on the way home. The world is full of third bases. Third base is opportunity and opportunity is not arrival, it is another point of departure." By using specific words you not only quickly get and hold your listener but the verbal picture becomes much clearer.

Use simple words. It was once

observed that over 70% of the language content of the Adalai Stevenson's political campaign speeches consisted of one syllable words. It was his belief that this made him much more readily understood.

Use illustrations. Abe Lincoln observed that most people are influenced and informed by illustrations rather than through dialectic. So he learned to argue by analogy and to explain by stories. As an example, consider Ben Franklin's statement regarding voting rights and property ownership: "To require property of voters leads us up to this dilemma: I own a jackass, I can vote! The jackass dies, I can't vote! Therefore, the vote represents not me but the jackass!!"

Use specific instances. Present names, places, dates and events. Form your ideas like a new reel, a verbal show of successive pictures, one from this angle, one from that angle, one from another angle.

Use figures and statistics. You should not simply state

that, "Accidents are increasing." You must effectively demonstrate the fact through reliable figures. To make your claim most clear and impressionable requires the use of factual data.

Use testimony. Very often you will find that others have expressed the ideas you want to convey so vividly you would do better in making yourself clearer by quoting them.

Use restatement and repetition. Restatement is not the representation of proof or details, but rather the statement of a particular point three or four different ways. The repeating of the same idea in the same words is repetition. The successful use of these techniques can be readily seen in television advertising and on the ETV program "Sesame Street."

In summary, there are seven methods which you can employ to make language work effectively for you: 1) use specific words, 2) use simple words, 3) use illustrations, 4) use specific instances, 5) use figures and statistics, 6) use testimony, and 7) use restatement and repetition.

ABOUT THE AUTHOR

Richard Keist is a member of the Fort Collins Club 375-26 in Fort Collins, Colo. He is a Director of University Services at Colorado State University in Fort Collins, Colo.



Community Awareness

To promote the ideas of TI, **District 46** manned one of the 24 exhibit booths at the **Rockland Counties Second Industrial Exhibit**, Nanuet, N.Y. As a result of this effort, many new member prospects were reported.

Anniversary Dinner

Steeltown Club 755-60 in Hamilton, Ont., recently celebrated **Toastmasters International 47th Anniversary** with a dinner dance.

Readjustment Help

District 23 reports that **The Searchers**, Gavel Club at the New Mexico State Penitentiary, is helping prison residents adjust to prison life by giving them a new and strong self-image.

Joint Meeting

Alliance Club 767-10 in Alliance, Ohio, joined with the local Toastmistress club and taped 30-minute interviews on radio station **WFAH** and television station **WSAN**. The interviews were held in conjunction with anniversary week in Alliance.

TOWN OF THE MONTH — Sioux Falls, S.D. **Mayor Mike Shirmer** presents the **June Town of the Month** for proclamation to Toastmasters **Ross Reinhart**, on the left, and **Roy Potas**, on the right.





CHARTER PRESENTED — Trenton T. Tillman, far left, of the **Lowcountry Rehabs Gavel Club 61**, County Prison Farm in Charleston, S.C., receives the club's charter from Don Miller of **Dolphin Club 3170-58**. Thomas Crump, prison superintendent, and District Gov. Thomas Marchant III, DTM, look on.



SPECIAL FUNCTION — On hand to launch new **District 69** in Brisbane, Australia, were Lt. Gov. Geoff Phillips, left, Miss Toastmaster, Lesley Powell, and District Gov. Russ Walkington.



CELEBRATES ANNIVERSARY — Helping to celebrate the **16th Anniversary** of **Redstone Club 1932-48** in Huntsville, Ala., are Toastmasters Lew Graber, right, and Dick White, left.



SIGNS PROCLAMATION — Ybos City, Fla., Mayor Felipe Provenzonos signs proclamation declaring November as **Toastmasters Month**. Area Gov. Emmett Clary watches the signing.

CLUB ANNIVERSARIES — APRIL 1972

35 YEARS

Stockton Club 80-39
Stockton, California

30 YEARS

Wallace Club 222-9
Wallace, Idaho
First Montana Club 220-17
Great Falls, Montana

Sodak Club 224-41
Sioux Falls, South Dakota
Borger Club 218-44
Borger, Texas

25 YEARS

North Hollywood Club 147-52
North Hollywood, California
Hi-Noon Club 455-5
San Diego, California

McKinley Club 467-54
Champaign, Illinois
Minneapolis Club 459-6
Minneapolis, Minnesota

Knights of Columbus Club 447-6
St. Paul, Minnesota
Rainbow Club 488-17
Great Falls, Montana

Helena Club 487-17
Helena, Montana
Coronado Club 475-23
Albuquerque, New Mexico

Conoma Club 454-16
Oklahoma City, Oklahoma

20 YEARS

Associates Club 1042-50
Los Angeles, California
Idaho Falls Club 548-15
Idaho Falls, Idaho
Sam Sloan Chapter, Paducah Club 1051-11
Paducah, Kentucky

Columbia Power Club 1086-7
Portland, Oregon
Liberty Bell Club 1010-38
Philadelphia, Pennsylvania

Bux-Mont Club 1030-38
Souderton, Pennsylvania
Greater Dallas Club 1064-25
Dallas, Texas

Mid-Cities Club 989-25

Hurst, Texas
North Shore Club 1085-21
North Vancouver, British Columbia
Monklands Club 1157-TCBI
Coatbridge, Scotland

Kirkintilloch and District Club 1119-TCBI
Kirkintilloch, Scotland

15 YEARS

Tahoe Club 2307-59
Lake Tahoe, California
Westwinds Club 2436-F
West Covina, California

Titan Club 2368-26
Denver, Colorado
Mountain Home Club 2122-15
Mountain Home, Idaho

Baxter's Club 2447-30
Morton Grove, Illinois
Sidney Club 2408-55
Sidney, Nebraska

Willingboro Club 2382-38
Willingboro, New Jersey
Dynamic Club 2420-65
Rochester, New York

Salisbury Club 2380-37
Salisbury, North Carolina
Beacon Club 2421-40
Dayton, Ohio

Charleroi Club 2312-13
Charleroi, Pennsylvania
Coraopolis Club 2338-13
Coraopolis, Pennsylvania

Tun Tavern Club 2325-38
Philadelphia, Pennsylvania
Cosmopolitan Club 2304-25
Dallas, Texas

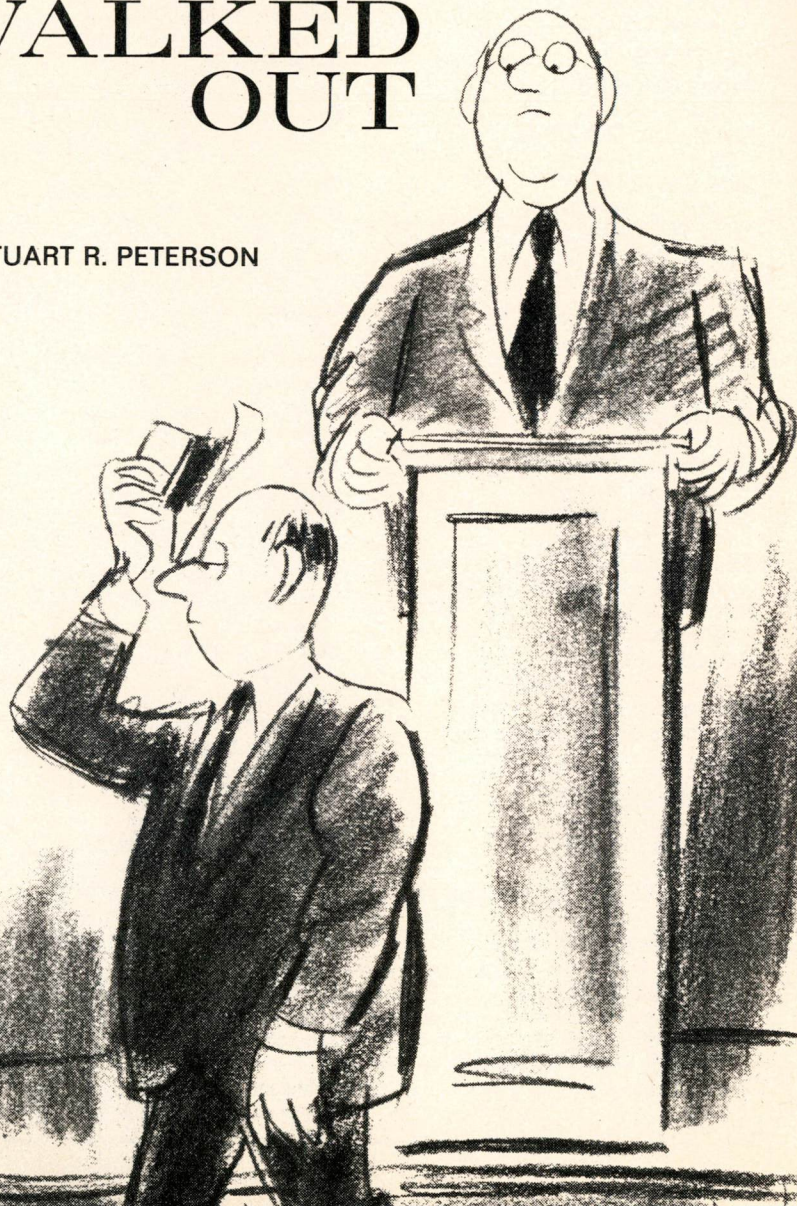
El Paso Natural Gas Club 2461-23
El Paso, Texas
Wildcat Club 1160-44
Odessa, Texas

Los Gallos Club 2428-15
Salt Lake City, Utah
Teheran Club 2367-U
Teheran, Iran

Pelindaba Club 2444-U
Johannesburg, South Africa

SOME WALKED OUT

By STUART R. PETERSON



The opening was excellent. Then things began to go downhill . . .

It wasn't so bad when the first listener got up to leave, but moments later three men in the second row left. (Three at once makes one start wondering.) Next, two women stood, hesitated, and strolled out.

When Joe departed, everyone knew he was going to phone his wife because she was ill. The doctor looked at his watch and headed for the door, probably to check on a patient. Like Joe's, his departure was understandable.

Then there were several others.

The audience continued to dwindle until there were only two in the room. Nonetheless, the speaker continued, oblivious to what had taken place.

As with the opening, the speaker's closing remarks were top notch. And, surprisingly, just about everybody had returned; only a few were still missing.

Speaker's Nightmare

A speaker's nightmare? You bet!! But, do you know something? All those people didn't physically leave the room. Some

of them mentally walked out! Nevertheless, they were gone, and the speaker didn't realize he had lost them!

Unless you distribute question and answer sheets to check the level of audience comprehension, you really don't know who's paying attention. Sure, two-way eye contact can be a sign of attention, particularly in a small room, but it isn't 100 percent reliable. A look of understanding can be feigned, as can a smile or laughter when the speaker injects a bit of humor. There can be many inbetween periods, no matter how brief, when a listener's mind wanders miles and miles away. Of course, if he is nodding or snoring the speaker has completely lost his mental tug-o-war.

As Toastmasters, our evaluators keep us pretty much on our speaking toes. But evaluators pay attention because they know they must make a report; maybe they aren't typical listeners.

Because of our Toastmasters training all of us probably are better listeners than the average person, but as speakers we can still "lose" our audience.

It is axiomatic that any speaker at some time will lose

listeners — some more, some less.

What are you, as a speaker, going to do about it? The path of least resistance is to do nothing. But remember Little Bo-peep?

Little Bo-peep has lost her sheep,

And can't tell where to find them;

Leave them alone,
and they'll come home,
(Wagging their tails behind them).

The sheep did not come back on their own. Instead, the fairy-tale shepherdess had to go "find them." Like Little Bo-peep you've got to do something to find the lost "sheep," the sooner the better.

Silence is Effective

Strangely, doing nothing *can* be effective. Complete silence — a noticeably long and well-placed pause — is "doing nothing," yet it's "something" because it is a deliberate act.

What happens when there's utter silence? The listener, who has emigrated into outer space, subconsciously realizes that something has changed. He expects a new verbal paragraph. He picks up his ears. He's figuratively pulled back to earth. Don't let him down; go into a

new point or phase of your talk.

An even better way is to inject a rhetorical question. A simple "What would you do?" is easy to slip in almost whenever needed. It can be preceded by "As a property owner," "as a taxpayer," "as a parent of a son hooked on drugs," or whatever ties in with the subject.

A somewhat softer waking-up procedure implies that the listener is smarter than most other people: simply say "It is not generally known that" or "Most people don't know this," and then divulge the information you wish to "declassify."

Action also can reawaken your listeners' interest. Displaying a model, showing an illustration, changing a slide, or going to the chalkboard — anything involving action — can be an attention-getter.

Of course, it's best not to let listeners escape via the day-dreaming route! That's what the Toastmasters *Communication and Leadership Program* is all about.

Reviewing the manual's guidelines for maintaining audience interest we find:

- **Set a goal** — From the manual project "Establish Your Purpose"

- **Choose an appropriate subject** — Presented in the project "Respond to What Listeners Want" and reinforced by "Make Your Speech Interesting" and "Make Your Speech Challenging"
- **Know your subject and present it fairly** — The object of "The Principle of Reality"
- **Organize your speech** — The purpose of two projects: "Step by Step" and "The Well-Constructed Speech"
- **Plan your gestures** — Covered in the manual's "Say It As Though You Mean It" project
- **Use vocal variety** — The aim of "Using Your Voice Effectively"
- **Speak with style** — Presented in "Diction, Dialect, and Enunciation"

- **Express yourself clearly** — The basis of the project "Clarifying Your Meaning"
- **Create emotional appeal** — Outlined in "How to be Persuasive"
- **Have a memorable message** — The object of "Make Your Message Memorable"
- **Watch your word choice** — The goal of project "Working Words"

Adding a touch of humor, using audiovisual aids, and maintaining eye contact also are stressed throughout the *Communication and Leadership Program* manual.

Brevity and levity do not always lend themselves to a speech, but this does: you have to have something of interest to say to the group you're addressing. Then, *keep* it interesting.

Keep it interesting and you'll keep your audience's escape hatch closed!

ABOUT THE AUTHOR

Stuart R. Peterson is a member of Minneapolis Club 75-6 in Minneapolis, Minn. He is a practicing patent attorney in Minneapolis.

NEW CLUBS

Chartered during December, 1971

District 3

SAN MARCOS Club 70-3. Meets Wed., 6:30 a.m., Peacock Rest., 131 S. Arizona Ave., CHANDLER, Ariz. Contact: 963-5152. **Sponsored by TEMPE CLUB 1715-3.**

AMIGOS Club 294-3. Meets Tues., 6:15 a.m., Chatterbox Rest., 1130 E. Main, CASA GRANDE, Ariz. Contact: 836-8793. **Sponsored by ROADRUNNERS CLUB 3850-3.**

District 4

SPEAK-EASY Club 1560-4. Meets Thurs., noon, Del Monte Corp., 215 Fremont St., SAN FRANCISCO, Calif.

District 13

WHEELING Y.M.C.A. Club 2778-13. Meets Wed., 7:30 p.m., Wheeling Y.M.C.A., 32 - 20th St., WHEELING, W. Va. Contact: 233-3560.

District 28

DOWNTOWN TOLEDO Club 2185-28. Meets Thurs., noon, Commodore Perry Motor Inn, 505 Jefferson Ave., TOLEDO, Ohio. Contact: 666-2359 or 259-6040. Area: Eleven. **Sponsored by WESTGATE CLUB 3159-28.**

District 29

GULF COAST Club 2095-29. Meets Mon., 6:30 a.m., Holiday Inn, West Beach, BILOXI, Miss. Contact: 388-2931. **Sponsored by HATTIESBURG CLUB 3553-29.**

District 34

HOMETOWN, U.S.A. Club 2162-34. Meets 1st & 3rd Wed., 6:30 p.m., The Dugout, SOUTH GLENS FALLS, N.Y., Contact: 792-1146. Area: Four.
NORTH SYRACUSE Club 3027-34. Meets Thurs., 6:30 p.m., Airport Inn, Hancock Field, NORTH SYRACUSE, N.Y. Contact: 458-3009 or 454-9369. **Sponsored by SYRACUSE CLUB 580-34.**

District 36

GERMANTOWN Club 2394-36. Meets alt. Wed., noon, Atomic Energy Commission Bldg., GERMANTOWN, Md. Contact: 973-7265 or 973-5543. Area: Eighteen. **Sponsored by ATOMIC ENERGY COMMISSION CLUB 2901-36.**
SHENANDOAH VALLEY Club 3515-36. Meets 2nd & 4th Thurs., 7:30 p.m., Harrisonburg, Electric Commission Bldg., Bruce St., HARRISONBURG, Va. Contact: 434-4745. **Sponsored by CULPEPER CLUB 3681-36.**

District 38

NATIONAL LIBERTY CORPORATION Club 1417-38. Meets 2nd & 4th Wed., 1:00 p.m., NLC Private Dining Rms., 20 Moores Rd., FRAZER, Pa. Contact: 647-5000, Ext. 638. **Sponsored by BRANDYWINE CLUB 1939-38.**

District 42

TYRANNOSAURUS REX Club 1035-42. Meets Tues., 5:30 p.m., Marquis Hall, Univ. of Saskatoon Campus, SASKATOON, Sask. Contact: 343-5211. **Sponsored by SEVEN SEAS CLUB 3296-42.**

District 45

FREDERICTON Club 2204-45. Meets Mon., 6:00 p.m., Seven Seas Rest., FREDERICTON, N.B. Area: Four. **Sponsored by SAINT JOHN CLUB 1479-45.**

District 46

SINGER-KEARFOTT Club 2768-46. Meets 1st Tues. & 3rd Thurs., 5:45 p.m., Singer Cafet., 63 Bedford Rd., PLEASANTVILLE, N.Y. Contact: 769-5000. **Sponsored by KEARFOTT CLUB 3156-46.**

NEW YORK FEDERAL Club 3851-46. Meets 2nd & 4th Thurs., noon, Conf. Rm., 26 Federal Plaza, NEW YORK, N.Y. Contact: 264-1257.

District 52

AUTO CLUB IX Club 1199-52. Meets 1st & 3rd Wed., 7:00 a.m., Jolly Roger, Fashion Square, NORTH HOLLYWOOD, Calif. Contact: 985-0410, Ext. 29.

District 58

LANCASTER Club 2154-58. Meets 1st & 3rd Tues., 6:30 p.m., Springs Hospital Cafet., West Meeting St., LANCASTER, S.C. Contact: 283-6021. **Sponsored by CAMDEN CLUB 2247-58.**

NZP

WHAKATANE Club 1106-NZP. Meets Tues., 7:30 p.m., Bay of Plenty Power Board, Staff Cafet., Commerce St., WHAKATANE, New Zealand. Contact: 8257 or 8249. **Sponsored by TAURANGA CLUB 3089-U.**

NAPIER Club 1542-NZP. Meets Mon., 5:45 p.m., Lions' Hall, Vautier St., NAPIER, New Zealand. Contact: 6351. **Sponsored by NEW ZEALAND TOASTMASTERS COUNCIL.**

GISBORNE Club 1662-NZP. Meets Mon., 7:30 p.m., Y.M.C.A. Committee Rms., Childers Rd., GISBORNE, New Zealand. Contact: 7550 or 3537. **Sponsored by NEW ZEALAND COUNCIL.**

MASTERTON Club 3199-NZP. Meets 1st & 3rd Mon., 7:30 p.m., Midland Hotel, Queen St., MASTERTON, New Zealand. Contact: 81153. **Sponsored by NEW ZEALAND COUNCIL.**

NELSON Club 3758-NZP. Meets alt. Mon., 8:00 p.m., Lantern Coffee Lounge, Bridge St., NELSON, New Zealand. Contact: RD 7970. **Sponsored by TIMARU CLUB 3474-U.**

BOOK NOOK

Recently published books about topics of interest to Toastmasters can be helpful in learning more about effective communication and leadership. Toastmasters International is not specifically recommending these books; rather, it is directing your attention to the fact they are available. They are *not* available from World Headquarters. *Contact your library or book store for a copy.*

HOW TO WRITE AND DELIVER A SPEECH

by John Ott

The author presents this volume upon the basis that a speech is organized in a unique fashion. A good speech sounds deceptively easy and simple, but often difficult to write without certain basic techniques. Those techniques are presented in this book. Trident Press.

REPORT WRITING FOR MANAGEMENT

by William J. Gallagher

A readable and informal discussion of report writing, this 216-page volume treats writing as part of a communication system involving the writer, reviewer, and reader. By viewing the reporting process as a system, the book breaks the process into a series of interrelated tasks which must be performed in fixed sequence. Addison-Wesley Publishing Company.

EFFECTIVE TECHNICAL SPEECHES AND SESSIONS

by Howard H. Manko

A professional lecturer, the author is a former Toastmaster who lauds the Toastmasters communication and leadership training for providing "me the foundation upon which to build my professional lectures." His text deals with the illustration and presentation of reports for groups of a technical orientation. McGraw-Hill Book Company.

DISTRICT GOVERNORS 1971-72

- F. Eugene R. Beckwith
2. James E. Bell, ATM
3. Alan P. Scherer, ATM
4. Robert H. Selover, ATM
5. Gerald D. Owens, DTM
6. Robert L. Haynes, ATM
7. Kenneth E. Herman, ATM
8. Earl W. Drennen, DTM
9. Henry A. Rozeboom
10. Allen C. Kingseed, ATM
11. C. C. Grove
12. Isaac W. Anders
13. H. Gerald Warren, ATM
14. Orville L. Dickinson
15. Addison K. Barry Jr.
16. Page D. Waller
17. John T. Cadby
18. Theodor C. Berenthien, ATM
19. Robert G. Glenn, ATM
20. Dale O. Anderson
21. Ronald F. Drane, DTM
22. Leslie P. Frazier
23. C. Thomas Kimball, ATM
24. Carl C. O'Neal
25. Thomas B. Alexander Jr., ATM
26. Paul E. Hendren
27. Russ N. Goodson, ATM
28. Phillip B. Richards, ATM
29. John M. Barreto, ATM
30. Richard L. Storer, ATM
31. Joseph L. Eden, ATM
32. Robert L. Erckert, ATM
33. Max P. Andrus, ATM
34. Richard W. Van Duynne
35. Carl E. Kopschkie
36. Charles E. Waterman, ATM
37. Robert E. Herndon
38. Anthony J. Marra
39. Jack M. Hartman, ATM
40. Hubert E. Dobson, DTM
41. Roy D. Beaird
42. Albert E. Fahiman, ATM
43. Otto H. Wenk
44. J. Q. Warmick Jr., ATM
45. G. Chester Dorr, ATM
46. Robert G. Lommel
47. Michael G. Shayne, DTM
48. Charles S. Allen, ATM
49. Herman A. Loeb!
50. Henry Greenberger, ATM
51. Edward A. O'Connor
52. Jack H. Guy
53. John D. McCarthy
54. Edgar D. Jester, ATM
55. Tom I. Haralson, ATM
56. George M. Gray
57. Hubert G. Morgan
58. Thomas M. Marchant III, ATM
59. David G. Towell
60. George Hevenor Jr., ATM
61. Dr. Jacques R. Perrault
62. Colin H. Broddle
63. Preston E. Allen
64. J. Hugh Graham
65. Robert H. Root
66. Carlton E. Burley
67. Dr. Donavon E. Hampton, ATM
68. Anthony E. Liambias
69. Russ Walkington
70. Tom W. Stubbs
- NZP Terry W. Boon
- 179 Marywood, Claremont, Calif. 91711
- 15704 SE 6th, Bellevue, Wash. 98008
- 8942 Kirkpatrick Cr., Tucson, Ariz. 85710
- 2927 Fallwood Ln., San Jose, Calif. 95132
- 711 S. Rose, Escondido, Calif. 92025
- 814 Meyer St., St. Paul, Minn. 55119
- 1115 NW 95th St., Vancouver, Wash. 98665
- 507 Briscoe Ave., O'Fallon, Mo. 63366
- 12622 Valley Way, Spokane, Wash. 99216
- P.O. Box 387, Galion, Ohio 44833
- 5327 N. New Jersey St., Indianapolis, Ind. 46220
- 645 Park Ave., Port Huemene, Calif. 93041
- 26 Hollen Cr., Fairmont, W.Va. 26554
- 720 Starlight Dr. N.E., Atlanta, Ga. 30342
- 510 E. Logan, Caldwell, Idaho 83605
- 5505 N. Independence, Oklahoma City, Okla. 73112
- 109 Briarwood Ln., Helena, Mont. 59601
- 1328 Deanwood Rd., Baltimore, Md. 21234
- 808 Hodge Ave., Ames, Iowa 50010
- 3106 9th St. N., Fargo, N. D. 58102
- 5249 Keith St., Burnaby 1, B.C., Canada
- 1908 Grandview Dr., Manhattan, Kans. 66502
- 3133 Daisy, El Paso, Tex. 79925
- 2806 Wayne, Bellevue, Nebr. 68005
- 4457 Finley Dr., Shreveport, La. 71105
- 2629 16th Ave., Greeley, Colo. 80631
- 18491 American Ave., Hilmar, Calif. 95324
- 29839 E. River Rd., Perrysburg, Ohio 43551
- 66 Linwood Rd., Fort Walton Beach, Fla. 32548
- 1684 Wicke Ave., Des Plaines, Ill. 60018
- P.O. Box 446, Framingham, Mass. 01701
- 25001 52nd Ave. East, Graham, Wash. 98338
- 1551 W. Pearl, Pasco, Wash. 99301
- Evergreen Ln., Hurley, N.Y. 12443
- Rt. #3, Box 208-B, Madison, Wisc. 53711
- P.O. Box 272, Fairfax, Va. 22030
- Rt. #1, Box 707, Lumberton, N.C. 28358
- 568 Westwood Dr., Downingtown, Pa. 19335
- 5306 Mississippi Bar Dr., Orangevale, Calif. 95662
- 1205 Henry Rd., S. Charleston, W.Va. 25303
- 1621 Derald Dr., Brookings, S.D. 57006
- 11105 85th Ave., Edmonton-61, Alta., Canada
- 2 Archwood Dr., Little Rock, Ark. 72204
- 3506 44th St., Lubbock, Tex. 79413
- Cleftstone Rd., Bar Harbor, Me. 04609
- 34 Hillcrest Dr., Wayne, N.J. 07470
- 4800 N.W. 6th Ct., Ft. Lauderdale, Fla. 33313
- 2704 Dry Creek Dr., Huntsville, Ala. 35810
- 734 8th Ave., Honolulu, Hawaii 96816
- 5174 Selmaraine, Culver City, Calif. 90230
- 4615 E. Slauson Ave., Maywood, Calif. 90270
- 3851 Rhodes Ave., Studio City, Calif. 91604
- 24 Bishop Rd., W. Hartford, Conn. 06119
- 804 Harrison Ct., Monticello, Ill. 61856
- 239 S. Fenway, Casper, Wyo. 82601
- 123 Rancho Blanco, San Antonio, Tex. 78201
- 624 Arlington Isle, Alameda, Calif. 94501
- P.O. Box 5656, Greenville, S.C. 29606
- P.O. Box 565, Gardnerville, Nev. 89410
- 7 Stratheden Rd., Toronto 10, Ont., Canada
- P.O. Box 285, Joliette, Que., Canada
- 1421 Jay St., Midland, Mich. 48640
- 425 Colemont Dr., Antioch, Tenn. 37013
- 365 Montrose St., Winnipeg, Man., Canada
- 57 Wynnwood Ave., Tonawanda, N.Y. 14150
- 8207 Metcalf Dr., Richmond, Va. 23227
- 1500 Airport Way, Fairbanks, Alaska 99701
- 8903 Bunker Hill Rd., New Orleans, La. 70127
- 24 Ormuz Rd., Yeronga, Queensland, 4104, Australia
- 8 Marlborough Ave., Harboard, N.S.W., 2096, Australia
- P.O. Box 195, New Plymouth, New Zealand

Emphasize Effective Evaluation

How much would you benefit by the improvement of your evaluator's comments about your speech? How much more would it benefit other speakers if **your** evaluations improved? TI's speech evaluation materials can help you present and receive effective evaluations. Obtain and use these evaluation aids:

TI's **Evaluation Kit** (167), for \$1.50, contains many ideas for establishing variety in the evaluation portions of your club's meetings. It includes 25 each of "Picture and Score Yourself" (164); "Speech Evaluation — Panel Discussion" (160); "Speaker's Profile" (161); "Individual Speech Evaluation Form" (165); and "Critique of the Critic" (1323).

Communication and Leadership Program Evaluation Guides (228), for 35 cents, and **Advanced Communication and Leadership Program Evaluation Guides** (229), for 35 cents, are designed to maintain the educational continuity in the evaluation part of your club's programming. These are complete 15-page sets for evaluating each project in the TI manuals, and to assure consistently effective evaluation.

Evaluation Contest Rules (1197), for 15 cents, are for use by club, area, or district to establish evaluation standards for each member. Includes one copy of TI's Evaluation Contest Worksheet and Ballot (1198).

Include 15% packing and shipping. Orders from California add 5% sales tax.

Toastmasters International, P.O. Box 10400
Santa Ana, California, U.S.A. 92711

CLUB NO. _____ DISTRICT NO. _____

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

Enclosed is \$ _____ (U.S.) (check or money order payable to
Toastmasters International) for _____ (quantity) 167, _____
(quantity) 228, _____ (quantity) 229, and/or _____ (quantity)
1197.