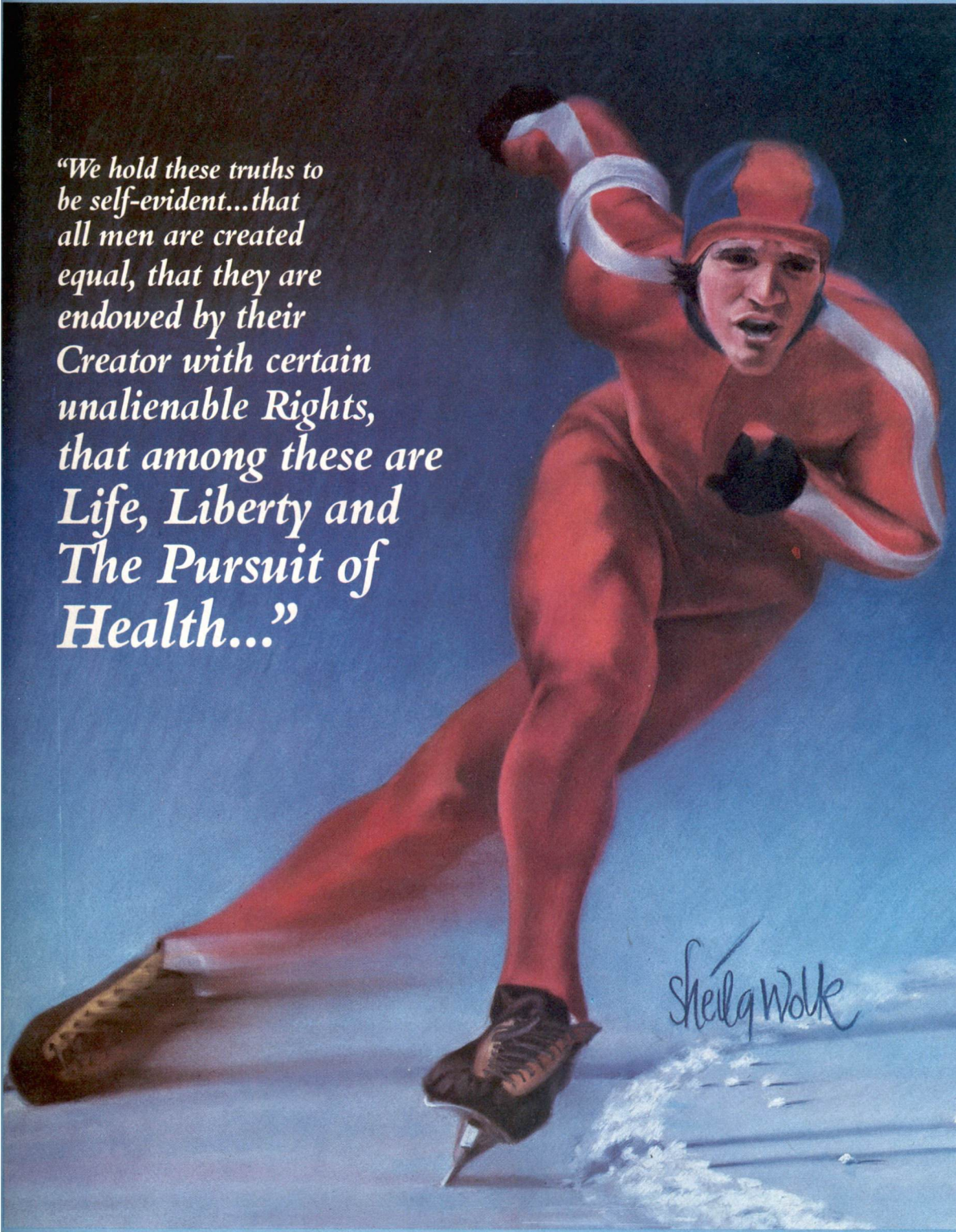


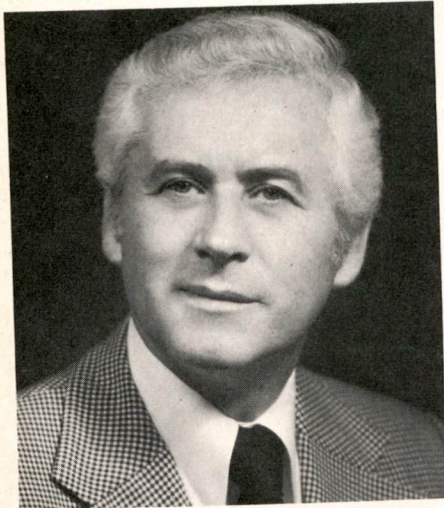
The Toastmaster

MARCH 1980

"We hold these truths to be self-evident...that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and The Pursuit of Health..."



Special Issue: HEALTH SECRETS FROM SUPER-ACHIEVERS, SEE PAGE 16



The Rewards of Total Fitness

The achievement of physical, mental and spiritual health is as important to your success as a speaker as your ability to write and deliver a speech. A speaker needs to convey a positive impression immediately to retain an audience's attention. To do that, you've got to look and feel your best. And that requires a way of life that promotes health — not just a last-minute conditioning program to prepare for a specific presentation.

What does your body say about you? It can make a positive or negative first impression. It can tell others you are a confident, independent person who exercises self-control and has high self-esteem. Or, it may indicate a reserved, dependent, unapproachable personality. Does it introduce you as an assertive, knowledgeable, clear-eyed optimist or a shy, uncertain, self-conscious pessimist? A healthy body will do everything we ask of it. Mistreated, how can it not rebel? A good diet, exercise, physical hygiene and attention to wardrobe will promote your success.

Your mental well being is as important as your physical condition. Yet, how often have you seen an evaluator destroy a speaker's self-confidence with ill-conceived criticism? Words can kill! Psychologists tell us that children who receive constant criticism become adults who lack self-esteem. They neglect their appearance and face the world defiantly instead of openly. They are afraid to speak even when spoken to and unable to assert themselves even for self-preservation. They may become so defiant they are destructive — to society and to themselves. The Golden Rule should be applied to our verbal as well as physical communications with others. We should try to develop a healthy self-image in our children to assure them a positive self-image as adults.

Picture a computer with all the knowledge of the ages stored in it but no one to push the buttons to retrieve it. What a waste! We each have a computer of our own — the mind — and, according to experts, it too is wasted. It can store more information than we can offer it; it is capable of calculations no machine can duplicate. All it needs is food for thought. Yet, most of us fail to give it that nourishment. We feed our bodies to keep them healthy and responsive to our needs and so we must feed our minds to keep them active, alert and responsive. Our personal computer carries the imprint of all our

experiences. It becomes a reservoir of feelings, knowledge, beliefs and attitudes. Those attitudes must be positive if you want to become successful. What is your attitude toward yourself, your job, your fellow employees, your club members? Your attitude determines how you approach your goals and how others respond to your leadership. Do others want to accomplish your goals because they see rewards for themselves, too? Does your attitude encourage their growth and success as well as your own? Your mental health is displayed through your attitudes toward others and toward the task at hand. Before you do anything else, your main task should be to develop the attitude of success.

The benefits of physical and mental health are maximized when combined with spiritual health. Many of our clubs and their meetings with an invocation or inspirational message. Those who believe in a supreme being, regardless of their religion, offer a blessing that encompasses all faiths. Those who are not so religious offer an inspiring thought. When you have your belief, be enthusiastic about it. Believing in God, in your mind, in yourself or in someone or something else gives you spiritual sustenance and makes life meaningful.

Do you believe in your goals and your ability to reach them? Do you believe in your family and friends and their devotion to your interest in your well being? Do you believe in what you are doing with your life? Do you believe in what you are doing when you give a speech? And, most important, do you believe in yourself? If you can say "yes" to all those questions, your success is assured. The keys to success are within you. Find them by nourishing your body, mind and soul. Being in good condition — physically, mentally and spiritually — will make you a winner.

Eric K. Stuhlmueller, DTM, International President

The Toastmaster

Vol. 46 No. 3

MARCH 1980

FEATURES

- 7 Discovering the Joys of Effective Speaking**
by Charles Kruger
- 8 Creative Health: The Holistic Approach**
by Howard E. Hill
- 11 Tapping the Centenarian's Energy Supply**
by Vince DaCosta, ATM
- 12 Getting Fit for Success**
by Sheila Cluff
- 14 Health Hazards in Management**
by Steven Ludwig
- 16 Health Secrets from Super-Achievers**
- 20 What Is Your Mental Diet?**
by Cavett Robert
- 24 Speak with a Voice They'll Listen To**
by Yvonne Michie Egan
- 26 Exercise Will Make You a Better Speaker**
by Chazzer Watson
- 27 Running Free**
by Kevin Shyne

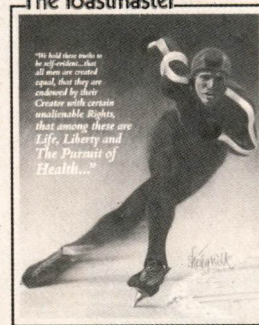
DEPARTMENTS

- 6 Letters**
- 23 Profile**
- 30 Hall of Fame**

COVER

It may not be a legal right, but health is certainly among the highest values in today's fitness-conscious societies. Why has fitness become so important to so many people? Because we all want to look and feel good and we all want to be successful. In the fast-paced, competitive world of today, it takes high energy, stamina and clear thinking to reach those goals. You'll be prepared to succeed at anything if you adopt a lifestyle that promotes your total well-being. What's the best way for you to achieve optimal health? That's what this special issue of THE TOASTMASTER is all about.

The Toastmaster



"We hold these truths to be self-evident... that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and The Pursuit of Health..."

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Published monthly to promote the ideals and goals of Toastmasters International, an organization devoted to improving its members' ability to express themselves clearly and concisely; to develop and strengthen their leadership and executive potential; and to achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Second class postage paid at Santa Ana, California. Copyright 1979 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A.

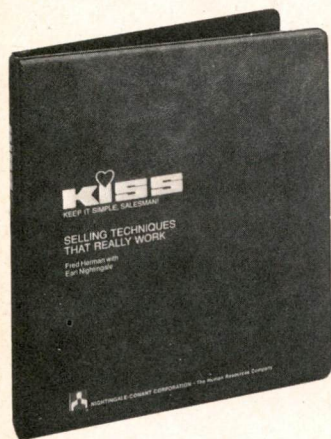
□ All correspondence relating to editorial content or circulation should be addressed to THE TOASTMASTER Magazine (ISSN 0040-8263), 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. Non-member price: \$6.00 per year. Single copy: 50¢.



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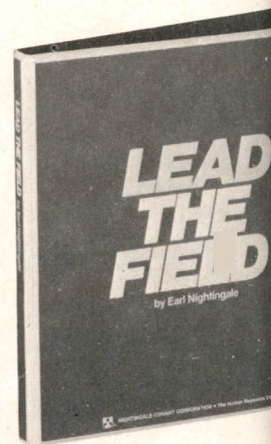
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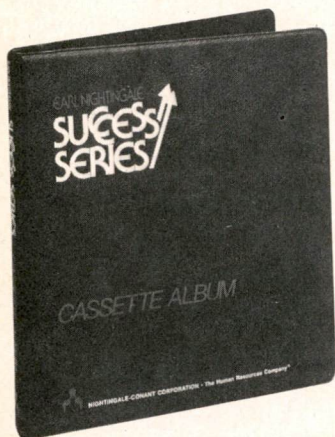
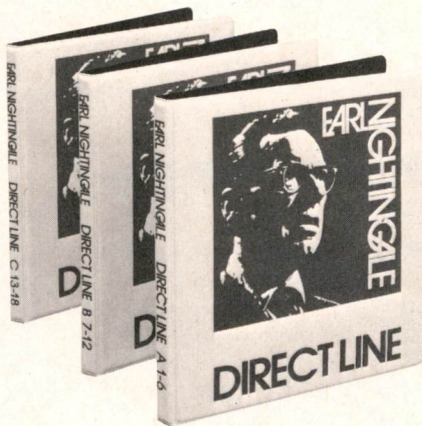


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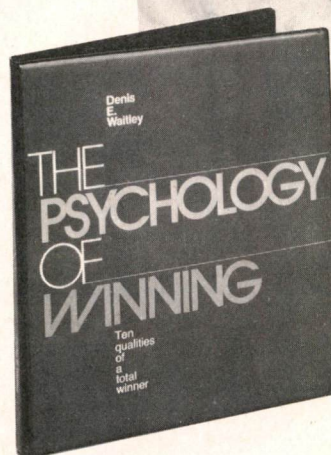


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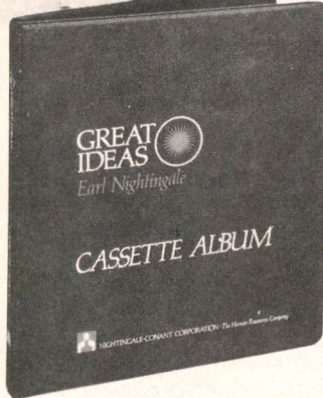


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Mourning the Loss of Literary Beauty

Thanks for publishing the December article "Shakespeare's Magic," for therein lies a true, but sad message for us all. I fear the writers of today lack much of the beauty, word pictures, flare and imagination of those writers of but a generation or two ago.

When I was a kid, some 55 years ago, I often read Zane Grey's western novels. That man would cover half a page with well chosen, colorful and picture-painting words describing a single sunset. A reader could just sit there in the saddle and watch as the last arrows of light were shot from the golden bow of the sun, painting the cactus-studded plains with delicate colors of yellow, red and orange as the sun settled for its sweet and silent slumber behind the blue and purple hills in the warm and waning west.

Yes, I feel that much of the beauty in writing is lost and unknown in our busy world of today.

*Emerson Tichenor
Indianapolis, Indiana*

The Food Debate: Is "Natural" Better?

As a food scientist, I must comment on the final suggestion given by Mr. Mendez-Perez for dealing with stage fright (January 1980 "Speakers Forum"). He recommends that speakers "maintain a balanced diet and eat *natural* foods." I agree that general health and nutritional status may affect a speaker's performance; however, I disagree with the implication that "natural" foods as a group are more pure, wholesome or nutritious than any other foods.

The nutrient content of any food is dependent on many factors, including variety, maturity at harvest, handling conditions and packaging. Processing and the use of preservatives can often stabilize the nutrient content of a food, whereas "natural" foods lose some nutrients rapidly after they are harvested. Thus, at the time the food is consumed, the processed food may be more nutritious than the corresponding "natural" food.

Almost every "natural" food contains some toxic materials; for example, lima beans yield hydrogen cyanide when cooked. Bananas, pineapple and cheese contain substances which raise blood pressure under certain circumstances. Many natural foods constituents have not been tested for toxicity. In contrast, food additives are thoroughly tested.

I am not suggesting that people stop eating natural foods. Experience suggests that toxins in foods exist in such small quantities that they are not dangerous, provided that individual foods are eaten in normal amounts. However, I do object to the *The Toastmaster's* promotion of the "natural-is-better" myth.

*Sharon Pasch, Ph.D.
Homewood, Illinois*

Learning Tools for Blind Toastmasters

The article about the Orange County Braille Institute Club 15-F in your August edition as well as all the recent letters published about blind Toastmasters made most interesting reading.

Our club, Golden City 1798-74P, in Johannesburg, South Africa was chartered in October primarily for blind people. It is, I believe only the third such club in the world, the others being the First Braille Club in Los Angeles, California and the aforementioned club in Anaheim, California.

Our club was chartered with 28 members, 21 of whom are totally or partially blind. Some members requested Braille kits, so we had summaries of the 15 Communication and Leadership projects produced in Braille. We have since learned that a club's charter kit may consist of no more than one Braille kit without cost. It was therefore decided that all blind members will receive their kits on tape and the Braille summaries will be available to those who want them to supplement the tapes.

Our Braille summaries of the Communication and Leadership projects are available to anyone who may be interested in them. We are charging \$2.75 each, just enough to cover production costs.

Our members are extremely en-

thusiastic about their involvement. Toastmasters is giving them a rare opportunity to be active participants.

*Mike Levinrad
Bramley, South Africa*

Do the blind members in your club know that Toastmasters' Basic and Advanced Communication and Leadership Manuals have been taped especially for them? Do they know that a Braille version of the basic manual can be purchased for \$20? Club officers should assume responsibility for delivering this information to blind Toastmasters. Make sure they request tapes instead of manuals on their membership application and all educational completion forms. They should know that a taped version of the Basic C & L Manual and the Effective Speech Evaluation Manual will be included in their new member kit at no charge upon request. There also is no charge for taped versions of the three advanced manuals that will be sent to them when they are awarded their CTM certificate. The remaining two manuals can be purchased on tape for \$2 each. —Ed.

Why Everyone Should Go Down-Under In May

I would like to invite all Toastmasters to attend the exciting 1980 Down-Under Convention May 15 to 18 in Sydney, Australia. It's a chance to visit one of the most beautiful countries in the world while discovering new ways to communicate effectively in a variety of speaking situations.

There will be educational sessions, special events and opportunities to share speaking experiences and ideas with people from all over the world. You'll also meet Toastmasters International President Eric Stuhlmüller, DTM, and you'll witness one of the world's most competitive speech contests.

In January, the Down-Under Convention Committee sent flyers containing further details to all clubs in the United States, Canada and South Africa. If you need more information, contact "Down-Under 1980," P.O. Box 649, Potts Point, N.S.W., 2011, Australia. For tour and travel information, call Airomar Travel Corporation at (213) 933-8311 (Los Angeles Area), (800) 252-0063 (California) or (800) 421-4690 (Continental U.S.A.).

*Phil Cohen
Potts Point, N.S.W. Australia*

Loosening up for public speaking through exercises that build energy while relieving tension.

Discovering the Joys of Effective Speaking

by Charles Kruger

Picture this scene: A group of people are standing in a circle. In the center, one man is jumping up and down, waving his elbows in the air with each jump, he shouts, "HOO!" Another man joins him. They move around the inside of circle, jumping in the air, shouting "HOO! WAHOO!" with elbows fly-

Are you watching an eccentric "group therapy" session? A strange religious service? No. I have described one of the most effective exercises to help people relax when giving a speech. When you do this exercise comfortably, you are sure you will have little difficulty speaking comfortably behind a lectern. I use workshops to teach effective speaking and exciting, dynamic experiences. Conducting such a workshop is enormously rewarding. It requires no extraordinary skill or special training; it only takes hard work, enthusiasm and about 20 interested participants.

The Hot Seat

Many people are petrified in front of a microphone. They shake, fidget, perspire, and panic. Not surprisingly, they do not speak effectively in that condition. The first step toward improvement is to be comfortable on stage. This is accomplished with an exercise I call the "hot seat" or "spotlight." It involves one task: Seat the participant on a stool in the center of the platform, and interview him or her.

The first question should be: "Are you completely comfortable?" The answer, naturally, will be "no." Follow up with any question at all — the point is to continue the conversation. After a few minutes, ask, "Are you feeling more comfortable now?" Invariably, the answer will be "yes."

Involving the individual in conversation, you have taken away the fear. This will be a new experience for many. When they talk in front of a group without fear, the initial — and most important — barrier to effective speaking is broken.

Relaxation

After the introductory interviews, continue your workshop with a discussion on fear. The participants will gradually realize that when they were initially relaxed on stage, they

weren't afraid. At this point, you can introduce exercises for relaxation.

Have everybody stand and bend from the waist with arms hanging limply. Eyes should be closed. Now go to each student and raise one of their arms into the air. When you let go, it should drop freely to its original position. A few will be relaxed enough for this to happen. Compliment them and move on. They are the fortunate ones who do not need this exercise.

Most will tense the arm and hold it where you lift it. When this happens, point out that if you're relaxed, the arm will drop. Repeat the exercise until everybody is relaxed. Many may be unaware of tension until it is pointed out to them.

Another good exercise is the tensing and relaxing of all the muscles in the

Free movement is the key to tapping essential energy.

body. Have everyone lie flat on the floor. Instruct them to tense the muscles in their feet, then relax them. Continue these instructions, moving gradually up the body to the knees, thighs, buttocks, stomach, arms and shoulders. When you're finished, every muscle will be much more relaxed. This exercise can be used effectively to relieve tension just before any speaking engagement.

Movement

Movement is important for building energy. Try this: Have everybody jump up and down as fast as they can for 30 seconds. They will find themselves more energetic after doing this. Energy, of course, is essential to effective speaking, and free movement is the key to tapping it.

Find a good piece of dance music with a clear, rapid melody line. Have your workshop participants move each part of their bodies independently to the music. First move the head only. Then stop the head and move the shoulders only, continuing down to the feet. Then move the entire body at once to the music. This is a great way to have fun

while conditioning yourself for speaking.

Overcoming Embarrassment

This is the exercise I described in the opening of this article. Everybody stands in a circle. One person — the workshop leader most likely — goes to the center and makes some funny movement with an accompanying noise — the more outrageous, the better. Then move around in the circle, still making the movement and noise. Stop in front of one particular person but continue the movement and noise. That person now joins you in the circle, and you both continue. You can then step out as the new person creates an original movement and noise. This process continues until everybody has participated. Believe me, this breaks down embarrassment.

Voice Projection

Relaxation, ease and energy are of no use on the platform if the speaker can't be heard. This exercise will help you get the "feel" of projecting your voice.

Divide your workshop participants into two groups. Line each up on opposite sides of the room — as far apart as possible — facing each other.

One person then speaks to the person he or she is facing. That person repeats what was said and makes another statement to the person next to the first speaker. This continues until the entire group has spoken. Everyone will quickly discover how loudly they have to speak in order to be heard across an auditorium.

Impromptu Speeches

After all the exercises have been explored, ask each participant to speak for five minutes on how he or she felt about the workshop. Everyone will be anxious to do this — and they'll enjoy impromptu speaking more than they would have before the workshop. They'll also speak more effectively.

These ideas can give you a good start on your workshop. So what are you waiting for? Get a group together and discover how rewarding it can be to introduce others to the joys of effective speaking. You might even try it at your next Toastmasters meeting. ■

Charles Kruger is a free-lance writer who lives in Hollywood, California.

Twelve healing principles to help you prevent and conquer illness.

CREATIVE HEALTH: THE HOLISTIC APPROACH

by Howard E. Hill

Wholistic health care, or, as it is better known, *Holistic* monitoring of our well being, is sweeping across America like wildfire.

What is Holistic health care? It is everything to everybody! It has emerged at a decisive point in American health history, an outgrowth of the limitations and ineptitudes of established medical practices that focus on the treatment of illness rather than the preservation of health.

There is not one single shred of evidence to prove that drugs, surgery, massage, prayer, positive thinking, jogging, diets of fruits and vegetables or any other antidote will heal all the ills of mankind. However, there is considerable evidence now surfacing to prove there is a time and place for each of these remedies and they often are most effective when combined. That is the essence of Holistic healing.

I began to explore *creative health* — now known as Holistic healing — in 1970 when my doctor told me the excruciating pain I was suffering was brought on by degenerative arthritis, an affliction, he explained, that would cripple me for the rest of my life. All he could offer was a prescription for a high-powered pain killer. I refused to accept his verdict, and I am now not only alive and healthy, but more active than many men and women much younger than I.

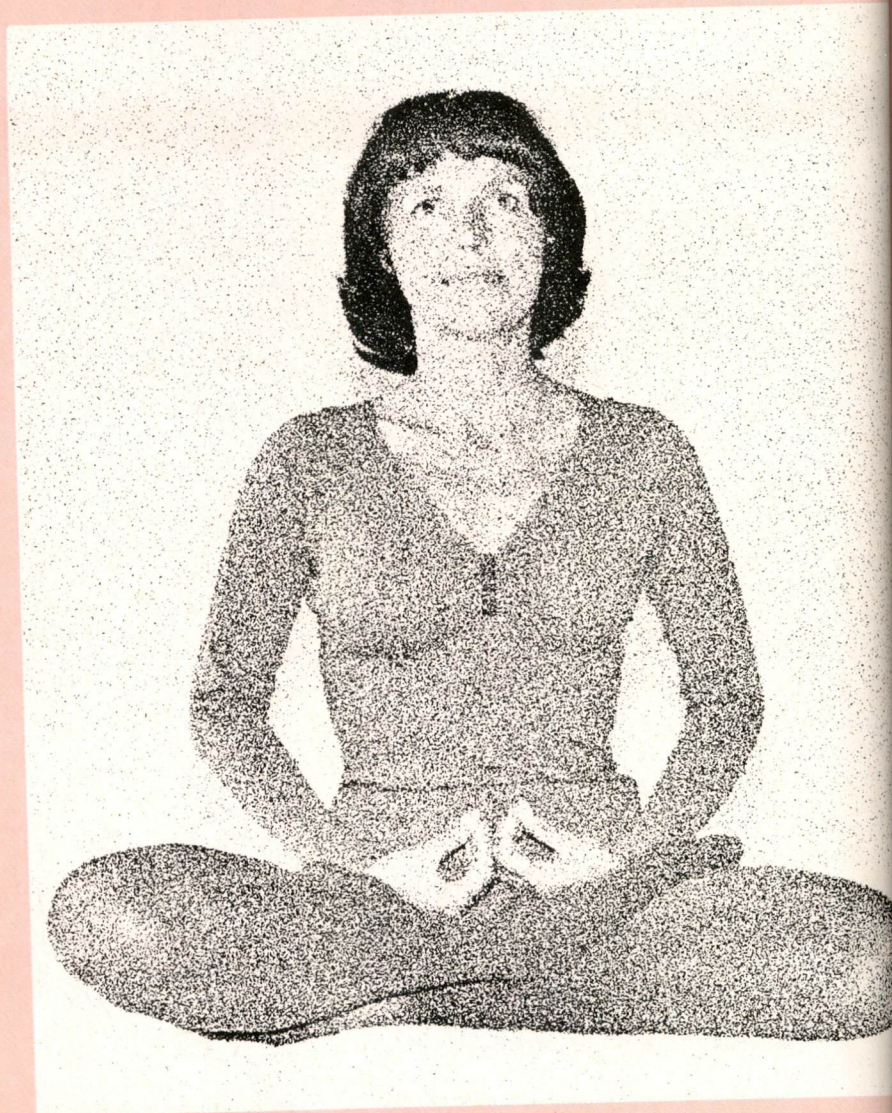
How did I accomplish a complete turnabout in my health pattern? By studying the elementary laws of nature and using the creative health measures I am about to reveal to you.

Back to Basics

Holistic healing compels us to return to fundamentals. Healing, as such, begins with a souped-up determination to *resist* illness or disease. From that point on we are confronted with the old adage, "Physician heal thyself."

Once you accept that responsibility, you're ready to develop your own approach to Holistic healing, which involves treatment of the mind, body and spirit.

There is no single set of circumstances that can make all persons instantly active and healthy. However, I have discovered 12 health secrets that



RELEASING TENSION — For many fitness enthusiasts, the regular practice of Yoga provides from everyday stresses. This classic pose for meditation and relaxation is one of many exercises designed to create a total sense of well-being.

Photo courtesy of Annapurneshwari Yoga Arts, Costa Mesa, Cal

THE TOASTMA

help you create an imaginative plan and could introduce you to a new way of life. First, as the fundamental activator of what we do, the *mind* is a basic tool for holistic healing. Our ability to generate money-making ideas, designs and procedures on demand is the greatest single power we possess. Unfortunately, the full potential of this magic power of the mind was never tapped until a few philosophies turned it on until the advent of Holistic healing.

The second, and probably the most powerful activator, is *motivation*. In other words, what is it that makes you tick? Is it health, success, accomplishment, a happy home? Whatever it is, put it down and put it to work for you every day. The greater your motivation, the greater will be your achievement. It's as simple as that.

The third approach to Holistic healing is *meditation*. This practice is often described as the incubator of creative health. Why meditate? One extremely wise man says it's a way of "coming to one's self." There are as many reasons to meditate as there are reasons for going to it. The method I prefer is based on the achievement of health. To start, I isolate myself in a quiet place where I will not be disturbed for at least 20 minutes. After a period of achieving complete relaxation, I tell myself, "I am now healed." I then begin to cite all the health advantages I can think of. Keep this exercise going *with intensity* for the full meditative period. If you feel the need for a relaxation exercise, repeat this ritual several times each day — especially just before going to bed.

Once you make meditation part of your progressive health building program, you will quickly discover benefits far exceeding your expectations. Meditation is a natural, uncomplicated routine I have described is basic to your purpose.

Auto conditioning

The fourth approach in Holistic healing is *programming* — the art and science of computerizing your directional guidance system. In an earlier generation, Dr. Cornell Hart, professor of soci-

ology at Duke University, described the method as *autoconditioning*. According to this learned researcher, "Creative health becomes available to everyone because autoconditioning is a simple and entirely safe method of tapping the power of the subconscious mind." To perform this procedure, all you have to do is reduce your health goals to 100 words or less and thereafter read and reread your statement several times each day until your objective becomes an intrinsic part of you. How lasting are the results of programming? All the evidence we have been able to gather indicates that individuals who do this exercise with consistency and determination have made fantastic health achievements.

Yoga exercises give a sense of renewal to body, mind and spirit.

The fifth approach in Holistic healing is a method of using *the miracle power of breath* to overcome stress and reduce tension. This procedure is so simple that it is often overlooked by those seeking good health. In order to gain full advantage of this technique, stand in an upright position, exhale to the very bottom of your lung capacity with arms outstretched horizontally and then inhale slowly as you cross your arms in front of you while bending forward from the waist. When you have touched your toes, or come as close to touching as possible, begin to exhale as you return to an upright position. At the peak of your return position, hold your breath for at least three seconds. Repeat this performance at least five times each day and especially just before retiring.

The sixth approach in Holistic healing is *vibrational build-up* — the key to your contact with what I call the Infinite Mind. The technique is easily learned with results so amazing it is difficult to comprehend. When you learn you can influence your own bodily health by applying the dynamic forces of vibration, you will have activated a revitalizing force of nature with un-

limited restorative powers. As you know, vibration is a fundamental action in nature. Without vibration there would be no life. With this pulsation of energy that expands and contracts rhythmically, all life ebbs and flows. Our goal is to make contact with this revitalizing force of nature for the purpose of restoring the energies of body, mind and spirit. In order to accomplish a vibrational build-up in your own body, isolate yourself and let the forces of nature well up within your body. If you use your imagination you can feel these forces moving through your entire being, giving you energy and strength. The power of this exercise is unlimited.

The seventh approach in Holistic healing is *the miracle of the glands*. Many of our physical upsets, including stress and tension, are caused by a glandular imbalance. Therefore, it is impossible for us to invoke the full powers of creative health unless our glandular system is in good working order. Exercise can restore balance to your glandular system in a matter of days. Hidden within the mind is an intelligence and power that knows no limitations, providing all channels are clear of obstructions.

Improving Circulation

The eighth approach in Holistic healing is *massage*. This procedure is essential to creative health because it focuses on one of the great operational systems of the body — circulation. Walking, jogging and other exercise routines all improve circulation. However, there is one tremendously important activity that is often overlooked. This service can be performed by a competent masseur or masseuse or a knowledgeable chiropractor. A less expensive aid would be for a member of the family to learn the few simple movements that are part of the professional's bag of tricks. It's also helpful to give yourself a brisk rubdown with a coarse towel just before retiring. In any event, circulation is essential to proper body functioning. It is a vital key to creative health.

The ninth approach in Holistic heal-

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ing is *Isometric Tension*. This system of body movements is based upon the principle of *resistance*. Stretching and tensing every muscle of the body for no more than five minutes each day is as effective as vigorous exercise. Isometrics should be done very sparingly, especially in the beginning. And if you have any organic problems you should consult a competent doctor before you start. The routines can be found in athletic stores, book stores and libraries.

The 10th approach in Holistic healing is the *miracle of the sea*. Scientists are discovering that the abundant plant growth in the sea has life-sustaining qualities. Food products made from sea vegetation can give you vital nutrients. Some health food stores carry these products now, and they are sure to become more popular as their health benefits are realized.

The 11th approach in Holistic healing is the regular practice of *Yoga*. This unique exercise system is followed religiously by millions of Americans. For some strange reason, a majority of devotees are women. However, the routines are equally good for men — especially those without heart or respiratory ailments. For anyone, the

Holistic healing reduces stress and eliminates tension.

simple drills can become an adventure in better living.

What is Yoga? This exotic program of body movements is really the remote ancestor of all systems of self-improvement. The practice has been in use for many centuries by persons who want to gain renewal of body, mind and spirit. Once again, the intent and purpose of Holistic healing is to reduce stress and eliminate tensions. With this much accomplished, it is possible for the physical body to be restored to health in a most amazing fashion.

Perhaps the best known movement of Yoga is the full Lotus position, which is the classic pose for meditation and relaxation. However, in general usage there are at least a dozen preliminary exercises that should precede the full Lotus.

(At this point, I want to remind you that none of the programs described in this article — and that includes Yoga — should be used as a *substitute* for competent medical care.)

In practice, Yoga is many times better than a typical exercise program. The principle of *slow motion* movements and the frequent *holds* firm up the muscles and make the body more flexible.

For all practical purposes, I prefer the

American form of Yoga body movements. These routines can be found in most libraries, or your nearest bookstore probably carries an assortment of explanatory material, including charts and drawings showing you exactly how to develop your own routines.

Changing Eating Habits

Now we come to the 12th and final approach to the fundamentals of Holistic healing, a process known as *Fletcherizing*. For most persons, this will be new. However, it is one of the most important.

The story behind the term is startling. The originator of the method, Horace Fletcher, had to face the fact that at the age of 40 he was a physical and mental wreck. After a long, hard look at his lifestyle, he discovered that his eating habits were the cause of his many health problems. His discoveries in the field of nutrition revolutionized the eating habits of Americans — at least for a brief period in the early years of the 20th century. His astonishing pronouncements about the intake of food captured the fickle attention of a public steeped in the traditions of eating too often, too much and too greedily.

Fletcher's experiments were conducted at one of the leading Eastern universities. At this point, serious study groups across the country began to examine the relationship between eating habits and illness. The results of their findings provided the first real cornerstone of Holistic healing.

The essence of Fletcher's system boils down to this: *Chew each mouthful of food until it practically swallows itself*. It is impossible to achieve creative health with a body stuffed with half-digested food.

One of the greatest advantages of Holistic health movement is its focus on individual health programs. The formula for optimal health is different for everyone. The most important ingredient in my program for healthy living is motivation:

"To achieve what you want, be it health, life, great wealth or recognition, you must work strongly enough, with all of the might of your being, to be healed, or to achieve your main purpose in life."



Howard E. Hill, a Toastmaster, is the author of 29 books, including *Nine Magic Secrets for Long Life*, *How to Think Like a Millionaire* and *Get Rich and 99 Miracle Foods*.

Products of Nature. In 1973, he was appointed to the team of lecturers representing the National Health Federation. He has appeared on radio and TV talk shows from the coast as spokesman for Ralston Purina health foods. He has also been a guest lecturer and speaker in principal cities throughout the country.

TAPPING THE CENTENARIAN'S ENERGY SUPPLY

by Vince DaCosta, ATM

Martin was tired — very tired! He needed a long vacation, but he knew he would still be tired when he got back. He had a chronic condition. He wondered if he should see a doctor. But deep down inside he knew his present condition had developed because of negative mental attitudes and careless health habits that only he could correct. Those problems had sapped his energy supply and caused his mental and physical health to deteriorate so drastically that he almost lost his will to live.

He began to review his life — he was 83, and as a child he had developed the belief that he was unwanted. He had always felt sorry for himself. Lacking confidence in his ability to achieve anything, he failed consistently. His physical health steadily declined, and he developed headaches, backaches and indigestion. And he was tired — always tired.

We have the capacity to generate tremendous amounts of energy. But if we "turn off the tap" as Martin did, we will inhibit the flow of energy and may end up as emotional, mental and physical wrecks. For persons like Martin, the return to vibrant health and energy must start from deep within. They must repair their shattered psyches before they can tap their vast reserves of energy. How we feel about ourselves is vital. If we lack self-respect and confidence, the energy flow will be restricted. We must feel happy about ourselves — we must like ourselves and when the energy flow will be full and free.

There are confidence building techniques anyone can use to overcome fear and self-pity. One of the most effective methods capitalizes on the power of positive thinking. To start, find a quiet corner where you will not be disturbed. It is important that you feel safe and comfortable. Then close your eyes and tell yourself you are totally relaxed. Take time to consciously relax your arms, legs and neck. Then begin to talk

to yourself with words and mental images.

Picture yourself meeting friends and enjoying yourself; picture yourself achieving the things you want to achieve; picture yourself in good health with a high energy level; and tell yourself you like yourself! Be sure to form mental images in your mind. The power to develop a positive internal condition rests on your ability to consistently form vivid mental pictures.

The keys to long life are diet, attitude and regular exercise.

Use the energy this mental exercise gives you to reverse your negative attitudes. Be sure you say at least one word of appreciation every day, and force yourself to smile when you say "good morning." Toastmasters International President Eric Stuhlmüller captivates audiences with his ready smile. Yet there was a time when he was quite withdrawn and overcome by fear. With a positive attitude and perseverance, he was able to develop the outstanding personality and high energy level he now has. Constant application of these ideas will also help you develop a greater flow of energy, which in turn will prepare you for the last hurdle — physical health.

No one can speak with more authority and credibility on the subject of physical health than Gabriel Sanchez, a 113-year-old villager raised in the mountains of Ecuador. If he took time out from ploughing his garden to talk about his long life and good health, he would say there is nothing unusual about him. Many of his neighbors in the village of Vilcabamba are alive and healthy at the century mark. These people have been visited and studied by prominent doctors and authors and are the subject of a number of recently published books. Indications are that the main factors responsible for their

good health are diet, attitude and exercise.

The remarkable thing about their diet is not so much the type of food as the quantity. The people in Vilcabamba consume less than half as many calories as North Americans do every day. The daily calorie total required to enable a centenarian to work in his garden is only 1200. Modern research confirms the importance of reducing calorie consumption. Tests have revealed that reducing the calorie content in the normal diet of rats by 40 percent improves their health and lengthens their lives.

Vilcabambans eat little meat, but a wide variety of fruits and home grown vegetables. Careful choice of the foods we eat and sensible weight control measures will help bring us close to the ideal of Vilcabamba — energy to live actively and happily beyond the century mark.

The men and women who exhibit great energy are usually serene human beings. They have found a philosophy of life that allows them to accept themselves and others, and they are at peace with the world. They have a positive and optimistic outlook which minimizes worry and fear, and they have adopted health habits that keep the typical physical ailments that go with aging at bay.

We all generate our own energy for living. And we succeed to the extent that we are able to develop mature self-acceptance, a positive mental attitude and a physically fit body. 🍌



Vince DaCosta, ATM, is past president of Toronto Downtown Club 1744-60 in Toronto, Ontario, Canada. He is current administrative lieutenant governor of District 60. He is also a communications and leadership specialist who promotes and presents "Saturday Seminars" on motivation, communication and personal goals.



Getting Fit for Success

by Sheila Cluff

Have you ever said to yourself, "I should exercise more but I just don't have the time?" Have you found time for a few weeks, then allowed business pressures to interfere? Do you start every day with a plan to put fitness into your life, but end up too exhausted to even think about it?

If you're finding it impossible to exercise regularly, chances are you don't have the right kind of fitness program for you. You are typical of millions of decision-making people who want to make fitness a way of life but don't know how.

In order to get the most benefit from any conditioning program, you must understand what you are doing and why you are doing it, and you must do it the right way. Develop the right program for you, and then follow it until it becomes a habit. If you persist until you reach the "fit high," you'll never quit. Exercise can become a positive addiction!

A regular program of the right exercise for you doesn't really take time, it gives you time because it generates energy that enables you to function at top efficiency. Your self-esteem, productivity and energy level are elevated in direct proportion to your fitness level; being fit helps you accomplish more in a shorter period of time.

I have found in my 20 years of teaching fitness that there are several

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Health Hazards in Management

by Steven Ludwig

Warning: Working may be hazardous to your health. A television commercial depicts a top executive who needs a package delivered across country overnight. He barks orders to the next in command, who snarls at a secretary, who growls at a mailroom boy — and the job gets done.

Corporate life often seems to function like that, with people dumping on one another down the line. (Ever wonder where the phrase "pecking order" comes from?)

In addition, the tensions, frustrations and demands of executive life all add to managers' stress. Unless they can learn to handle it, they may crack, or at least, their job performance will be impaired.

"Stress is part of being alive," says Gloria T. Hirsch, clinical director of Friends of the Family, Van Nuys, California, "If you have to make a decision or change, even if it is toward something pleasurable, there is psychological and physical stress."

If the situation goes on for awhile, rather than being resolved quickly, the stress mounts and a person starts losing sleep, feeling nervous, barking at people and being irritable.

"Executives by deliberate choice face making overt decisions as part of their jobs," Hirsch says. "If the thinking goes smoothly, the body exhibits no stress. But if they can't get a handle on a problem or data, that's another situation. They then face a deliberate choice of whether to relax or build up the tension. When they build it up, the bio-organism comes to a state where the thinking process may be distorted. There is a relative amount of body discomfort, stomach aches, palpitations, high blood pressure, hot and cold sweats."

Dr. Samuel Mayhugh, chief of psychological services at Las Encinas Hospital in Pasadena, California observes, "We see a lot of casualties, the result of the way the system works."

He adds, corporations that face up to the situation and provide counseling and aid could prevent such "casualties." However, few firms are enlightened in this area and there is still a stigma

surrounding an executive who needs psychological counseling.

Thus, the executive often keeps the tension inside, afraid to show "weakness" that may affect his bosses' attitudes toward him and hamper his advancement. In lower levels of management, he still can talk freely with associates about the pressures of the job. But as he rises, he becomes more isolated and begins keeping things to himself.

Says Dr. Mayhugh, "He's out of the lower echelon where he can chat easily with others about his private life. He leaves the 'locker room' when he becomes an executive and he doesn't want

Few companies are doing complete physicals of the total person.

those who can affect his career to get inside him. He becomes alienated and isolated socially."

Hiding his personal life from others, he plows his energy into work. He may become a workaholic, but "any holic of any variety is sick," comments Dr. Terry Smith, staff physician at Las Encinas. "These people have no way of surviving without the ego support of working. They keep their noses to the grindstone because if they took off, they'd fall on their faces."

She adds, "Not enough corporations are doing complete physicals of the total person." Some, she says, are reluctant to let executives go for several days for a complete checkup that includes psychological as well as physical well-being. Others simply choose to ignore the psychological aspects of health.

However, a growing — although still relatively small — number are starting to take the whole-man view with corporate health departments providing references for psychological aid and insurance programs picking up the costs of such help.

Sources of Help

Experts emphasize that aid should be separated from the office. Most execu-

tives would be wary of seeing the "company shrink" for fear their personal lives would enter the corporate files and affect promotion possibilities.

Where do they turn for help? A variety of organizations and individuals offer assistance for troubled executives these days.

Las Encinas, a 75-year-old hospital that looks like an English country estate, provides an opportunity for harried executives to get away from it all in small cottages and analyze themselves and their situations with professional counseling.

Dr. Mayhugh says, "Executives learn about themselves and make a decision about their companies. They review priorities of their lives and what it would cost to leave their positions. A more often than not they choose to stay with the company — but readjust the priorities. They stop playing games and decide to stay with the company and live a healthy life."

Dr. Smith adds, "They learn to adjust to pressure so they can cope on a daily basis rather than waiting 11 months for vacations. Like an alcoholic, they don't give up liquor but think each time about that specific drink. If the company always comes out first, eventually the employee comes out last."

Friends of the Family, a nonprofit counseling and education center, despite its name, provides aid to individuals and groups across the board.

Notes clinical director Hirsch, "We our therapists see executives, it is because they're asking about their effectiveness in their jobs — their ability deal with supervisors or staff, promotions, demotions. This also has impact on the family or vice versa. They come here because they want to do better and their anxiety levels are getting in the way."

With the center's aid, they are taught to spot danger signs and how to handle them. For instance, if one's breathing starts to become shallow under prolonged stress, taking a few deep breaths at the outset will help.

The trick is to allow oneself to absorb the optimum amount of stress which makes one function effectively, so body and mind come to a certain level

THE TOASTMA

attention" and employ "creative stress." But then one must beware of permitting an overload that becomes "maladaptive stress."

She reckons companies have come about halfway toward true enlightenment about psychological effects of leadership. In part, this is a result of social climate changes (executives are more health conscious and engage in faster-paced sports today) and in part it is a general opening up of attitudes.

"Companies are coming to realize that they have a resource in their people, especially those with leadership qualities, and they shouldn't throw them out."

Sharing Problems with Peers

The T-groups and management workshops that have become so popular in the last decade typify the growing corporate awareness. At a retreat, executives are encouraged to be candid with one another. But, Hirsch emphasizes, it is important that the boss stay away. Peers can open up to each other, but not in front of the boss.

Aaron Hemsley, who combines a psychology doctorate with an MBA to provide psychological services in a business context, numbers among his clients such firms as Walker and Lee Real Estate, Taco Bell, Denny's restaurant's, Coldwell Banker and Sears, Roebuck.

His Behavior Management Group in Orange, California, provides complete programs for corporations, often starting in one area and spreading outward — the way behavioral problems themselves spread within a firm and can earn a firm a reputation as an unhappy place to work.

For instance, one client brought in Hemsley because of hassles between the accounting and operations people. Accounting needed paperwork promptly but the salespeople said they were too busy to mess with papers.

"Most people are not skilled in dealing with anger," Hemsley notes, "they don't know how to assert themselves without anger. We've designed our 16-week program so that all supervisors, starting at the top of the corporate pyramid, develop their inter-personal skills — listening skills, assertion training (that is, how to assert themselves in a positive way) and defensive skills such as disarming others' anger in order to solve a problem without name calling."

Aid for Top Executives

In addition to such group-oriented schemes, Hemsley's organization also provides individual aid to top executives on a limited basis. "Presidents often have no one to talk to about their worries," he says. "They have to maintain an upbeat attitude. I provide a backboard, someone to talk with about personal problems and business

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problems." And it is important that the top person have his head together, Hemsley says, because in the traditional corporate pyramid structure, behavioral problems flow downward more readily than upward. The "together" president will set a tone that filters throughout the company.

Interestingly, with increased recognition of their needs to release or control tension, executives have come to accept help from previously unlikely sources — such as hypnotists.


Since the mid-1950s, Arthur Ellen of Westwood, California, has been offering hypnotism aid to a variety of clients from athletes and actors to corporate executives. "In management, there has always been an awareness of the importance of presenting an appearance of stability," he notes. "Hypnosis can aid individuals by offering freedom from uptightness about succeeding, self-consciousness, nervousness.

"Many people fear taking a venture because of the possibilities of failure. Others have a fear of succeeding or a sense of futility if they succeed. They don't enjoy their success, unconsciously

suffer in other areas and the strain of maintaining a front affects them in other areas — they hate the business, they're tense or nervous, unable to be comfortable."

In effect, he explains, he "dehypnotizes" clients to remove the impressions they've psyched themselves into. He doesn't concern himself with the root causes of a client's problem but treats the symptom.

Whatever the source of aid, everyone providing stress management guidance to executives emphasizes corporations and senior management must face up to the need for behavioral aid.

Says Robert D. Tonry, Las Encinas administrator, "It can be too late when the person is in a coronary care unit or his wife is divorcing him or his kids are on drugs. We want to encourage awareness of the inherent dangers in an organized corporation that puts pressure on employees. They need escape valves, organizational restructuring and professional counseling." 

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HEALTH SECRETS FROM SUPER-ACHIEVERS

Writer Caitlin Kelly has called it "our narcissistic stampede to self-perfection," but the fitness craze of recent years is much more than a vain pursuit of beauty or a "Me-decade" fad. In a modern technological age characterized by high stress and fierce competition, more and more people are beginning to see the connection between fitness and success. Those who responded to a recent survey from *The Toastmaster* represent a variety of professional fields — including politics, sports, business, writing and speaking — but all agreed that health is a vital ingredient of success.

In *Running and Being, The Total Experience*, Dr. George Sheehan says fitness is imperative if we are to find ourselves, know self-respect and meet life's challenges. Fitness can be our formula if not for greatness, at least for the self-knowledge necessary to lead a full life, he says.

The kind of fitness Sheehan and many other health experts talk about today is all-encompassing. Preoccupation with the "body beautiful" has given way to a new emphasis on the total well-being of the body, mind and spirit — the "Holistic" approach. The World Health Organization defines that concept in the preamble to its constitution with this statement: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

Those in pursuit of that goal are finding mental and spiritual benefits in physical activity. For example, Sheehan, a cardiologist and marathon runner, describes running as the experience of joining body and soul into an integrated wholeness: an "act which brings together work, play, love and religion."

"The runner need not break four minutes in the mile or four hours in the marathon," Sheehan explains in *Running and Being*. "It is only necessary that he runs and runs and sometimes suffers. Then one day he will wake up and discover that somewhere along the way he has begun to see the order and law and love and truth that makes men free."

Take that line of thinking a step further and running becomes a form of preventive medicine — perhaps the most popular of many kinds of fitness programs people are turning to as they accept more personal responsibility for their health.

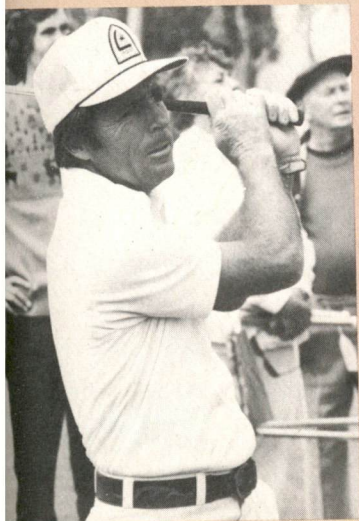
Belief in the healing power of the mind is a strong motivating force in that self-help movement. Family physician Irving Oyle describes this concept as the marriage of science and positive thinking. Oyle, author of *The New American Medicine Show*, explains: "In a nutshell, optimists can outlive pessimists. The thought we think have as powerful an effect on our bodies as the food we eat and the exercise we get. If we program positive thoughts into our bodies, chances are that we can both fight and prevent illness."

Another comment that reflects the latest trend in health care attitudes can be found in a column by Richard Grossman in the January 1979 issue of *Family Health*. "The key to the process of whole health is responsibility," Grossman says. "We must take care of ourselves. We must answer for ourselves questions that go beyond the issues of whether our temperature is normal, or if we slept for eight hours last night. We must examine how we are using our time and our lives. Are we doing the appropriate work in the world? Are we open to giving and receiving love? Are we engaged in ongoing, lifelong learning? Are we able to risk newness and change? Are we making a difference in the world?"

Have you asked yourself these questions? Have you found a fitness program that promotes your total well-being, one that conditions you for success in your profession or occupation as well as your personal life? Whether or not you are following such a program now, you're sure to find some helpful ideas in the health secrets revealed to *The Toastmaster* by some of the world's most successful people. In our recent survey, we asked them how they stay in top physical and mental condition, how important they feel physical fitness is to the achievement of success and how they define optimal health. Here are their responses:



o maintain a good balance work and relaxation. Too either is nonproductive and harmful in the long run. I half-mile per day, ski two weeks with my children over the as holidays, play golf two or nes per week and occasionally ame of tennis. I also do sit-up s 15 minutes daily and watch consumption, which is difficult I love calorie-heavy desserts. fitness for me means that I am lthy mentally and spiritually. ne has all three 'going great,' a will succeed to the maximum of er capabilities." —Gerald R. Ford, resident of the United States.



believe in running and any form of se. One must exercise pertaining s's sport. Businessmen should at least 10 minutes a day exer-. A fit nation is a strong nation. ever successful one is, a person can even more success — and main- t for a much longer period — if one Diet is of utmost importance. ity is murder. Diet. Exercise. Rest. do everything in moderation." — ry Player, professional golfer.

"As in speech training, good health requires constant application of thought and action. The body is a servant of the mind. Physical fitness gives the mind a productive and dynamic instrument for achievement. I nourish my mind with daily readings about good health habits. I pursue a goal-oriented lifestyle — always preparing myself by reading, working to achieve, staying involved. I nourish my body by following the structured Air Force 5BX exercise plan (bending, sit-ups, pushups, jogging). I don't smoke or use caffeine, carbonated beverages, sugar, salt or foodstuffs made of bleached flour. Mental strength, the source of all action, is rooted in thought but only effective when the body is capable of reacting. Body tone and mental tone must be in harmony for achievement. I don't ever want to miss an opportunity because I neglected to keep my mind and body in tune."
—Hubert "Dobby" Dobson, DTM, past president of Toastmasters International.



"I enjoy weight lifting and yoga because both exemplify discipline. I also believe posture is one of the best tools we have for physical fitness. When we learn and use correct posture our stomachs will stay flatter, we'll look younger and we will actually feel better. I also believe it's important to eliminate heavy doses of sugar from your diet. I am firmly convinced that sugar destroys brain power!
"I feel health is absolutely vital to success. We have to feel good to be good. Our physical health affects all areas of our life: our personal relationships, our drive, our concentration, our ability to do the things a failure cannot or will not do. Poor health says, 'I can't go the extra mile.' Physical fitness says, 'I can be counted on!' Optimal health is to look and feel good. People who are turned on to life, who have purpose and who commit themselves to that purpose, will automatically look and feel renewed." —Kathy Alls, motivational speaker, author and president of Success Seminars.

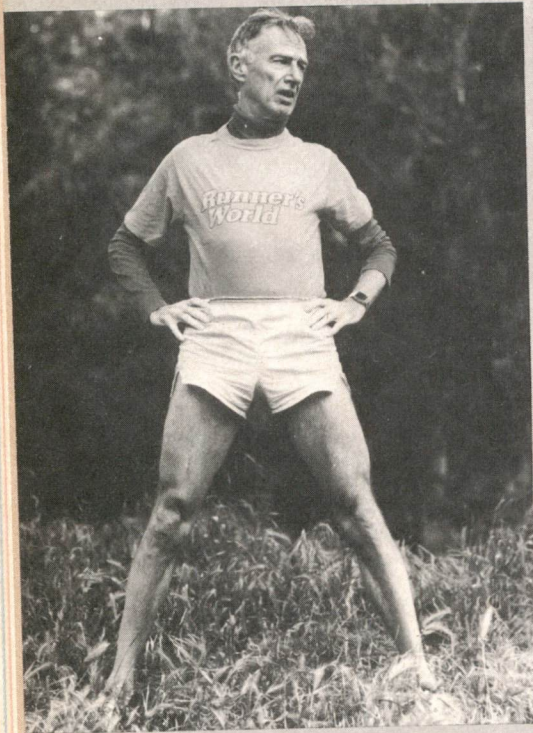


"For managers of large enterprises, private or public, physical fitness is essential. Optimal health is the ability to work 60 to 70 hours a week and enjoy life. My health program involves doing work I enjoy, holding my weight to 175, sleeping eight hours a night and riding my bike 30 to 40 miles every Sunday. I also recommend having faith in God's goodness and selecting parents with good genes." —Charles F. Luce, Chairman of the Board, Consolidated Edison Company of New York, Inc. and a former member of Toastmasters.

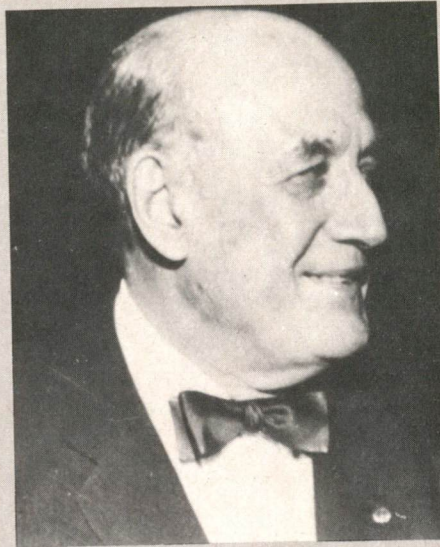
"I try to exercise every other day during the week, which usually means Monday, Wednesday and Friday. I principally use weights as well as some gymnastic exercises. On weekends, I combine exercise with some of my hobbies, i.e., board surfing, tennis, jogging, etc. I think staying in top physical condition is absolutely essential for anyone in a managerial position who is subject to job stresses. I think one should stay in good enough physical condition to feel well at all times and to help ward off illness, as well as to permit one to engage in sports and vigorous hobbies on weekends. I know I could not engage in the kinds of leisure activities I do if I were not able to keep myself in top physical form." —Otis Chandler, publisher of the Los Angeles Times.

"It's not what I do, it's what I *don't* do that keeps me healthy. I don't drink alcohol in any form. I don't smoke. I don't bake myself dry in the sun, thus preserving a good complexion. I don't stay out half the night and drag myself around dead tired the next day. I have developed a good solid philosophy on how to live one day at a time, accepting that which I cannot change, and I never look back." —Ann Landers, author of a famous syndicated newspaper advice column.

"I try for moderation and a consistent exercise program. Exercise is most important to maintain vitality and a sense of fitness. It helps me meet each new day with exuberance and enthusiasm and with all systems go." —Ella Grasso, governor of Connecticut.



"I run. Running is not, however, a means, it is an end in itself. It is contemplation, conversation, competition. To use running and not to live it to be in Santayana's words, 'a barbarian.' The philosopher Herbert Spencer said: 'If you wish to be a success in this life you must first be a good animal.' Optimal health is the ability and process of living at the top of your powers. It is attained by the following formula or is indeed the following formula: Be fit, have a sense of humor and love what you do and the people you do it with." —George Sheehan, marathon runner, cardiologist, author and columnist for *Runner's World* magazine.



"For my body . . . I exercise every day at a health club. For my mind . . . I read at least two hours each day and usually do some writing. If one has no organic malfunction, it is not difficult to enjoy good health. Nature is on your side and working with you. A good diet, vitamin and mineral supplements and regular exercise adds up to health.

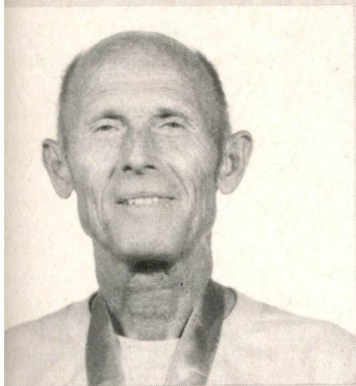
"The ultimate health goal is a body that meets every demand made upon it . . . energy packed and pain free. It is my only dwelling place while here on earth. I'll never forget Mr. Edison's reply to the question, 'Why are you so concerned with exercise, rest and diet?' 'Young man,' he said, 'my body is the vehicle that carries my brain around and I like to ride in a nice carriage.' Healthy individuals are enthusiastic people. Enthusiastic people are happy people. Happy people are optimists. The optimist wakes up in the morning and says, 'Good morning, Lord.' The pessimist wakes up and says, 'Good Lord, it's morning.'" —Millard Bennett, internationally known sales specialist, speaker, author and former Toastmaster.

"I wish I could say I stay in top physical and mental condition. I like to play tennis, but I don't have time to do it every day. I am a manic depressive, as are most humorists, and don't have any exercises for it. I think physical fitness is okay, but those who take it too seriously have no humor. I am always uncomfortable with someone who runs five miles. My definition of optimal health is: If you can stay out of the hospital, you're okay!" —Art Buchwald, humorist and syndicated newspaper columnist.

"I walk, belly dance and try to watch my weight. I've also managed to be a nonsmoker all my life, and I've avoided liquor and drugs in any form. Oddly enough, I see a lot of physical wreck who are successful. But I imagine they achieved success when they were in better shape. It takes a lot of stamina to reach the top, and the one who wins the race is the one who's in condition. I deliver me from the nut who makes a fetish out of abusing his body in order to prove to the world that he is healthy enough to run 10 miles every day." —Abigail Van Buren, author of the famous syndicated newspaper column, *Dear Abby*.



"I limit my calories. I don't eat junk foods, and I try not to eat late at night. I also exercise regularly and take at least one vacation a year when I *totally* relax. I always plan the next day before I go to bed. Psychologists have proved that once your plans are committed to paper, you will sleep better. I get to work at a slower pace because having some peaceful time alone allows me to collect my thoughts for the rest of the day. I think it is imperative in this hustly, bustly world that we spend some time alone. I am physically and mentally healthy. It is important to *always* have something in my life that I am excited about and a challenging goal I am working to achieve." —Patricia Fripp, motivational speaker, author of *Markham Style Innovator Barber and Shop* in San Francisco, California and former Toastmaster of Cable Car Toastmasters Club 1243.



o many kinds of sports, including
g and walking. I always begin
warm-up and stretching exercises
least 15 minutes, then do vigor-
ercises for about 25 to 30 min-
— quite often longer — and then
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stretching exercises for at least 15
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and keeping up my Toastmasters
ties regularly.

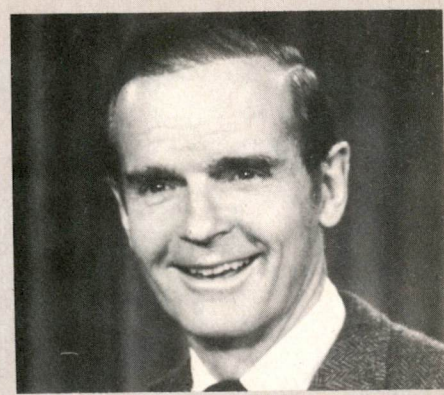
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h you can produce the best results.
can reach that goal by taking better
of yourself through proper exer-
nutrition and management of
s." —*Otto H. Wenk, ATM, member of
Rock Club 1140-43 in Little Rock,
nsas and Senior Olympics competitor with
record times in the 5000 and 10,000-
walks.*

run nearly every day and do
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with friends. I enjoy travel, reading
several hobbies. Physical fitness
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ain minimal level of fitness I believe
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one can be. Success is reaching
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luctive, relaxed and happy. Optimal
th would be a combination of physi-
and psychological health, both at
ls where the individual is not quite
ified or pleased — but almost
e." —*Bill Rodgers, marathon runner.*

"I manage to participate in activities that contribute to a healthy mind, body and spirit. When the surf is up on Southern California beaches, I can be found taking waves in the hollow beach breaks of Salt Creek in Laguna Niguel or on point breaks on lonely strands known to surfing aficionados as 'churches' and 'trestles.' Surfing requires top physical condition coupled with a fair dose of courage, but when you sit on a board waiting for waves at sunrise or sunset you have time to contemplate the spiritual side of existence. It is an opportunity to think, meditate and dream. As a wave approaches, you have to use all of your physical faculties to take it, to perform and achieve a sense of satisfaction. This builds the body as well as character. To feel good enough to respond to the challenges of the day means you have to have the ability to think under pressure, the endurance to go forward in the midst of adversity and the confidence that you can rely on yourself to achieve good." —*Terrence McCann, executive director of Toastmasters International, Olympic Gold Medalist.*



"Since I am required to attend so many breakfasts, luncheons, dinners and full-scale banquets, I avoid eating full meals at each. I find this helps keep my weight down and minimizes any potential indigestion. A salad here, a sherbet there . . . in the course of a day I manage to come up with one full meal instead of four or five. I keep a pace which some of my staff aides consider very taxing. Fortunately, I have the kind of drive and personality which thrive on activity, so I can keep going long after others have to stop. But to keep that pace and to get through a day jammed with meetings, speeches and news conferences, I have to be physically fit. So how important is it? It's critically important." —*Tom Bradley, mayor of Los Angeles, California.*



"Physical fitness is of some marginal importance to the achievement of success but it is of overwhelming importance to happiness, comfort and longevity. I do one half-hour of calisthenics every morning plus a five mile run. I also practice relaxation, eat a moderate and varied diet and I don't smoke or drink." —*William Proxmire, United States Senator (D-Wisconsin).*



"I lift weights, jog, swim. I play football with my kids. I work out whenever I can. I believe exercise is all important. Physical fitness affects your attitude, your ambition, your outlook, your energy level — everything important to achievement. There's an old joke that the epitome of health and physical fitness for a man is to be shot by a jealous husband at the age of 130! This sums up my philosophy of what optimal health would be." —*Bob Richards, two-time Olympic Gold Medalist, Toastmasters' 1979 Golden Gavel recipient.*

Developing a healthy mind
to increase your potential
for happiness and success.

What Is Your Mental Diet?

by Cavett Robert

There is a certain philosophy of life which is a golden thread running through the last 20 centuries.

It started with the statement in the Bible, "As a man thinketh in his heart, so is he." Hundreds of times it has been repeated through the centuries in slightly different words:

- "What the mind can conceive and believe, the body can achieve."
- "Beware of what you want because you'll get it."
- "Our thoughts are the ancestors of our actions."
- "Thoughts are the tools that create our environment."
- "Our outward actions are only a reflection of our inner thoughts."

There are hundreds upon hundreds of similar quotations which have been bandied about from generation to generation. The great lesson is disturbing in its simplicity and yet it is the very foundation of any success which may come into our lives.

Stop this very moment and consider the mental diet which is yours each day. It might be interesting — even amazing in its revelation. How mentally digestive is it? Just what is its quality? Many people are meticulous to the point of being fanatical about the food they eat. If only they would give the same consideration to the mental food they consume each day, their lives would be far more healthful. Ask yourself just how much planning goes into the selection of your mental diet.

Only an animal puts food into its body on a catch-as-catch-can basis. Most animals just forage or graze along without any planning. Man has developed to that civilized point where much planning goes into his diet. Meals are often planned days in advance. When he sits down in a restaurant he studies the menu carefully. Books are written and courses of study given on nutrition and proper diet. Even degrees are given in our universities on the subject.

And yet how few people give any studied importance to their mental intake. They give no more planning

and selectivity to this than the low animal gives to its method of acquiring food. They merely consume all their pathway as though they were animals grazing in a field.

Just as an experiment, plan your mental diet for one month. Then break it down into weeks and even days. Even resolve that you will become mentally diet conscious and take advantage of delicious mental calories that present themselves sometimes even as a surprise.

I feel a deep compassion for individuals who can't view a beautiful sunset and drink in its beauty and peacefulness with the same enjoyment they would receive from consuming the most delicious meal.

Balancing Your Mental Diet

Just as a healthy body must be fed with the proper amounts of protein, fats and carbohydrates in order to insure physical health, our mental diet also must be balanced in its content in order to insure a normal and happy outlook on life.

Do you ever feel strongly that you

Your mind hungers for challenges just as your body craves food

need a trip, need recreation or need change? If so, this is not imagination. Just as our bodies cause us at times to crave a certain food which is needed for a balanced diet, our mental processes give us the signal for a needed change in scenery or environment to cause a more balanced or refreshed mental attitude. We should listen to these signals. We might call them warnings as their repeated denials can sometimes cause serious results.

Will Rogers once said, "When you feel the urge, don't be afraid to go on a wild goose chase; what do you geese are for anyway?"

I have a friend who plans his mental diet as carefully as anyone ever plans the meals for a household. He reads a certain number of books and papers over a period of time, some related to his work, others inspirational and still others purely entertaining. Without regimenting himself, still he has certain nights for plays, musicals, movies or other entertainment. He is never too busy to visit with friends, take occasional trips for business or purely for pleasure. His activities serve constantly to re-

iasm and renew his interest in concerns him and surrounds

Assimilating Thoughts

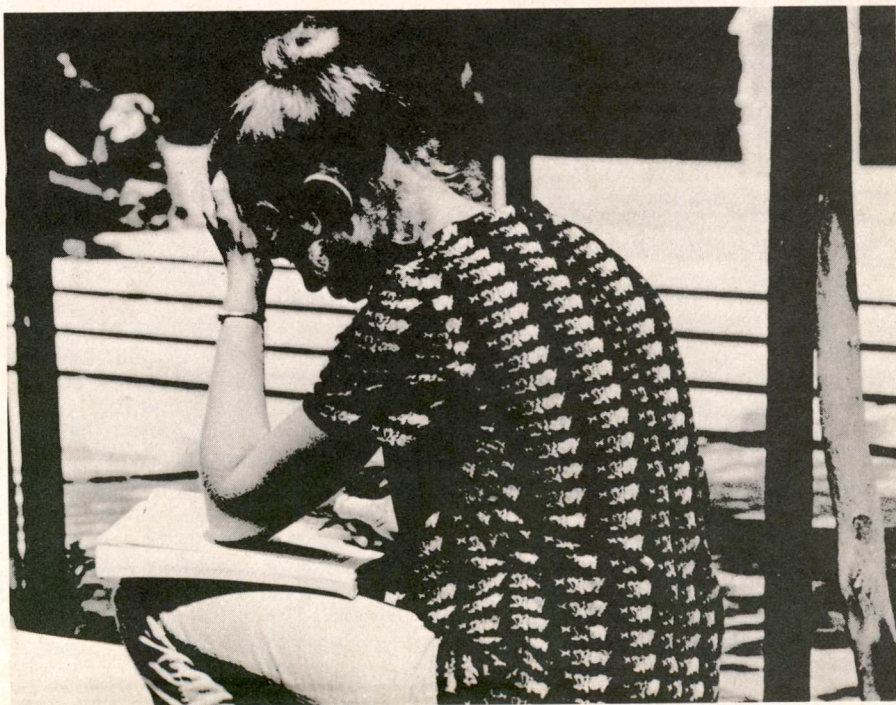
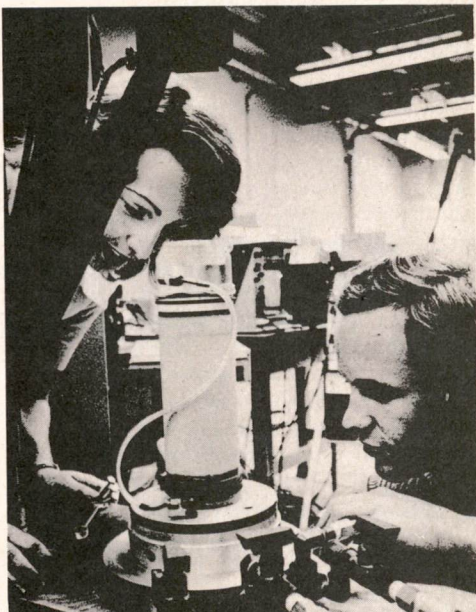
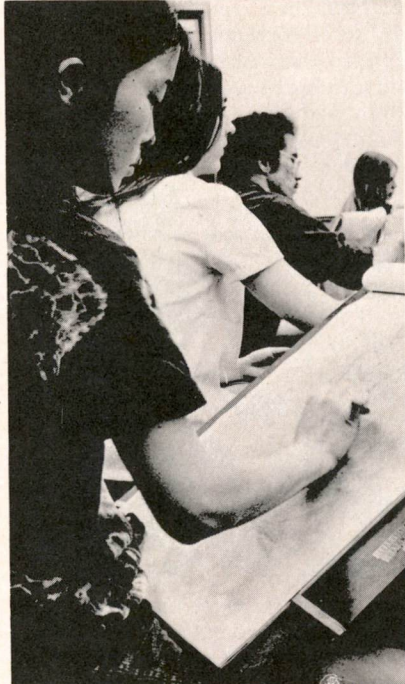
foods are the basis of a health are to be eaten slowly, and thoroughly assimilated. other hand, condiments, re- and the like are designed pri- for flavor — yes, to make other more palatable.

is with our mental diet. Much is embraced thoroughly and made of ourselves. Still other material other purposes. Some things y to be tasted; some simply give others can even be considered vitamin tablets.

few people even realize that thought that enters the mind its residue. The accumulated e constitutes our subconscious reflects itself in our true per- y. If we have channeled happy nts, beautiful experiences and red friendships through our our entire personality and le reflect these experiences. oln once said that every person responsible for his own looks 10. Since every part of our body es itself in a minimum of seven we can understand this state- From time immemorial it has known that we actually create wn expressions over a period of nd even influence our own es from within.

ome people eat non-digestible or over-indulge in food late at it is no mystery to them that ross and turn and find it difficult ep. Next day they feel tired and ot up to their maximum per- nce. However, they are not too rated because they at least rstand the cause of their predic- and resolve that they will take utions to prevent a recurrence of cident.

wever, these same individuals t have sleepless nights for other ns. Perhaps they are suffering anxiety, fear of things to come, pointment over things that did appen, petty jealousies and many mental disturbances. And even gh the cause of their sleeplessness t as apparent, these people re- in utter confusion. They wonder they couldn't sleep. They don't to realize that mental indigestion



Photos courtesy of California State University, Fullerton

is far more destructive than physical indigestion — that the mental processes are the nerve center of our very existence.

Try This Experiment

If you are having trouble sleeping at night, if you are plagued with worries that you can't dismiss, just try a simple experiment. Set aside one half-hour before you go to bed as a mental conditioning period.

If you love poetry, read poetry — read it with feeling and with relaxation and for the sole purpose of enjoying it. Nothing relaxes the average person more than the spiritual calories to be found in reading the Bible. Many people can condition themselves merely by counting the things for which they should be grateful or even thinking of the good points about those whom they love. In any event, these must be positive thoughts and not negative thoughts — you must be strictly on the construction crew and not on the wrecking crew.

Try this experiment for just one week before evaluating its merit. Don't be discouraged if it takes time to master the process. It would be unnatural if you could be entirely successful from the very beginning. Since we are all creatures of habit, it would be against nature if people who were accustomed to reviewing their worries and fears each night could suddenly and without any great self-discipline completely change the complexion of their thinking. However, it will pay some dividends immediately.

Your greatest tool in mastering this change-over is found in the *law of displacement*. When used correctly and practiced constantly, it is more powerful than all the tranquilizing pills on the market today.

If I am counting my blessings, can I at the same time be worrying about things that may or may not happen? Never forget the statement of the man in his 80's who said that he had more troubles during his lifetime than any person he knew, but that nine-tenths of them never happened.

If I am thinking about my loved ones and carefully evaluating the good qualities that make them lovable, can I at the same time be disturbed by envy, jealousy or resentment?

If I am taking inventory of my wealth of sight, hearing, health and awareness of being alive, doesn't it stand to reason that some little financial problem becomes dwarfed by comparison?

Experiment until you find a statement to which you react strongly. I have found magic in this statement: "May my faith always exceed my fears — no price is too great to go through life afraid."

Another statement which I have repeated prayerfully thousands of times over the years in the process of mental displacement is this: "May I always think my best, live my noblest, work my hardest and love my fullest. If I do these things I am certain that the blessings of this life will flow all over me."

If you really want this miracle of displacement to enrich your life you will have no trouble securing the statement which is best for you. Just turn to the book of Psalms or Proverbs in your Bible and read until you find one or two that cause an immediate reaction within yourself — one that you respond to deeply. It's better to choose your own rather than to accept those of someone else unless they appeal to you immensely. If I recall correctly, the first two I ever used years ago were very brief: "God is in his heaven and all is right with the world" and "May Your presence always renew my strength and revive my faith."

Again I say that you should not be discouraged if it takes practice and time to overcome your former habit of carrying your troubles to bed with you. You do not have to be a prisoner of worry and anxiety if you only have the

Adopt a mental diet that will prepare you to face difficulties.

self-discipline to abide by this law of displacement and give yourself a fair trial with it.

For many, many years the doctrine has been expounded that a person's emotional and mental condition, to a great extent, is only a reflection of his or her physical condition.

With this as a major premise, a plea was made that we keep our bodies healthy and in prime condition so that our minds would be alert and our emotions positive. It doesn't require a psychiatrist with a background of research to tell us that a person who has indulged intemperately is in no fit condition the following day to make judicious decisions. This law of nature is definite and certain and can be stated without fear of contradiction.

However, let's not forget this corollary, which we do not consider as often. Though some may feel that it is complicated, actually it is not. A person's physical condition can be affected in a major way by his or her mental and emotional condition.

We often hear the expression that a man worried himself to death or that he grieved himself into the grave. While we consider these as mere expressions, they can be much more than that.

Worry and anxiety are the cause of many deaths.

Can You Cope With Trouble?

If you asked a hundred people to tell you what they wanted most of all on this earth, I feel confident that the majority would say they wanted peace and contentment.

Ask the same group just what their definition of peace and contentment is and you would be amazed at the different answers you would receive. Perhaps most of these would define it as freedom from trouble.

One of the greatest blessings a person can experience in life is the full acceptance of the fact that life will never be free from trouble. A life can never be free from trouble unless it is lived in a vacuum, completely out of contact with people and things. I am sure you agree that life under these conditions is not worth living.

Life at its best is simply controlled disturbance — our troubles reduced to manageable proportions. The troubles will always be there; it is up to us to control them rather than have them control us.

All of us are faced with this decision. Our entire lives are to a large degree determined by the choice we make. Are we creators of circumstances or creatures of circumstances? Do things happen to us or do we happen to things? Do we manage our affairs or do they manage us? Are people our opportunity or are they our frustration? Are we human engineers or are we puppets?

Please, please accept this major premise of life: As long as you are alive you will meet obstacles — you will be faced with adverse conditions. Even the ancient philosopher in the dawn of our civilization warned his people, "The barbarians will always be at the gate."

Life will never be easier — but we can be stronger. Let's adopt a mental diet that will prepare us to accept life's difficulties and cope with them. No life is ever materially affected by what happens to a person or even around a person but only what happens within person. 🗣️

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Cavett Robert, Toastmasters' 1972 Golden Gavel recipient, is an internationally known lecturer and author noted as the "number one speaker in America in the field of human engineering and motivation." A lawyer formerly with the New York District Attorney's staff, he now works full-time as a convention speaker, sales trainer and management consultant.

Living Adventurously

Most people in Ed Cargyle's line of work would like to move on to safer, less demanding occupations by the time they're 25. But not Cargyle. Cargyle isn't about to quit. And diving is a reasonable option for him because he's in better physical condition than most people half his age.

Cargyle is a deep sea diver, one of only a few with enough technical knowledge and diving skill to undertake missions such as the installation of offshore oil drilling equipment and the underwater inspection of Arizona's Hoover Dam.

It's dangerous work, but Cargyle would rather put his life on the line than confine himself to any desk job. Although he has established firm ties in the business world as an engineering consultant, he remains an outdoorsman and an adventurer at heart. He's managed to preserve an unconventional lifestyle involving extensive world travel by focusing his self-development efforts in two basic areas — communication and health.

Before he joined Toastmasters in 1974, Cargyle's greatest fear was public speaking. He could risk his life in a dangerous diving operation, but he didn't have the courage to speak before an audience. Today, however, Cargyle is an experienced and polished speaker. His lectures on ocean technology and underwater photography are in demand all over the United States, and he's also given speeches on those subjects in Canada, Mexico and Indonesia.

Nothing has had more impact on me than Toastmasters. It's allowed me to share my work with others, and that's helped me grow," says Cargyle, a member of Blue Flame Club 2717-F in Costa Mesa, California, and Professional Speakers Club 9-F in Santa Ana, California.

"I needed the positive feedback I received at club meetings. And the discovery that I could help others was an important step for me. You always get back more than you give."



Cargyle, DTM, has given a great deal of his time and energy to Toastmasters. He has served as Area A-3 governor and as president of the Blue Flame Club and he has conducted seven Youth Leadership Programs as well as one Speechcraft Program. He has also served as a mentor for several clubs, and he's continually looking for opportunities to start new clubs while on business trips in remote parts of the world.

He's done all that while earning an international reputation as one of the world's top divers and engineering experts. Among the highlights of his diving career to date is his experience as an Aquanaut on North American Rockwell's undersea research submarine, Beaver IV. He was also a member of a special eight-man Navy team organized to test and evaluate new underwater combat systems and to develop advanced underwater combat techniques. He is now owner and president of Bio Sea International, a company that designs and installs offshore oil drilling equipment and engineers and manages undersea mineral mining projects.

Cargyle's professional credits include 200 articles published in a variety of

technical and general interest periodicals. And the list of his accomplishments goes on and on.

How did he develop enough energy and stamina to match his ambitions? At 24, then the youngest manager on Rockwell's engineering staff, he was frightened into a lifestyle that made fitness a top priority.

Cargyle explains: "At Rockwell I saw guys in their 40's getting heart attacks. That scared me. I realized I had to get myself ready to handle the demands of the job, and I had to have a way to unwind physically and emotionally."

The fitness program he developed worked so well that he qualified as a test diver for physiology and diver performance studies conducted by the U.S. Navy, UCLA and North American Rockwell. His performance in these tests is the ideal against which other divers are measured, he says.

Cargyle's physical fitness routine is so simple that it can be maintained even when he's on a lengthy business trip. He runs five miles a day — even in the rain and even during hotel stays in major cities such as Tokyo, Japan. When he needs a change of pace, he substitutes karate, weight lifting or recreational diving for running.

Cargyle avoids heavy lunches — and relieves work stress — by exercising in the middle of the day whenever possible. He combines exercise with diet restrictions that he also finds easy to follow on business trips. Most important, he avoids all foods and drinks that contain sugar or caffeine. He has also eliminated all "junk foods" from his diet, preferring a wide variety of fruits and vegetables and a moderate intake of meat products.

The benefits of Cargyle's formula for health have gone far beyond the physical. One need only scan his resume to see evidence of that. When he says he still has at least 10 years of professional deep sea diving ahead of him, he's not kidding. If anyone can do it, Cargyle can.

The quality of your voice can support or undermine the importance of your words.

SPEAK WITH A VOICE THEY'LL LISTEN TO

by Yvonne Michie Egan



Some people make fortunes with their voices. Others, although they may not be aware of it, lose money and put people off every time they open their mouths.

According to Dorothy Sarnoff, a speech expert who coaches diplomats and top executives to talk with voices that please: "People's bodies are sound sensitive. Your voice has the ability to cause a flight or fright syndrome — to repel through nasality, stridency or bad pitch, which are to the ear what halitosis is to the nose. Or your voice has the ability to cause a stay-in-place, I'll-buy syndrome."

How can you tell if you have a voice worth listening to? Put your nose in the middle of this magazine and talk. The amplification will give you an idea of how you sound to others. Or better yet, turn on a tape recorder and forget it while you carry on a routine business or social conversation.

You don't like what you hear? Monotonous, mumbling, too slow or fast, hoarse and harrumphing, pitched too high, strained? Any one fault can mean a voice that is hard to listen to.

What can you do if you're a prince to look at but a frog to hear? The first step, according to Sarnoff, who is the author of *Speech Can Change Your Life* and who runs Speech Dynamics and Executive Speech Services in New York City, is to acquaint yourself with the mechanics of how your voice works.

The nuts and bolts of speech production begin with the continuous slow exhalation of a breath that supports your words on an airy column like so many ping-pong balls bobbing on top of a fountain. If your air gives out, your words go kerplow. Your diaphragm (the sheet of muscle just above your stomach) supports this column of breath, and your breath supports your voice. Your larynx (the "voice box" in your throat) gives your voice its pitch. Resonance gives your voice its quality and your mouth turns sounds into words, with your tongue doing most of the work.

"Big inhalations are not important," Sarnoff explains. "Long exhalations are." To test your air-spinning ability, whether standing or sitting, assume what Sarnoff calls Executive Posture: chest up, stomach in, weight evenly distributed on the balls of both feet. Be aware of your "vital center." Now take a quick sip of air and exhale slowly in

Don't hold your vital center rigid. Your stomach should gradually tuck as your breath flows out. How long will you make the hissing last? Try for a count of 70.

If you caved in at 20 or 50, some practice is in order. Try climbing the stairs in your office building on a single exhalation. While driving at the start of a bridge or tunnel take a quick breath and try for a slow, steady exhalation that will take you to the end. On your way across town, set a goal of three exhalations per short city block. Says Sarnoff, "You'll be surprised at the effect these simple exercises will have on the way your voice sounds."

One man came to Sarnoff with the complaint that no one listened to him — a drastic drawback for a man assigned to handle a merger for his company. His shoulders drooped, his posture said "timid," his voice followed suit. He learned to assume Executive Posture

A high-pitched voice is a serious handicap for a businessman."

and to create a column of air for his words to bob on. Immediately, he threw off his milk-sop image and became a voice to listen to in conferences and discussions.

Changing Your Pitch

Once you begin to think about the way you would like to sound, you can make many kinds of improvements right away, such as speaking in a lower pitch. "A high pitched voice is a serious handicap for a businessman," Sarnoff says. "Not only because it irritates but because it lacks authority."

Sarnoff tells of the owner of a leather company who came to Executive Speech Services for help because, as he complained quite realistically, he sounded like a 12-year-old kid. Often customers calling on the phone for the first time were reluctant to talk business until he proved he was the head of the company and not the office boy. Sarnoff instructed her high-pitched client to try any sentence that came to mind, such as "I think the sun will shine today," and to speak it lower step by step until the level became too low to be comfortably voiced. "One step above the uncomfortable level is where the

well-pitched voice should be," Sarnoff says.

But once you've found your basic pitch, don't just stay there. According to Sarnoff, the average speaking voice can run a scale of at least 12 notes. If you use less than six, expect your listener's eyes to become glazed. No matter how dynamic your thought, your monotonously pitched voice will say "boring." Voices that use a wide pitch range captivate with color and vitality.

Switching Gears

Pacing is another way to add color and vitality. A sales manager invariably found it impossible to compress what he had to say into allotted meeting times. His problem was not too much material to cover. It was his low-gear delivery, which in turn elicited both impatience and low-gear response.

Do people's minds wander when you talk? Do they continually interrupt or finish sentences for you? Your pace may be far too slow.

Equally distressing are speed talkers. Their thoughts race along on a speedway of words that leave their listeners' minds panting far behind. Fast talkers are also viewed as impersonal and rattle-brained.

If you are getting out less than 120 words per minute, your pacing is too slow. More than 150, your speedometer is racing. Test your pace by reading aloud for one minute. Count the words. Keep in mind that most people read aloud much faster than they talk. So a count of about 170 words per minute will be about right.

Proper Resonance

Although well-paced, suitably pitched and soundly supported, your voice may still cause flight or fright. Proper resonance may be missing. Does your voice resonate in your chest or in your nose? Put your finger on your nose bone and read any sentence from this page. Did you feel a vibration when you sounded "n" and "m"? You should. A



Yvonne Michie Egan is a free-lance writer who has contributed to a number of major American magazines, including *Glamour*, *Parents* and *Better Homes and Gardens*. She also is the author of two books: *Sing For Your Supper* and *Dozens of Ways to Make Money*.

continuous vibration, however, is tell-tale evidence of nasality.

Now place your hand on your chest. If you are resonating properly, you'll feel a constant vibration. Without chest resonance, the most positive thought will come out sounding negative and complaining.

But even beautifully placed chest resonance can be cut off at the pass — your throat. Look in a mirror as you talk. Do veins and cords stand out? Put your finger against your Adam's apple and say "zzzzz." Notice the buzz? Now say "ssss." You'll feel no vibration. With your finger still on your Adam's apple, read a sentence. If your throat is free, you should feel the same buzz you felt on "zzzzz."

Tie a necktie around your neck for another test. Do you begin to feel strangled at the ends of your sentence? At one time the clenched throat and jaw style of speaking was thought to be

"Your voice can tell the best or the worst lies about you."

evidence of high-society breeding. Today it signals strain.

Tight neckties? No buzzer on your Adam's apple? A wildly vibrating nose bone? "Think relaxation," advises Sarnoff. "Relax your jaw, unclench your throat, open your mouth, so that your velvety-smooth chest resonance has a clear path to exit."

Pitch, pace and resonance. Bad habits can ruin it all. Lazy lip and tongue will turn you into a mumblor. Go back to your mirror. If your lips barely move, your listener's ears will soon be clogged by a mishmash of muffled sounds.

Speech tics are the most annoying and dangerous of all bad habits. Irritating speech tics have been known to torpedo international conferences and break up marriages. Harrumphing, inappropriate little laughs, "you know," "that is," "so uh," "er" are all meaningless pause fillers that should be considered speech crimes.

The best way to get rid of a speech tic is to become aware that you have a tic problem. Tape an ordinary conversation. Play it back and listen for irritating mannerisms and pause fillers. Then place warning stickers on your


telephone, your desk, the inside cover of your briefcase — “You know,” “giggle,” “er” — to remind you to tackle your tic.

“Your voice can tell the best or the worst lies about you,” says Sarnoff. “Your voice can say, ‘vigorous’ when you are tired. It can say ‘young’ when you are over 70. But watch out if it says

‘fatigued’ when you are rested, ‘tense’ when you are relaxed, ‘old’ when you are young.”

When you speak with a voice that pleases, it is much more than a brush of bright paint over your face. Instead, a voice that reflects the best you can be will allow your truer, better personality to emerge. If your voice comes across

with energy, enthusiasm and confidence, you can’t help but act with increased energy, enthusiasm and confidence.

And, best of all, those you converse with will stay in place. Your expressed thoughts will be clear, captivating and convincing. You’ll have a voice they listen to. 

Exercise Will Make You a Better Speaker

by Chazzer Watson

We are told that the qualities of a good voice are: alertness, pleasantness, naturalness, distinctness and expressiveness.

Alertness gives the impression you are wide awake and interesting. Pleasantness is contagious and naturalness makes you use straightforward language. When you move your lips, tongue and jaw freely you can and will speak distinctly, and a well-modulated voice carries best when you add expressiveness. Then you have it all.

How can a speaker develop those qualities? The secret is exercise. Yes, daily exercise will make you a better speaker.

I struggled through speaking courses years ago and just managed to get by but wondered why I didn’t get better. I had, I thought, good oxygen going into my lungs, but I seemed to run out of breath. I couldn’t get the audience on fire or impress them enough to elicit the type of praise I was looking for.

I kept practicing, giving talks whenever anyone would listen. I joined Toastmasters clubs just to make sure I could reach the goals I set for myself. The clubs gave me opportunities to give many talks and I did improve, but it wasn’t until I learned about exercise that I began to use my voice effectively.

With every breath you take, oxygen should circulate throughout the body along with the blood and combine with the other nourishment in the body’s cells to provide you with health, energy and life. The trick, then, is to make sure you get your 20.95% of oxygen, provide enough room for it in your lungs and

use as much of it as you can. The most common breathing fault is breathing so shallowly that much of your respiratory machinery is hardly used at all. This cuts down your oxygen so much that your vitality suffers.

When a breath is inhaled correctly, the lungs get wider and longer, pushing down on the diaphragm. The diaphragm, which is something like a rubber bowl upside-down, is then pressed out to a flatter, shallower-bowl shape. When the breath is exhaled correctly the lungs get narrower and shorter, making room for the diaphragm to lift up under the lungs, forming a deeper bowl shape. The diaphragm acts as a sort of plunge, moving down to let air in, moving up to push air out.

Try tongue twisters when your voice needs to be limbered up.

With a little conscious effort, this up-and-down breathing action becomes natural and habitual.

I learned this after I joined a swimming class. The instructor was just great. He watched me as I splashed and moved through the water, then asked, “How many laps can you do?”

“Oh, I guess about six or so,” I replied.

“Well if you follow my instructions daily, you will be able to increase it to 30 or more,” he said.

“Well that would be great, since I also do speaking and would like to be able to talk for hours if needed.”

“Do what I say and you will,” he said. His instructions included an exercise routine of jumping, deep knee bends and push-ups. I promised to get started immediately and to exercise daily.

About the same time I started to swim I met a television announcer who talked about doing voice exercises called tongue twisters. We all know of Peter Piper picking his pickled peppers, but the twisters she gave me were much harder. For example: “Betty Botter bought a bit

of butter, but she said, ‘This butter’ bitter. If I put it in my batter, it will make my batter bitter. But a bit of better butter will make my batter better.’ So Betty Botter bought a bit of better butter, and it made her batter better.” Whew! Try to say that one quickly. Your tongue will probably become hopelessly and amusingly tangled. These tricky sentences are designed to give your tongue, teeth and lips a workout. Diction teachers say they can help improve your enunciation. Actors, singers and broadcast announcers on them to limber up the vocal apparatus before a performance. Dentists have been known to suggest them as a test of denture fittings — judge as a proof of sobriety.

After some time I decided to put these exercises to a test by giving enthusiastic talk at the next meeting of my Toastmasters club. The results were amazing. People said, “You had so much enthusiasm that you were getting me tired watching you.”

Not long after that, I asked a business firm for a position as a seminar speaker. It takes great control and oxygen to speak for six and a half hours or more a day but I knew I was in good condition.

Before going to the platform I practiced some twisters, did a little oxygen exercise and off I went a spring in my walk. I stood straight and tall with confidence and my gestures while giving my talk. My voice carried to the back of the auditorium and no visible projection or breathing effort was noted, listeners told me.

We all seek to express our thoughts, develop confidence and project our voices to be heard. We say with conviction that if you want to speak, speak. But make it easy for yourself before you do. Exercise every day. I know it works. It worked for me.



Chazzer Watson, is a member of Toastmasters Club 2286-46 in New York, New York. He is past Area 11 Governor of District 46.



Photo by Beth Koch

The runner's route to mental fitness.

Running Free

by Kevin Shyne

A Chicago contractor runs five miles every day after work. The owner of a promotional agency often runs during lunch hours. A marketing director at a printing company runs between appointments on business trips.

What does this have to do with success? Plenty. These businessmen find running helps them perform better on the job and achieve their career goals. They are literally running for success.

Consider the statistics from the 1978 New York City Marathon, the

largest in history. Eighty-five percent of the runners had college degrees, and half of those had graduate degrees. There were 767 lawyers, 547 doctors, 977 teachers and 98 company presidents.

What attracts so many professionals and business people to running? Many start for health reasons. They want to lose weight and condition their bodies. But as running becomes a habit, they begin to value the mental effects more than the physical ones.

A year and a half ago, Tom Noyes, 38, was 40 pounds overweight,

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couldn't sleep and suffered from a racing heart. His job, which he described as "reconstructive management," required him to fire people and build profits quickly. "My work was out of control, and so was my physical condition," he says.

Tom took his doctor's advice to lose weight and change jobs. He also started running, which helped change his life. "I got serious about running when I changed jobs. It was a traumatic period. I had moved into a new industry and faced a lot of challenges," he says.

Now, eight months later, Tom enjoys his job as director of corporate marketing for R.R. Donnelley & Sons Company, the world's largest printer. He has lost the flab. He runs about five miles four times a week and says he's never felt better. He attributes much of his success to "the good mental attitude and physical fitness" developed by running.

It seems unusual that so simple an act as running could help transform an individual's entire life. It takes no skill or training to run. Running has no rules or scoring system. A runner needs only a path and the will to put one foot in front of the other.

Yet runners know this simplicity helps explain why their sport offers such powerful mental benefits. A beginner might want to run a mile. At first he can't. You have to walk part of the way. But when you do run the entire distance, you feel a surge of personal accomplishment. Once you can run a mile comfortably, you set a new goal, perhaps three miles.

You repeat this process again and again. You set a goal, achieve it and set a new one. The result is a deep sense of self-confidence for having achieved these goals.

Tom Noyes says he constantly sets new goals. "If I don't achieve them I push on until I do. My goals are realistic, but they stretch me."

Yet, as much as they enjoy their sport, all runners have days when they do not want to take that first step. Excuses are plentiful. Bad weather, stiff legs and a tight schedule are but a few.

By overcoming these excuses regularly, runners develop self-discipline. "It's a mental challenge to run," says Noyes. "I don't always want to, but I feel great when I do."

Releasing Tension

Another businessman who finds that running improves his work is Chicagoan Carl Bretco, 35, an executive for Precision Scientific, a manufacturer of laboratory equipment. Carl had been working for two years after business school, living high and gaining weight, when he looked at himself in the mirror. "I said to myself, 'Hey,

you can't go on living like this.'"

Carl went on a diet and started running. By the time his weight was back to normal, running had become a habit. "I got addicted. It became something I needed to do," he says.

A runner now for eight years, Carl was recently promoted from eastern area sales manager to director of marketing and sales. He doesn't say his success resulted directly from running, but he comments, "I wonder if I had continued gaining 15 pounds a year whether I would have made it."

Carl finds running after work is especially helpful. "You've got a lot of things on your mind at work. Running is a release from all that. And when you finish, I think you're better prepared to go into work the next day," he says.

Carl, like many business people, relies on running to relieve mental tension. Several positive things happen to the mind as an individual runs.

First, running clears away worries and anxieties accumulated in the course of the day. "Running throws off the wastes stuck in the body and the mind," says Joe Henderson, author of several books on running and an editor of *Runner's World* magazine. "This usually takes about 30 minutes. After that, the way is clear for smoother running and clear thinking."

Second, running releases playful instincts a business person generally tries to repress. "No one's watching you, you make up little games," says Carl, who sometimes runs on the beaches of Lake Michigan. "I try to reach the breakwater before the next wave comes in. If I don't make it, I get wet."

Third, running can produce a natural high. Many people have reported feeling a deep sense of well-being, of being at one with the world after an hour of running. They experience a sense of peacefulness that lingers hours after the run.

Alan Jacobs, a Chicago psychotherapist who runs daily, describes the "runner's high" as a feeling that "all things seem to flow." He says, "I seem to feel the turning of the globe. It's a sense of wholeness that some people would call mystical."

Finally, the physical benefits of running enable a person to cope better with tension and anxiety. As a runner becomes more fit, his heart grows stronger and beats at a slower rate. Top-distance runners have resting heart rates as low as 38 beats per minute (72 is normal). As a result, a runner starts the day with a slower heartbeat and lower blood pressure than the average business person. Because there is less pressure on the body, you can better withstand the pressures of your job.

Nonrunners might fear that running

...detract from their work by sapping
...of energy. But runners report
...the opposite effect. It energizes
...m.

Generating Energy

I can go out to run feeling tired
and come back feeling exhilarated.
Running doesn't take something out
of me; it puts something in," says Lee
Therby, 43, president of Flair
Merchandising Agency and sponsor of
Chicago's Mayor Daley Marathon.
Lee, like many runners, has discov-
ered that human energy is like money.
Every banker knows, you have to
spend money to make money. To an
extent, the same is true of energy. A
runner gets back more than he puts

Running increases the efficiency of
the body. The circulatory system
works better. It can do more work for
less energy. In addition, the fit body
store more muscular fuel than the
out of fit body. The combined effect gives
the runner a great advantage. It's as if
you were driving a car with fuel
economy and a large gas tank.

Overcoming Depression

The physical effects of running have
long been known. But only recently
have researchers begun to investigate

Running releases powerful instincts that are often repressed.

mental effects. Their findings
indicate that the psychology of run-
ning is a promising field for scientific
inquiry.

Several doctors have reported that
running is useful in treating mental
depression. Dr. John Greist of the
University of Wisconsin Medical School
conducted a study involving 24
patients who complained of depres-
sion. Greist randomly selected eight
patients to be treated with a 10-week
program of walking, jogging and
running. The remaining 14 received
standard psychiatric treatment.
After 10 weeks, Greist found six of
the eight running patients were
symptom free. Those under standard
treatment showed similar results.
Although Greist has avoided drawing
conclusions, he says the promis-
ing results of his study warrant
further investigation.

Another practitioner of running
therapy is Chicago psychotherapist
Robert S. Jacobs, who has prescribed
running for about 20 of his patients.
He says they can release bottled-up
feelings after running.
Jacobs has also used running
therapy in a rehabilitation program at
Federal Penitentiary in Marion,

Illinois. "One inmate was very
agitated, always talking fast and
jumping up and down. We couldn't
work with him in therapy," says
Jacobs.

The conventional solution would
have been to tranquilize him with
drugs, Jacobs says. "But the program
was drug free, forcing us to look for
alternatives. We started him on a
running program, and in two months
he was calm and working well in
therapy groups."

Although scientists recognize that
running has mental benefits, no one
knows exactly why. Some theorize
that running has a "time-out" effect.
William P. Morgan, Ed.D., a psycho-
logist at the University of Arizona,
holds that running gives people an
opportunity to get away from the stress
and pressure of modern society. The
runner's mind can "spin free," day-
dream and relax.

Morgan points out, though, that
these benefits may not be intrinsic to
the act of running. A person need not
run to spin free. He can derive the
same release with any form of time-
out. Swimming for a half hour or
simply sitting in a comfortable chair in
quiet can have the same effect.

But other experts disagree. They
argue running produces unique ef-
fects. Dr. Gordon Fuqua, a Chicago
psychiatrist, says running is thera-
peutic because it offers an opportunity
to feel a definite sense of accom-
plishment.

"Running is not ambiguous. You set
goals, and either you reach them or
you don't. If you do, you feel good,"
says Fuqua. "There aren't many activi-
ties where you can set a goal in such
a simple fashion and accomplish it."

He adds that the sense of personal
accomplishment is all too rare in the
lives of many business people. "How
do you know when you're a success?
When you get a raise? A Nobel Prize?
A compliment from your boss? Most
jobs don't give you the simple, straight-
forward feedback you get from run-
ning," says Fuqua.

We need to run today to survive
psychologically, Fuqua says. "Runners
experience mental states that are diffi-
cult to psychological well-being. Run-
ning causes them to use parts of the
brain that are not intellectual but are
really where we live emotionally."

The runner's mind may be affected
also by chemical changes in the nervous
system. University of Virginia psychia-
trist Robert S. Brown is now working
with researchers at the National Insti-
tute of Mental Health to test the theory
that running eases depression by alter-
ing the chemistry in the brain. Already
he has found that internally produced
antidepressant substances appear in the
bloodstream of depressed patients two

hours after they exercise.

Fuqua acknowledges little research
has been done on the chemical basis of
the runner's high, but, he says, "It's a
hypothesis that explains all the dif-
ferent data. The mild euphoric effect,
the tolerance to fatigue — they are both
things drug users describe."

Although the whys of the runner's
high are speculative, the hows are not.
Everyone knows how to run; to enjoy
the mental benefits, simply do it
regularly.

Starting Cautiously

There are certain precautions a be-
ginner should observe. Start slowly,
and progress gradually, recommends
Dr. Noel Nequin, director of cardiac
rehabilitation at Chicago's Swedish
Covenant Hospital. He also advises
people over 40 or with sedentary life-
styles to have a complete evaluation by
a physician before starting a running
program.

"You just don't take off," emphasizes
Nequin. Beginners should start running
at an easy pace — about 10 to 12
minutes per mile — or by walking for
15 to 30 minutes. "As you get more
comfortable, you can start jogging, then
running."

As a simple rule of thumb, slow down
if you become too breathless to keep up
a conversation. You get maximum
benefit from running, like all types of
exercises, if you exert yourself just
short of the point of breathlessness.
Shorten your runs if you feel tired the
next day. If you feel strong, run an
extra five to 10 minutes or an extra half
mile.

Beginners should acquire a good pair
of running shoes. Sporting goods shops
and those specializing in running shoes
carry a wide variety in the \$20 to \$40
range. Although expensive, good shoes
are an investment in safety. They pre-
vent leg and foot injuries, the most
common running afflictions.

The rest of your outfit consists of
loose-fitting, comfortable clothing.
Nequin recommends dressing in layers.
On a chilly day, you might wear a
windbreaker over a sweatshirt over a
T-shirt. This allows you to peel off
layers as you warm up.

It is possible that a beginner won't
like running. Some never do. The en-
forced solitude of running simply does
not appeal. But more often beginners
start enjoying themselves within two to
six weeks.

Runners find a special satisfaction in
their sport. It helps them work better
and enjoy themselves more. By simply
putting one foot in front of the other,
runners are following a path to a
happier, more successful life. 🏃

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0-1500 x 279). Sponsored by Totem 41-2.

Advanced Speakers
ountain View, CA — Mon., 6:30 p.m.,
ountain View (946-4242). Sponsored by
Emerson Bassett 33-4.

Honeywell Astros
neapolis, MN — Thurs., 11:45 a.m.,
oneywell, Inc., 2600 Ridgeway Prkwy.
8-5241). Sponsored by 2140-6.

Honeywell Avionics
neapolis, MN — Wed., 11:45 a.m.,
oneywell Inc., S.L.P., 1625 Zarthan Ave.,
uth (542-5375). Sponsored by Speakeasy
9-6.

Thriftbuilders
neapolis, MN — Tues., 7:30 a.m., Twin
y Federal Savings & Loan, 801 Marquette
e. (370-7225). Sponsored by Munsing-
ar Icebreakers 1053-6.

Eye Openers
neapolis, MN — Mon., 6:30 a.m.,
mbo's, 65th Penn Ave., South (825-3801).
nsored by Daybreakers 814-6.

Christian Hospital
Louis, MO — Wed., 5 p.m., Christian
spital Northeast, 11133 Dunn Rd.
5-0022). Sponsored by Ferguson 525-8.

4115-8 Smedley Hometown Memorial
Waverly, IL — Meeting time and place
unknown (732-6536).

4105-16 Keystone Intellectual
Hominy, OK — Wed., 7 p.m., Conner Cor-
rectional Center, Star Rt. B, Box 220. Spon-
sored by Tulsa 148-16.

3905-17 Judith Basin
Stanford, MT — Thurs., 7 p.m., Sundown
Inn, West of Stanford (566-2549). Sponsored
by Central Montana 609-17.

4108-25 Eagles
Dallas, TX — Fri., 7 a.m., Denny's, 10433 N.
Central Expressway (361-2215). Sponsored
by Daybreakers 2899-25.

4109-25 Sleptalkers
Carrollton, TX — Wed., 7 a.m., MOSTEK
Corp., 1215 West Crosby Rd. (323-6000).
Sponsored by Richardson Evening 2690-25.

4110-25 Recognition
Irving, TX — Wed., 6:30 a.m., REI Confer-
ence Rm., 2701 E. Grauwylar (254-9772).
Sponsored by Irving 3365-25.

4114-31 Data General
Westboro, MA — Wed., 11:45 a.m., Data
General Corp., 4400 Computer Dr.
(366-8911 x 5027). Sponsored by North-
shore 3908-31.

4103-36 Postal Managers
Washington, D.C. — Wed., 9 p.m., Main Post
Office, N. Capitol and Massachusetts Ave.
(772-0988). Sponsored by Bladensburg
91-36.

2331-42 Tower Power
Edmonton, Alta., Can — Tues., 4:15 p.m.,
Northern Alberta Institute of Technology,
11762 106th St. (477-4254). Sponsored by
Rooster Rousers 1774-42.

4104-42 Jubilee
Edmonton, Alta., Can — Tues., 7:30 p.m.,
Holy Cross Parish, 12520 135th Ave.
(454-7630).

4112-43 Germantown
Germantown, TN — Mon., 7 p.m., Kirby
Oaks Condominiums, Kirby Tree Dr., Mem-
phis (754-3771 or 450-3151). Sponsored by
East Memphis 2233-43.

4102-47 Southside Businessmen's
Jacksonville, FL — Wed., 11 a.m., Holiday
Inn, I-95 at Emerson, 3037 Phillips Hwy.
(399-1506). Sponsored by Bold City Chal-
lenger 2092-47.

4113-47 Inter-Medic
St. Augustine, FL — Wed., 7 a.m., St. Augus-
tine General Hospital, U.S. 1 South
(824-8431). Sponsored by Technical Center
2817-47.

4107-48 Roebuck
Birmingham, AL — Tues., 7 a.m., Shoney's,
9800 Parkway East (854-1400). Sponsored
by Magic City 572-48.

3168-60 Lord Elgin
St. Thomas, Ont., Can — Tues., 6 p.m., Glen
Haven Bowl, Talbot St. (633-3507). Spon-
sored by Thames Valley 3726-60.

552-U Taiping
Taiping, Perak, Malaysia — Wed., 7:30 p.m.,
New Club Annex Rm., Jalan Kelab Baru,
Taiping (05-828171).

1097-U Avalanche
Anchorage, AK — Sat., 8:30 a.m., Gwennies
Old Alaska Restaurant, Spenard Rd.
(278-2551). Sponsored by Kashim 3243-U.

2948-U General Santos City
South Cotabato, Philippines — Wed., 7:30
p.m., National Grains Authority Training
Rm. (91-77). Sponsored by South Cotabato
3329-U.

Anniversaries

30 Years
Boeing 791-2, Seattle, WA
Springfield 527-22, Springfield, MO
Pueblo 795-26, Pueblo, CO
Cheyenne 798-26, Cheyenne, WY
Jackson 807-62, Jackson, MI

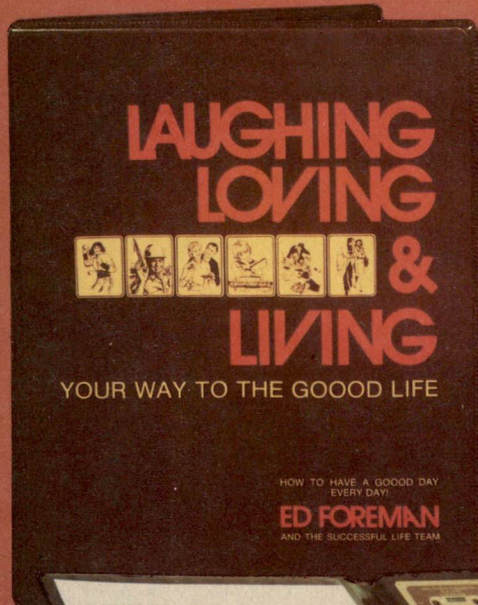
25 Years
Padres 1742-5, San Diego, CA
Maumee Valley 1637-28, Toledo, OH
Alexandria 1748-36, Alexandria, VA
Forum 1735-39, Sacramento, CA

20 Years
Circle-Cee 1036-3, Phoenix, AZ
Cape Girardeau 2072-8, Cape Girardeau, MO
Pointers 3113-18, Baltimore, MD
Perry Point 3132-18, Perry Point VA Hospital,
MD
Greater Des Moines 3049-19, Des Moines, IA
Atlantic 3082-19, Atlantic, IA
Noonday 3109-23, Roswell, NM
Burlington 2857-35, Burlington, WI
Agricultural Research Center 3039-36,
Beltsville, MD
JSC 3116-56, Houston, TX
Burlington 3074-60, Burlington, Ont., Can
West Knoxville 3117-63, Knoxville, TN

15 Years
Hiawatha Valley 205-6, Red Wing, MN
MMC 697-11, Ft. Wayne, IN
MITRE/ESD 2779-31, Bedford, MA
Harnischfeger 3895-35, Milwaukee, WI
Tuesday Nooners 3868-42, Calgary, Alta.,
Can
Canaverl "Lift-Off" 3869-47, Cape
Canaverl, FL

10 Years
Speakeasy 3669-F, Pomona, CA
Brookings 3797-41, Brookings, SD
High Noon 2028-43, Jackson, MS
Crossroads 1396-64, Transconna & E.
Kildonan, Man., Can
Taupo 2441-72, Taupo, NZ
West Gate 3384-U, Port Aux., Basques, Can

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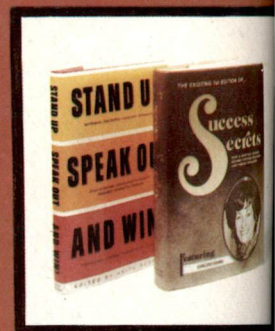
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