

THE TOASTMASTER

MAY



1968

FOR BETTER LISTENING

THINKING • SPEAKING

SAN ANTONIO, TEXAS
Toastmasters Town of the Month



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DR. RALPH C. SMEDLEY 1878-1965

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

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

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

THE TOASTMASTER

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In This Issue

COMMITTEES WILL WORK — International Director David A. Corey provides an incentive to Toastmasters leaders to rely on well-organized and coordinated committees for progress. Committee organization techniques are described. See Page 4.

BUCK ENGLE NAMED EXECUTIVE DIRECTOR — Robert T. “Buck” Engle is named by the board of directors to immediately assume the responsibilities of executive director of Toastmasters International. See Page 8.

REGIONAL CONFERENCE PLANS — Management training will be the featured program for all who attend the regional conferences. This Toastmasters-oriented management program will be presented by professional trainers to the district governors and senior lieutenant governors of each district and by the directors of Toastmasters International for the balance of those Toastmasters attending the regional conferences. See Page 10.

NOMINATING COMMITTEE REPORT — Candidates for 1968-69 Toastmasters International offices are presented by the nominating committee. The election will be August 15, 1968, at the International convention. See Page 13.

MARCH BOARD REPORT — Important decisions reached by the Toastmasters International Board of Directors during its March meeting are condensed for Toastmasters’ information and consideration. See Page 16.

1968 CONVENTION PROGRAM — A preview of the educational features, special guest speakers and events, and fun in the sun and sand activities for Toastmasters and their families are highlighted. See Page 18.

HALL OF FAME—Toastmasters International will honor members, clubs, and districts that have made outstanding accomplishments during 1967-68 at a Hall of Fame program at the International convention. See Page 22.

GETTING YOUR SPEECH OFF THE GROUND — Contributing author Michael Svob stresses the most critical single part of a speech, the introduction, and offers 12 techniques to best suit the speaker’s purpose. See Page 28.

President's Memo



WHAT IS THE TOASTMASTERS IMAGE?

We are suffering from an image gap — the difference between what we think of ourselves and the way others see us.

To us, a Toastmaster is a man who, after having been a member of our organization for one or more years, is well-versed in all phases of oral communication. He is able to give a formal speech to almost any size audience, hold his own in situations of extended conversation, participate in meaningful group discussions and problem-solving conferences, and listen analytically to other men’s ideas. He would be rated, depending on individual skill, between adequate and excellent in his all-around communications competence. This is our experienced Toastmaster, and we’re proud of him.

Those who are not Toastmasters unfortunately seem to pay more attention to the person who joins our organization rather than to the man who exhibits the benefits of membership. I recently read the comment that Toastmasters is something which a shy executive or an ambitious youngster should consider.

This is wide of the mark. We have many outstanding executives in our ranks who are anything but shy and who were not necessarily so when they joined. The ambitious men in our clubs definitely are not limited to youngsters.

How many men fail to join Toastmasters because they have this wrong idea?

To present our communications and leadership program to the right kind of prospective member, we must sell the **end product** of membership in meaningful terms. We must emphasize that the “experienced Toastmaster” is accomplished in communications and leadership and is able to put these abilities to effective use in his community and occupation.

Our image will not be improved until the leaders in business, industry, and civic organizations ask: “Whom can we ask from Toastmasters International to assist us?”

Then and only then will others see us as we really are.

Lotha

Lothar Salin
International President

*With Proper Preparations Any Organization
Can Own A Greater Share of the Future*

Committees Will

by DAVID A. COREY

IT HAS BEEN said in jest that an elephant is merely a mouse which was designed by a committee. Also, a committee has been described as a group of people who, individually, are unable to do anything and who, collectively, decide that nothing can be done.

Many will agree with either of these daffynitions; however, they will have to admit that most of what is accomplished is done in committee.

Webster defines a committee as "a group of people . . . chosen to act upon a certain matter." And that's it!

An effective committee, then, can be identified as a group of people who cannot effectively get anything done as individuals but who, collectively, can accomplish a stated objective.

Committees *will* work.

Getting together to talk over a problem is a common practice among businessmen, legislators, and Toastmasters — in fact, people in all walks of life. Unfortunately, group discussions —

committee meetings — often are unprepared and haphazard. Many times the committee consists of only one person — even when it is composed of many members. The chairman's ideas often carry the day simply because he is the only one prepared to talk.

Committee meetings sometimes are criticized for wasting time and getting nowhere. And it is true that one person can think through and solve a problem more rapidly than can the group. But he may, because of insufficient knowledge, fixed attitudes, or personal experiences, fail to consider a phase of a question or problem which seems unimportant to him. This aspect can be one of great importance to those whom his decisions affect. This overlooking of various aspects of a situation is less apt to occur in committee deliberation.

The slowness with which our state and national governments arrive at decisions is a case in point, and while we cannot af-

Work



ford to operate this slowly, it nevertheless is a good example. Yet, we would have our government officials act in no other way because we have found that the best decisions for the majority of the people are obtained after a thorough study and discussion of the problems.

This careful attention to details may explain why some TI board of directors' decisions are so long in coming. It is because the board wants to be sure that any actions on its part will have been taken with the majority's good in highest consideration.

The suggestion that preparation for committee meetings is a necessity, or even a possibility, will seem like a new idea to many people. The common reaction of most persons is, "Well, we'll get together and talk it over. Surely someone will come up with an answer to the problem." But trusting to luck frequently fails. Usually the person who has done some hard thinking beforehand is the one whose

ideas are accepted. So he amounts to being a committee of one, whether or not his ideas are the best.

But this doesn't have to be the situation; it *can* be different. And a much more effective club, area, or district can result from effective committee participation. Preparation for committee activity *can* be made; it *is* necessary.

First, the club president or area or district governor must realize that he cannot singlehandedly do all that has to be done. He must have help, organized help, in the form of committees.

Second, the committee members must be selected with great care to insure that each appointment will be most appropriate as regards interest, availability, and background.

Third, the objectives of the committee must be clearly stated and understood. Without a specific goal, a committee becomes a ship without a home port.

Finally, the committee members must make all necessary

preparations for meaningful contributions to the activity of the group. Lack of preparation by members contributes most to the ineffectiveness of the committee.

The purposes for committee activity are twofold:

1. To interchange ideas or opinions, and

2. To reach an agreement, make a decision, or to accomplish a task.

Many essentials must be present for a committee to effectively and efficiently reach its objective. In this type of discussion, as in any other, order must prevail and a feeling of cooperation must exist. There also must be a willingness to compromise, and, most importantly, there must be a feeling of accomplishment. An effective chairman, with the cooperation of the committee, can go a long way toward securing that feeling of accomplishment.

The chairman is supposed to be the most important member of the group. It is he who can provide the leadership for accomplishing the committee's goals. He is the one who gets the credit for its success, but he also must assume the responsibility for its failures. He should have the ability to analyze rapidly and the skill to state the results of his analysis clearly and briefly. He must be fearlessly impartial (fair, firm, decisive). He must, above all, be tactful and have a stimulating manner that encour-

ages participation. And, as is true in so many other cases, he can meet all these needs — at least to some extent — if only he will do his homework thoroughly.

It is necessary that each committee member possess unique knowledge or experiences which he can contribute. His participation can go far to influence the outcome of the deliberations. For this reason, each member also must do his homework. He must have a thorough knowledge of the committee's objectives and should have an idea of the other members' attitudes.

Further, it is imperative that he pay close attention to the discussion as it progresses and make meaningful contributions when and where appropriate.

Whether a man is chairman of a group or is just a member, during the greater part of the deliberations he will be a listener. As a listener, his principal task is to evaluate what each speaker is saying. The ability to evaluate critically is a worthwhile asset and one which we, as Toastmasters, are striving constantly to acquire. It is an even more important asset to members of our committees.

There are many suggestions which can assist you in becoming more efficient in committee membership. They include (but are not limited to) the following: (1) Do not speak beside the point. (2) Speak when a report is

to be made or when you are asked a direct question. (3) Speak when an intelligent comment or suggestion can be made. (4) Speak when you can clear up a point another has muddled badly. (5) Speak when information about the question can be added. (6) Speak when an intelligent question can be asked. (7) Speak when you can use humor to perk up an otherwise dry discussion.

In addition, the chairman will find the following techniques helpful: (1) Encourage proposals from other persons by making suggestions. (2) Ask the opinion of another member who will agree. (3) Compromise on small points to secure agreement on big ones. (4) Eliminate doubtful points from all proposals. (5) On rare occasions, deliver an ultimatum. (6) Avoid negative action by postponing a decision.

It has been pointed out before, but bears repeating: no amount of suggestions will be

worth a thing unless the committee has purpose and direction. Moreover, it is essential that the chairman distribute an agenda well enough in advance of the meeting for adequate consideration by the members.

Further, a well-outlined discussion plan prepared beforehand will assure a more efficient use of time and a more thorough evaluation of the discussion questions. Preparing an outline of procedure will be useful for members and chairman alike. It will assist in being able to guide the discussion more intelligently and help one to be ready with appropriately timed questions and comments.

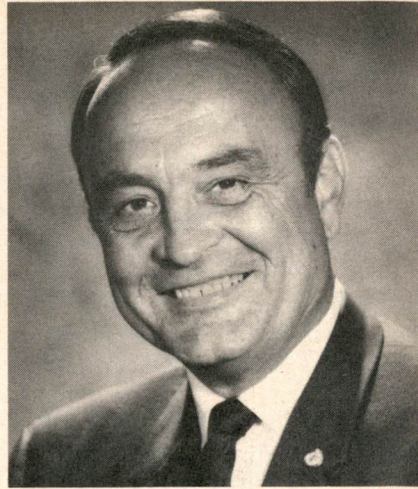
As Toastmasters International founder Ralph C. Smedley once said: "The future belongs to the man who prepares." With proper preparations any organization also can own a greater share of the future.

Yes, committee *will* work. Be prepared.

LCDR David A. Corey is a member of the Toastmasters International Board of Directors. A member of Gosport Club 2896-66 in Portsmouth, Va., he is chief of electronics engineering for the Fifth Coast Guard District in Portsmouth. He served as governor of District 53 in 1964-65 and is a previous contributor to The Toastmaster.



Robert T. Engle
NAMED
EXECUTIVE
DIRECTOR



Robert T. "Buck" Engle has been named executive director of Toastmasters International, it was announced by International President Lothar Salin during the March board of directors meeting in Santa Ana. The appointment was effective March 21.

Mr. Engle had been general manager since November, 1966. He joined the World Headquarters staff in 1964 as manager of the membership and club services department. Prior to joining the staff he served as consultant on military club affairs to the Toastmasters International executive director.

A retired Air Force colonel, Mr. Engle has been a Toastmaster for 14 years. He became a Toastmaster in 1954 when he helped organize a club in Argentia, Newfoundland. In the years that followed he was an active Toastmaster wherever his military career took him. In 1959 he was chosen the Outstanding Toastmaster in District 8 and prior to that was active in District 36.

Mr. Engle is a graduate of Ohio University and is a member of Smedley Toastmasters Club No. One, the American Society of Association Executives, Speech Association of America, International Society for General Semantics, the International Platform Association, and the National Society for the Study of Communication.

SAN ANTONIO, TEXAS
Toastmasters
Town of The Month



SAN ANTONIO, TEXAS, this month is continuing its HemisFair '68, the first world's fair exposition to be held in the southwestern United States. Its pavilions display the unity of the Western Hemisphere nations and their legacy from the Old World. The event marks the 250th anniversary of the founding of San Antonio and the 92-acre HemisFair site is located just 200 yards from the Alamo, the shrine of Texas liberty.

San Antonio had its beginning in 1718 when it was designated as the location for the Mission San Antonio de Valero. The area had been christened San Antonio de Padua by a Franciscan priest in 1691. San Antonio was the center of the Spanish missions system in Texas.

The mission settlement was a seat of government for the Spanish until 1821, when Mexico won its independence from Spain. The Texans next fought for their independence, which was achieved six weeks after the fall of the Alamo in March, 1836. Nine years later Texas became the 28th state in the Union.

The beginning of the Civil War and the coming of the first railroad brought great changes, and San Antonio became a cattle capital and a shipping point for farm products.

It has long been the center of livestock, ranching, industrial, and oil empires. After World War II, aircraft and electronic plants, scientific research, and manufacturing brought new dimension to its economic growth.

San Antonio this month is the host city for the Toastmasters International District 56 convention May 10-12. To coincide with the convention, the mayor proclaimed May 6-12 as Toastmasters Week in San Antonio, the governor of Texas designated May as Toastmasters Month throughout the state, and May 10 is Toastmasters Day at HemisFair.

There are nine Toastmasters clubs in San Antonio: San Antonio Club 669-56, Alamo Club 1316-56, Public Service Club 1422-56, Kelly Flyers Club 1641-56, Alamo City Club 1855-56, Big M Club 2145-56, Business-Professional Club 2207-56, Vanguardia Club 2569-56, and Downtown Club 2853-56.

Begin This Month . . .

REGIONAL CONFERENCES TO

A new program of management training will be presented for district governors, senior lieutenant governors, and other Toastmasters attending all regional conferences this spring. The new management training program will be conducted for governors and senior lieutenant governors by two professional training experts: Charles C. Mohr, past Toastmasters International president, and William Gobel, past International director.

Educational programs for other lieutenant governors, area governors, and interested Toastmasters will be conducted by two members of the board of directors of Toastmasters International who received training in this program prior to the March board meeting.

The principal order of business at the conferences will be the selection of candidates for International director. The election of eight men to fill vacancies on the board will be held at the International convention in Miami Beach, Florida, August 14-17.

The conference also includes the regional speech contest in which district speech contest winners will compete to represent their region at the International speech contest held during the annual convention.

TO BENEFIT ALL TOASTMASTERS — Conducting a management training course for members of the Toastmasters International Board of Directors prior to their March meeting at World Headquarters is professional trainer Charles C. Mohr, who is a past Toastmasters International president. Mr. Mohr and William Gobel, a past International director, will present the management course to district governors and senior lieutenant governors at the regional conferences. Each director will present a management course for the other lieutenant governors and those attending the regional meeting.

FEATURE MANAGEMENT TRAINING

REGION I — International Directors Sandy Robertson, Chairman, and Clark Crouch, Vice-Chairman

Host District: 67

Participating Districts: 2, 7, 9, 15, 21, 32, 33, 39, 57, 59

Anchorage Westward Hotel

Anchorage, Alaska

June 21-22

Host District Chairman

Dr. Maynard Falconer

P.O. Box 919

Anchorage, Alaska 99501

International Officer Attending — President Lothar Salin

REGION II — International Directors Russell Herron and Cy Campbell

Host District: 27

Participating Districts: F, 4, 5, 12, 49, 50, 51, 52

Del Webb Hotel

Fresno, California

May 31 - June 1

Conference Chairman

Bernard A. Dean

3408 East Clinton Avenue

Fresno, Calif. 93703

Conference Vice-Chairman

LeRoy P. Howard

305½ North Street

Taft, Calif. 93268

International Officer Attending — Sr. Vice-President Earl Potter

REGION III — International Directors Donald Paape, Chairman, and Don Buckner, Vice-Chairman

Host District: 3

Participating Districts: 16, 22, 23, 25, 26, 44, 56

Safari Hotel

Scottsdale, Arizona

June 7-8

Host District Chairman

Garth Saager

7835 East Oak Street

Scottsdale, Ariz. 85257

International Officer Attending — 2nd Vice-President Ralph Howland

REGION IV — International Directors Jack Pelinka, Chairman, and Les Sutton, Vice-Chairman

Host District: 41

Participating Districts: 6, 17, 19, 20, 24, 42, 55, 64

Sheraton-Cataract Motor Inn

Sioux Falls, South Dakota

June 28-29

Host District Chairman

Dale Harris

504 East 38th Street

Sioux Falls, South Dakota 57105

International Officer Attending — 3rd Vice-President Arthur Diamond

REGION V — International Directors Bill Dunning, Chairman, and Everett Watson, Vice-Chairman

Host District: 11

Participating Districts: 8, 30, 35, 43, 54

New Stouffer's Indianapolis Inn

Indianapolis, Indiana

June 28-29

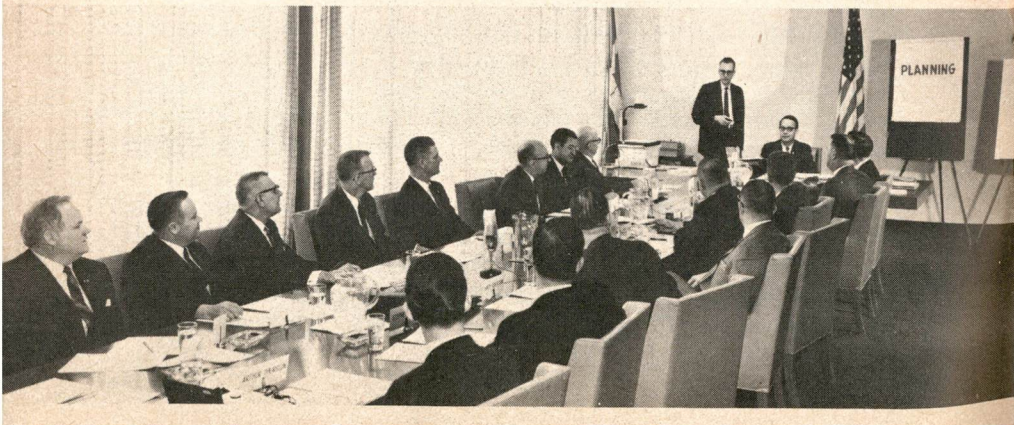
Host District Chairman

Roy Wolfe

5411 West Washington

Indianapolis, Indiana 46421

International Officer Attending — 2nd Vice-President Ralph Howland



REGION VI — International Directors Edward White, Chairman, and William Smith, Vice-Chairman

Host District: 10

Participating Districts: 13, 28, 40, 60, 61, 62, 65

Voyager Motor Hotel

Youngstown, Ohio

June 14-15

Host District Chairman

Charles Yeaton

39 Aladdin Drive

Canfield, Ohio

International Officer Attending — Immediate Past President John Miller

REGION VII — International Directors Arthur Thurston, Chairman, and Richard Thomas, Vice-Chairman

Host District: 53

Participating Districts: 18, 31, 34, 36, 38, 45, 46

Hartford Hilton Hotel

Hartford, Connecticut

June 7-8

Host District Chairman

I. William Hollander

816 Center Street

Manchester, Connecticut

International Officer Attending — Immediate Past President John Miller

REGION VIII — International Directors David Corey, Chairman, and Steve Rouss, Vice-Chairman

Host District: 29

Participating Districts: 14, 37, 47, 48, 58, 63, 66, 68

Admiral Semmes Hotel

Mobile, Alabama

June 21-22

Host District Chairman

LaGuin Elkins

158 Stanton Road

Mobile, Alabama 36607

Host District Co-Chairman

Rhoten Willhort

127 Magnolia Street

Millon, Florida 32570

International Officer Attending — Sr. Vice-President Earl Potter

PAINTING OF FOUNDER PRESENTED TO TI

A Toastmasters International citation is presented to William Yelland (left) of the Yelland Art Gallery in Orange, Calif., by International President Lothar Salin in recognition of Yelland's donating a portrait of founder Dr. Ralph Smedley to World Headquarters. Taking part in the ceremony at the close of the Toastmasters International Board of Directors meeting in March are Mrs. Ralph Smedley (second from right), her daughter, Mrs. Betty Stevenson, and her son-in-law, James Stevenson. The portrait is prominently displayed in the board room at World Headquarters.



1968-69 TI OFFICER CANDIDATES ANNOUNCED

The following report of the Nominating Committee is presented in accordance with Article VIII, Section I, of the bylaws of Toastmasters International.

The nominating committee presents the following candidates for election as officers of Toastmasters International at the annual business meeting to be held during the 37th Annual Convention of Toastmasters at Miami Beach, Florida, August 14-17, 1968.

(Listed Alphabetically)

For President	Earl M. Potter
For Senior Vice-President	Ralph E. Howland
For Second Vice-President	Arthur M. Diamond
For Third Vice-President	Russell G. Herron
	Donald W. Paape
	Amos W. Randall

(By) Paris S. Jackson, Chairman

Russell V. Puzey	George C. Williams	Theodore T. Castrodale
George J. Mucey	W. Bruce Norman	Robert W. Blakeley
Nathan J. Kuper	Owen J. Newlin	Al W. Stillwell
	Ray Eldridge	

It is the duty of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

Toastmasters International officers and directors will be elected at the annual business meeting, August 15, 1968, at the Deauville Hotel, Miami Beach, Florida. Directors are nominated at the eight regional conferences.



EARL M. POTTER

is a member of the Monsanto Chemical Co. management staff and senior vice-president of TI. He has been both vice-president for education and for organization, and chairman of the educational and OPA committees. He was a TI director in 1962-64. A member of St. Clair Club 496-8 in Belleville, Ill., he has been District 8 governor and the district's TM of the Year. Mr. Potter is a junior grand warden of the Grand Lodge A.F. & A.M. in Illinois, an honorary 33rd degree Mason, an officer in two Scottish Rite bodies, and a member of the Illinois Advisory Committee for Manpower Training.



RALPH E. HOWLAND

is president of the Craftwood Corp. and 2nd vice-president of TI. He has been vice-president for organization and chairman of the OPA committee and the CCM committee. A TM for 18 years, he was a TI director in 1963-65. A member of Breakfast Club 3569-35 in Oconomowoc, Wis., he has been District 35 governor, twice district speech contest winner, and the district's "Mr. T." Mr. Howland is a member of the Oconomowoc Board of Education, a past Oconomowoc Rotary Club president, and recipient of the Oconomowoc Jaycees' 1966 Distinguished Service award.



ARTHUR M. DIAMOND

is a partner in the law firm of Diamond and Miller, 3rd vice-president of TI, and chairman of the OPA committee. He was appointed a director in 1964 and elected for 1965-67. He has been chairman of the CCM and DCO committees. A TM for 21 years, Mr. Diamond is a member of Wednesday Noon Club 462-11 in South Bend, Ind., and is a former District 11 governor. He is chairman of the St. Joseph County Bar Assn.'s abstract problems committee, a past president of St. Joseph County Parole Sponsors Assn., and a committee member of the Tri-Valley Council of the

RUSSELL G. HERRON

is a commander in the U.S. Navy, retired, senior associate of the Planning Research Corp., and an associate professor at St. John's College. He has been a TI director since 1966, serving on the educational and DCO committees. A former District 12 governor, he received a TI president's citation for conducting YLP Class No. One. A TM for 16 years, he is a member of Los Caballeros Club 322-50 in Santa Monica, Calif., and Pt. Mugu Officers Club 3276-12 in Pt. Mugu, Calif. A Camarillo, Calif., resident, he is founding president of the Camarillo Community Coordinating Council and president of the Tri-Counties Association for Mentally Retarded.



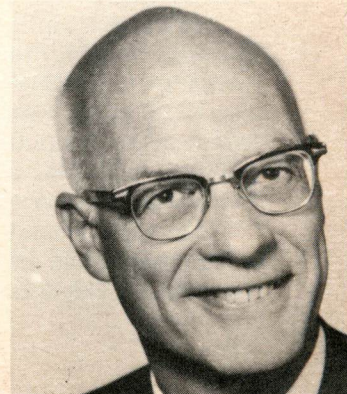
DONALD W. PAAPE

is a petroleum geologist with the Pan American Petroleum Corp. He has been a TI director since 1966 and is chairman of the DCO committee. Mr. Paape was District 55 governor-elect in 1962 and District 26 governor in 1964-65. A TM for 11 years, he is a member of Will Rogers Club 645-16 in Tulsa, Okla., a member of the American Association of Petroleum Geologists, Rocky Mountain Petroleum Geologists, Elks, Masons, and Path Finder Lodge 42. He was coordinator with the Colorado Speech Assn., chairman of the Natrona County speakers bureau for United Fund, and a lay counselor and probation officer to the Denver juvenile court.



AMOS W. RANDALL

is an independent architect and was a TI director in 1964-66, serving on the OPA committee and the 1963 International nominating committee. He was Founders District governor in 1960-61, is a member of Pomona (Calif.) Club 12-F, holds Able Toastmaster certificate No. 194, and has been a TM for 16 years. He was organizing chairman and twice president of the Inland District chapter of the American Institute of Architects, has been a director of the Pomona YMCA, the Pomona Chamber of Commerce, the Pomona Valley Masonic Temple Assn., and the Pomona Community Music Assn. He was listed in the 1967 edition of "Outstanding Civic Leaders of America."



BOARD OF DIRECTORS CONDUCTS MARCH MEETING

The Toastmasters International Board of Directors met at World Headquarters in Santa Ana, Calif., March 21-23, 1968, to consider a variety of items of special interest to members, clubs, and districts.

The business acted upon concerned the appointment of an executive director, the desirability of providing broader services and programs, educational policies, and many other points of interest.

The board voted unanimously to appoint Robert T. Engle as executive director of Toastmasters International. The appointment was effective immediately. Executive Director Engle had been serving the past year as general manager.

Directors discussed the desire to provide broader services and programs to members, clubs, and districts and reviewed a detailed outline of proposed services and programs with their estimated costs.

To make such services and programs available to the membership, the board voted unanimously to recommend to the 1968 annual business meeting that the bylaws of Toastmasters International be amended to provide an annual per capita fee of \$12.00 per member (which includes the cost of *The Toastmaster* subscription) and a new-member pro rata per capita payment of \$1.00 per month commencing with the month of admission and ending on the next semi-annual report date, effective October 1, 1968.

A detailed explanation of the services and programs which will be realized through the additional funds will be sent to all clubs and districts in the near future.

If the per capita fee amendment is adopted at the 1968 annual business meeting, the board voted to amend the policy regarding revenue for districts to make available to each district for its activities \$3.00 of each per capita payment received for members within the district, computed annually and available at the rate of \$1.50 semiannually, plus 25 cents per month for each new member from whom pro rata per capita fees are received within the district.

Although the dues increase will not provide for all our long-range needs, the board is confident that improved programs and services provided by it will stimulate current members to renew

their efforts in attracting new members and clubs. These membership gains in turn will provide the revenue needed to fully meet these long-range needs.

A new statement of the educational policy of Toastmasters International was adopted by the directors. The statement follows:

"The educational policy of Toastmasters International is to fulfill the purposes stated in Article I of the bylaws through: (1) Research, development, and testing of appropriate programs and materials, and (2) Promotion of the effective use of such programs and materials. This is a continuing commitment to offer each member the opportunity to develop his full potential in the fields of communications and leadership."

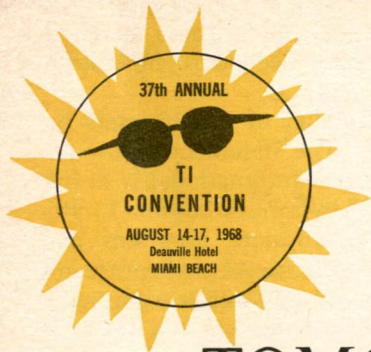
Another item acted upon by the board was the adoption of a resolution providing that both the proxy and credential certificates for the regional conferences and the annual business meeting shall be mailed to all club presidents of record in one mailing by World Headquarters three weeks prior to the first scheduled regional conference.

The board also formally approved the procedure for the conduct of regional conferences. The procedure outlines the responsibilities of the two International directors and the chairman selected from the host district, naming the second-year director as regional conference chairman; the first-year director as vice-chairman; and the individual from the host district as host district chairman. The procedure provides further that the host district chairman (to be appointed by the regional conference chairman) ordinarily should not be the host district governor, a candidate for that office, or a candidate for International director.

The procedure further clarifies the items to be considered at the regional conference business sessions.

Directors also amended Toastmasters International policy on the procedure for the formation of new districts and the consolidation of existing districts, took action on amendments to bylaws of several districts submitted for approval, reviewed the program for the 1968 annual convention, and received reports from committees of the board covering their review of educational materials and programs, regional boundaries, speech contests, club and member growth, International development, community relations activities of clubs and districts, and progress in the Serve and Grow with Pride program.

The next meeting of the board of directors will be conducted in Miami Beach, Fla., at the Deauville Hotel, August 12-13, 1968.



1968 CONVENTION THEME

TOMORROW'S OPPORTUNITIES FOR TOASTMASTERS

"Tomorrow's Opportunities for Toastmasters" is the theme of the 1968 International convention in Miami Beach, Florida, August 14-17, and a stimulating schedule of programs and speakers, coupled with fun in the sun and sand activities for Toastmasters and their families, has been arranged.

The members of the clubs in host District 47 are assisting World Headquarters with plans for the most successful convention ever, under the guidance of host district committee chairman Past International Director Charles Swan and his vice-chair-

man Past District Governor Win Chesley.

A truly memorable convention will feature special guest speakers Dr. Howard Wilson of the Industrial Education Institute in Boston, Mass., and Dr. Richard Lewis, director of the Audio-Visual Aids Institute at San Jose State College in California.

Dr. Wilson will discuss training techniques for Toastmasters management personnel in his program "Training the Trainers in Training Techniques." Telling about "Audio-Visual Aids for Tomorrow's Communications" or "Talk is Not Enough" will be



Richard Lewis, Ph.D., is a professor of English at San Jose State College, in addition to being director of the Division of Audio-Visual Services. He has written articles for professional journals on audio-visual and television education. Dr. Lewis earned both his master's degree and his doctorate degree at Stanford University.



Howard Wilson, Ph.D., is a nationally recognized educator, author, trainer, lecturer, and conference leader in supervisory development. He has authored many textbooks, papers, and articles, including, "Understanding People," "Human Relations for Supervisors," and "Communications." He has degrees from Northwestern and Columbia universities.

Dr. Lewis' message.

Convention activities will begin Wednesday the 14th with a welcome by International President Lothar Salin. An audience participation program conducted by the World Headquarters staff will discuss World Headquarters support for member, club, and district activities.

"A Blueprint for Tomorrow" will be the topic discussed by a panel of Toastmasters International officers and board committee chairmen, followed by the presentation of the 1968-69 Toastmasters International program by the senior vice-president.

Dr. Wilson will present "Training the Trainers in Training Techniques" at a Wednesday afternoon program.

Wednesday evening is open for a night on the town.

Thursday's activities for Toastmasters and their families include the convention official opening ceremonies followed by the annual business meeting and election of International officers and directors. In the evening an Aqua Fun party will be hosted by the host district around the pool at the convention hotel.

The third day of the convention will get underway with a program on "Toastmasters Com-

munity Programs for Tomorrow," followed by "Tomorrow's Toastmasters Club Meeting" and a demonstration of the "Man on the Move" club session.

A noon luncheon honoring newly-elected district governors will be at the convention hotel Friday.

Dr. Lewis will present his program "Audio-Visual Aids for Tomorrow's Communications" on Friday afternoon. Later, Executive Director Buck Engle will tell how to plan an outstanding conference in his presentation "Members, Meetings, and Meals."

The president's dinner-dance will be a gala climax to Friday's busy schedule.

The Idea Fair will be in the spotlight Saturday. A feature of the morning program will be sessions at which today's Toastmasters explain and answer questions about tomorrow's Toastmasters programs.

Another major event on Saturday is the Hall of Fame brunch, during which the International speech contest will be conducted and International Hall of Fame recognition will be given to outstanding members, clubs, and districts.

An important part of this year's convention will be vacation activities for the wives and children of Toastmasters.

A free boat tour of the Miami Beach coastline will be provided for the Toastmasters registered

at the Deauville Hotel. Also, District 47 Toastmasters are planning a continuing program for the youth to supplement the hotel's own youth recreation activities.

The ladies are reminded that they are invited to all convention programs and especially to the luncheon and dinner events. The ladies are extended an open invitation to the Aqua Fun party, district governors' luncheon, president's dinner-dance, and the Hall of Fame brunch.

Also, an information-hospitality room will be hosted for all delegates by District 47 representatives, who will have details on the Miami Beach activities which were described in the March issue of *The Toastmaster* magazine. They will be able to tell you the easiest way to avail yourself of the products or services you seek, give their cost, and provide directions to the top attractions. There will be plenty of information on the activities planned for youngsters, too.

Don't miss out on the 1968 International convention. Complete and return the convention pre-registration form on page 21 of this issue. Pre-registered Toastmasters and their wives will receive a free \$10,000 accident travel policy. If you plan to attend meal events be sure to order tickets in advance as capacity is limited and admittance will be by ticket only.

ADVANCE CONVENTION REGISTRATION

1968 TOASTMASTERS INTERNATIONAL CONVENTION

AUGUST 14-17 DEAUVILLE HOTEL, MIAMI BEACH,
FLORIDA

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1968-1969.)
Registration will be required at all general sessions on Wed., Thurs., Fri. The registration fee does not include admittance to meal events. Convention meal events are limited capacity affairs and generally are sold out in advance of the opening of the convention. Avoid disappointment. Pre-register and order meal event tickets now! ATTENDANCE AT MEAL EVENTS WILL BE BY TICKET ONLY. All advance registrations received by June 30 will include at no cost a \$10,000 accident travel policy covering each person registered. The policy covers the convention period, plus three days immediately before and after the convention.

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

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

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

NAME _____ NICKNAME _____
 WIFE'S FIRST NAME _____
 ADDRESS _____ CLUB NO. _____ DISTRICT NO. _____
 CITY _____ STATE (PROVINCE) _____ ZIP _____
 NO. CHILDREN ATTENDING (Elementary School Age) _____ (Junior High School Age) _____ (Senior High School Age) _____
 If you are an incoming district officer, please indicate office _____

At International Convention . . .

TI Hall Of Fame To Recognize Outstanding Accomplishments Of Members, Clubs, and Districts

TOASTMASTERS INTERNATIONAL will honor members, clubs, and districts that have made outstanding accomplishments during 1967-68 at a Hall of Fame brunch at the International convention in Miami Beach, Florida.

Commendations will be awarded August 17 in the Deauville Hotel, this year's convention site. The Hall of Fame program will conclude the 37th International convention, which opens August 14.

The International Hall of Fame recognition program was established in 1967 and this will be the second year that it has been one of the highlights of the convention.

Individual Hall of Fame honors will be presented to Toastmasters who participate as finalists in the 1968 International speech contest. Those members who have achieved the Able Toastmaster status by having completed both The Advanced

Speaker and Leadership Through Speech since July 1, 1967, also will be recognized during the program.

Other individual members who will be named to the select group are those who are chosen by their district as the District Outstanding Area Governor of the Year or as District Outstanding Toastmaster of the Year.

Accomplishments which earn club recognition in the International Hall of Fame are: being among the Top 10 Clubs in Toastmasters International in the Club Achievement Program, making a net gain of five or more new members, or having the best club bulletin.

Outstanding achievements which earn district recognition in the International Hall of Fame are: being selected as a Distinguished District, based on administrative and educational accomplishment; club and membership growth during the year; or the best district bulletin.

The new Hall of Fame certificate will be presented during the Hall of Fame program to each Toastmaster, club, and district named to the Hall of Fame.

Photographs and accomplishments of the District Outstanding Area Governor of the Year and of the District Outstanding Toastmaster of the Year will be featured in the Idea Fair.

Toastmasters International POST-CONVENTION TOUR

Sunday, Aug. 18 - Tuesday, Aug. 20

Please forward reservation request, with full payment, to:

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

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

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

_____ \$ 96.00 per person double occupancy

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

SPECIAL NOTES: 1. No charge for cancellations received 48 hours prior to departure.
2. Deadline for reservations July 26, 1968.
3. Reserve early, as space is limited.

Name(s) _____

Address _____

City _____ State _____ Zip _____



37th ANNUAL CONVENTION, MIAMI BEACH, AUG. 14-17, 1968



PUT YOURSELF IN THE PICTURE — A surrey with the fringe on top, white sand beaches, and clear, cool water are awaiting Toastmasters and their families in beautiful Nassau, capital of New Providence Island in the Bahamas. Your reservation form for the visit to Nassau is on page 23 of this issue. Fill it out and mail it soon.

After the Convention

Rendezvous In NASSAU— Bahama Island Paradise

AN ISLAND PARADISE — Here's just the setting you would expect to see on the island paradise of Nassau: a quiet lagoon, plenty of sunshine and sand, and shady huts overlooking the scenery. Toastmasters visiting Nassau from countries other than the United States should check with their travel bureau for island entry and re-entry requirements. To re-enter the United States, citizens will need proof of citizenship and proof of a small-pox inoculation within the past three years.



Toastmasters and their families can continue their fun in the sun and sand convention-holiday in Miami Beach on a post-convention tour to the island paradise of Nassau.

Three days and two nights of enjoyment have been arranged through Wyly's Travel Headquarters for Toastmasters August 18-20. The tour includes two-way plane fare from Miami, accommodations, breakfast, and dinner each day at the Nassau Beach Hotel, tours of the city and its suburbs, a cocktail party, and night club visits.

Stepping from the plane at the modern Nassau airport, your first impression of the island will be one of flower-scented breezes. Bahamian flowers are gaily colored and their mingling perfumes give a subtle fragrance to the southeast trade winds.

After a limousine delivers you to the hotel you probably will be eager to begin seeing the sights. Apart from using your sandaled feet or hiring a cab, you can hire a surrey, a car, motor scooter, or bike for transportation. Remember to drive on the left!

Toastmasters and their families can trot through the Colonial-style streets in a horse-drawn, fringed surrey or cycle to a deserted white sand beach where

only the sun, the bright blue water, and the palms will share your pleasure.

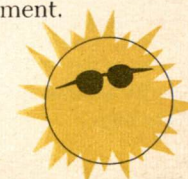
Or, Toastmasters can watch or take part in yachting, swimming, spear fishing, skin diving, water skiing, golf, tennis, or riding. The two most popular sporting pastimes in Nassau are boating and fishing.

Another distinctive treat for Toastmasters to enjoy in Nassau is the Bahamian food specialties, some of which are worth trying. There is the conch, a type of large shell fish, which is served in a delicious, hot and spicy chowder, or as fritters. You might tempt your palate with green turtle soup or green turtle pie, Andros crabs, or chicken roasted Bahamian style.

For Toastmasters in Nassau after-hours there are the colorful native night clubs. The clubs are alive with calypso and goombay music, bongo drums, and steel bands. Bahamians love to perform their famous limbo dancing for the audience, a dance that is kind of a high jump in reverse.

This is just a sample of the delights to be experienced on the post-convention tour to Nassau, where Toastmasters will find a pleasing blend of old British traditions and customs mixed with modern entertainment.

37th ANNUAL CONVENTION, MIAMI BEACH, AUG. 14-17, 1968



COMPLETE

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

37th Annual Convention
Toastmasters International
Miami Beach, Florida

Reservations Manager
Deauville Hotel
Miami Beach
Florida 33141

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

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

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

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

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

*I am sharing the room with _____

NAME (Please print) _____

STREET _____

CITY _____ STATE (PROVINCE) _____

ZIP _____

SPECIAL ARRANGEMENT

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

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

Honor Roll

Congratulations to the following Toastmasters who have com-
pleted the advanced Toastmasters speech programs.

ABLE TOASTMASTERS (ATM) Certificates of Achievement

R. L. Erckert (ATM)
Hamilton Defenders Club 3579-57
R. F. Chermak (ATM)
Suburban Club 2345-46
L. M. Taplett (ATM)
Sodak Club 224-41
W. W. Teeter (ATM)
Castle Club 3056-36
V. C. Jewell (ATM)
Highway Club 2149-23
J. C. Kiest (ATM)
Bellringers Club 3134-22

D. A. Plaskett (ATM)
Nanabijou Club 2090-6
J. J. Schneider (ATM)
Executive Club 412-50
L. A. Johnson (ATM)
Radiation, Inc. Club 1423-47
C. A. Altimus (ATM)
Aero Club 2795-40
A. B. Staples (ATM)
North State Club 1879-37
W. L. Nickel (ATM)
Richardson Club 2690-25

LEADERSHIP THROUGH SPEECH Certificate of Progress

E. O. Holloway
Gainesville Club 2828-25

THE ADVANCED SPEAKER Certificates of Progress

I. A. Mennie
Valleyfield Club 1125-61
R. L. Koetsier
General Club 136-52
J. G. Louvier,
F. A. Dunnett
Northrop Club 212-50
B. F. Paraso
Oahu Olelo Club 1900-49
K. A. Olds
Sacramento Club 1145-39
A. Z. Whitt
North State Club 1879-37
G. E. Strunk
Pikes Peak Club 3044-26
B. Young,
S. J. Spiro
Richardson Club 2690-25
L. A. Blankers
North Platte Club 2739-24
G. C. Ireland
Benson Club 2746-24
O. A. Parks
Peace Garden Club 3152-20
V. E. Sellers
Marion Club 3250-19

C. R. Ward
Mason-Dixon Club 2186-48
L. Fagan Jr.
Top of the Morning Club 3851-47
O. Rhine
Cambridge Club 785-40
L. S. Hathcock
Aero Club 2795-40
E. B. Delano
Redding Club 197-39
H. M. McDaniel
Magic Empire Club 652-16
A. E. Holmberg
Will Rogers Club 1032-16
V. H. Witzel
Nampa Club 324-15
R. F. Olds
Noventa Club 90-12
T. C. Curran
Town & Country Club 2102-6
E. S. Stavneak,
W. S. Collins
Los Gallos De La Bahia Club 3400-4
J. H. Hineman,
E. Shea
Sunrise Club 74-3

R. S. Toms
Rose Bowl Club 456-F

"A Good
Beginning Maketh
A Good
Ending..."



Getting Your Speech Off The Ground

by MICHAEL SVOB

WHEN THE ROMAN poet Horace two thousand years ago advised would-be writers that "Well begun is half done," he affirmed what Toastmasters have come to realize: that the most crucial single part of a speech is the introduction.

First impressions are as significant in making speeches as in making friends and special effort must be made to provide more than a routine introduction.

The obvious purpose of an opening is to introduce your audience to the main strand of the speech, but an effective introduction does much more than this. It also sets the tone for the presentation—formal or informal, serious or humorous—and engages the audience's interest.

To accomplish this threefold purpose, the introduction should be relatively brief: an interminable opening ignores the necessary proportion between beginning, middle, and end that characterizes a good speech.

But, to reach back again into proverb-lore, "The hardest step is over the threshold." A good introduction is usually the most difficult part of a speech to produce. Indeed, the question most often asked by those who are stymied in the throes of speech

preparation is, "Just *how* do I get started?"

There is no simple rule-of-thumb answer, for the nature of your subject matter always determines the character of your introduction.

Most openings fall into the following patterns, and your task will be easier if you study them and select the introductory technique best suited to your material.

1. The most familiar and enlivening mode of introduction is the funny story. It is all the more effective if the speaker can tie it in by way of transition with preceding elements in the evening's program.

Two cautions are in order, however. Be sure that the story is germane to the speech (too often a "That reminds me" is a mere pretext for an irrelevant joke), and select a story that is funny (nothing stifles a speech or loses the interest of the audience more quickly than a dud at the outset).

A speech on "How to Remember People's Names," for example, might well be opened with a story such as this: "A friend of mine had a great deal of trouble recalling people's names until he hit on a system of putting together the sound of a name with the person's appearance. He easily recalled the name of his new neighbor Harry Moore, for instance, by taking note of the

man's mustache and thinking of him as being 'more hairy' than most."

2. To open with a quotation not only affords the speaker a springboard for his own remarks, but often lends the weight of authority to his point of view. Both advantages may be seen in the use of Horace's axiom at the beginning of this article. Your own reading and listening, of course, constitute the most fruitful source of appropriate quotes, but ready-made items categorized by topic may be found easily in collections such as *Bartlett's Familiar Quotations*.

3. When a speaker is making a presentation on a rather technical topic, one involving a central term that has a certain degree of ambiguity and vagueness, it is wise to define the troublesome term at the very beginning so as to forestall possible misunderstanding.

In a talk on "Escalation in Vietnam," for example, the central term *escalation* does not mean the same thing to all listeners and, thus, ought to be defined initially in the context of the speech.

4. A sure-fire way to arouse audience interest is to begin by citing a startling fact or statistic. What group will not listen more intently to a speaker on "Marital Perils" who starts off asserting, "Only one marriage in six is happy," or "Over ninety per cent

of America's husbands are unfaithful to their wives at least once." Arouse your listeners' curiosity and they will perk up their ears to hear what's next.

5. A similar device is the opening paradox: a pronouncement that appears to be self-contradictory but is not altogether so. A proponent of "escalation in Vietnam," for example, might begin with the ostensibly self-canceling statement, "Cruelty is the greatest kindness," then go on to contend that a get-tough policy in that war would, in the end, save many lives on both sides. Interest is mainly generated by the audience's wondering how the initial contradiction will be reconciled.

6. Contrast also can be employed for a striking opening: the speaker's knee-knocking Ice Breaker versus his present ease, his own youthful experiences versus his son's, miniskirts versus 1940-ish fashions.

7. When one opens with a question that he intends to answer himself, a question that is designed simply to get the subject rolling and to put his listeners in an inquisitive state of mind, he is utilizing one of the oldest techniques of public address: the rhetorical question.

As an example, the speech on "Marital Perils" could be commenced with the query, "What would you tell your wife if she confronted you with the evidence of another woman's lipstick on

your shirt?"

8. Another way to elicit curiosity is to open with deliberately indefinite pronouns. "He was the greatest athlete the world has ever known. The Mickey Mantles, Oscar Robertsons, and Jimmy Browns of today could not begin to compare with his power, speed, and versatility." Who was he? We would all like to know, and will listen closely to find out.

9. In a narrative speech that deals with a succession of events in time, it often is more effective to begin with a climactic event—in *medias res*, in the middle of things—rather than at the beginning. A speech recounting a mountain-climbing incident, for example, may lag if the speaker chooses to start at the very beginning ("When I woke up that morning...") instead of commencing with a climactic event ("There I was, hanging in mid-air"), then picking up the strands leading to it.

10. Most speeches are improved by being personalized, directly referring to or otherwise involving the speaker and his audience. And, of course, the opening is a good place for personal comment, as when a Toastmaster begins his talk on "Why Johnny Can't Spell" by referring to his own grade-school phonics training and the beneficial effect it had on his spelling.

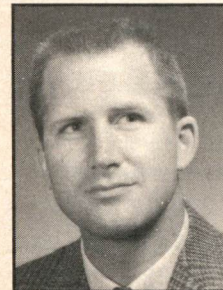
11. Photographs, charts, ex-

cerpts from tape recordings, maps, world globes—these and many other objects and audiovisual devices make possible the kind of specific, concrete opening that many presentations need. Such devices are particularly useful when the subject matter is abstract or complex. The grammarian at a recent Toastmasters meeting enlivened the introduction of what otherwise could have been a dull speech distinguishing between *anxious* and *eager* (the words for the week) by showing magazine photos of an anxious mother and eager children.

12. Finally, all-important immediacy is gained in the introduction by relating the topic to a current event or controversy.

A speech opposing capital punishment, for instance, might well begin with a reference to the recent Sam Sheppard controversy or a notable trial involving a capital sentence. The current event opening, of course, is simply a form of the common inductive introduction, a means by which the speaker begins with a specific example and then proceeds to the more generalized aspects of his presentation.

The dozen positive techniques outlined above deserve considerable emphasis, for with their help the Toastmaster can get over the most difficult part of his speech with greater ease and can prove the truth of the old saw, "A good beginning maketh a good ending."



Michael J. Svob is an assistant professor of English at Ball State University in Muncie, Ind., where he is a member of Muncie Club 1096-11. He earned his bachelor of arts degree at Illinois State and a master of arts degree and a doctor of philosophy degree at the University of Illinois, where he taught for several years.

REMEMBER: To keep *The Toastmaster* magazine coming regularly, notify World Headquarters immediately of any change of address. Please give old address, new address, club and district number and Zip Code. If possible, include a mailing sticker from a previous magazine. Allow 30 days after notification for processing of change.

Send change of address to: World Headquarters, Toastmasters International, Box 10400, Santa Ana, California 92711.

Progress Report On 1967-68 Challenge

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

Armed Forces Staff College 2865-66, Norfolk, Va.
Jefferey 1507-40, Columbus, Ohio
Finegayan 1777-U, Finegayan, Guam
WIIS Santa Clara Valley Noon-Timers 2595-4, San Jose, Calif.
Surf and Sand 2034-5, Coronado, Calif.
Portland WIIS 2084-7, Portland, Ore.
General 1276-TCA, Sydney, N.S.W., Australia
Lakeland 317-6, Willmar, Minn.
Grand Lake 1019-40, Celina, Ohio
Helmsmen 770-F, Huntington Beach, Calif.
Nebraska City Toastmasters 2005-24, Nebraska City, Nebr.
Green Bay 1350-35, Green Bay, Wisc.
Redding 197-39, Redding, Calif.
West Hills 1249-40, Cincinnati, Ohio
Simpson and Simpson-Sears 1555-45, Halifax, N.S.
Systems Equipment Engineering 3838-46, Newark, N.J.
Alamo 1316-56, San Antonio, Tex.
Riverside 132-F, Riverside, Calif.
Rose Bowl 456-F, Pasadena, Calif.
Butte 378-17, Butte, Mont.
Reveille 2971-25, Fort Worth, Tex.
Le Foyer 2127-31, Pawtucket, R.I.
Paul Bunyan 3736-35, Manistique, Mich.
Knights of Speech 3196-38, Upper Darby, Pa.
Peace River 3828-42, Peace River, Alta.
Flying Tumbleweed 2425-44, Big Spring, Tex.
Graybar 1436-46, New York, N.Y.
Nassau 1592-46, Nassau, N.Y.
Prop & Rotor 2950-48, Fort Rucker, Ala.
Hi-Noon 2979-54, Rockford, Ill.
Lakeshore 1860-61, Dorval, Que.
Voyageurs 2638-64, Winnipeg, Man.
Chesapeake 3142-66, Portsmouth, Va.

The following areas within the designated districts registered three or more Youth Leadership Programs between July 1, 1967, and March 31, 1968:

District 4, Area Six, (8)
District 47, Area Four, (8)
District 28, Area Nine, (6)
District 12, Area Two, (5)
District 56, Area Four, (5)
District 3, Area Seven, (4)
District 3, Area One, (4)
District 63, Area One, (4)
District 8, Area Seven, (3)
District 10, Area Four-D, (3)
District 21, Area Eight-A, (3)
District 24, Area One, (3)
District 38, Area Eight, (3)
District 40, Area Two, (3)
District 47, Area Eleven, (3)
District 48, Area One, (3)

The following districts had the most new clubs recorded between July 1, 1967, and March 31, 1968: **District 47, (9); TCBI, (8); TCA, (7); District 61, (5); District F, District 6, District 28, District 30, and District 50, (4 each).**

The Speaker's Page



POINT OF EMPHASIS

Evaluation techniques is the Point of Emphasis for the month of June. Take stock of your club's evaluation program and plan one of your June meeting's Table Topics to include a panel discussion on how your club's evaluation program can be improved. Obtain copies of the evaluation material listed in the supply catalog for use by your members and your club. Try out different types of evaluation for your June meetings.

Arrange for the educational committee to get together with the evaluators who are scheduled during the month of June. At this meeting, review the type of evaluation your club has had, determine the areas that can be improved, and develop a program for improvement.

Plan for your educational committee to assist the new members in preparing for their first experience as an evaluator. The abilities to give, receive, and benefit from evaluation are some of the highest rewards we offer our members.

A well planned evaluation program will provide life-long improvements. Encourage each member to review Dr. Smedley's speech evaluation booklet and your educational committee to consult the manual "Club Program Planning" for additional ideas.

LOOKING FOR A SUBJECT?

The month of June provides Toastmasters a variety of topics for speech or Table Topics assignments. Among the occasions marked in June are *National Flag Week* (9-15), which was initiated by Presidential proclamation and includes *Flag Day* (14th), the 191st anniversary of the creation of the first red, white, and blue national banner. *Amateur Radio Week* (16-22) focuses attention on the emergency preparedness and other public service activities of the amateur radio operator, while *National Safe Boating Week* (June 30-July 6) advances the cause of boating safety the year around.

Special days which occur in June include the *Queen's Birthday* (3rd) which is observed throughout the United Kingdom, *Fathers Day* (16th), *Freedom of the Press Day* (7th), and *D-Day* (6th), the anniversary of the Allied Expeditionary Force's landing in Normandy in 1944. On June 11, residents of Hawaii celebrate *Kamehameha Day*, the birthday of Kamehameha, the first King of Hawaii.

Other memorable dates are June 15, 1752, when Benjamin Franklin flew a kite in a thunderstorm, proving that lightning is electricity, and June 18, 1873, when Susan B. Anthony was arrested, tried, and convicted for voting in a Rochester, N.Y., election, thus making her a famous figure in the women's suffrage movement.

CLUBS IN THE NEWS

Club Homecoming

Tippecanoe Club 3824-F in San Bernardino, Calif., dedicated a recent meeting to honor the 22 past and present members who have completed the Basic Training Manual since the club was chartered in October 1964. The "homecoming" attracted nearly all of the certificate of merit holders.

Mutual Admiration

Hayward (Calif.) Club 207-57 and a speech club from an Oakland high school conducted a public, joint meeting and developed a strong mutual admiration. The high school youths expressed interest in joining Toastmasters International when they reach the minimum age for membership.

YLP Graduates

Somass Club 1303-21 in Port Alberni, B.C., recently graduated the members of its first Youth Leadership class, the fourth conducted in District 21. Graduates' fathers were guests of the club at the graduation program, conducted by the graduates and reported in the local press.

Safety Instructors

Toastmasters of **U.S. Bureau of Mines Club 2598-7** in Albany, Ore., served as instructors in a state-wide driver education program in defensive driving. They had taken the course, given by the Bureau of Mines in cooperation with the Oregon Traffic Safety Commission, and volunteered as instructors.



OPERATION PATRICK HENRY — Several Richmond, Va., Toastmasters have been active during the past two years in helping 74 Boy Scouts learn public speaking as part of Scouting's Operation Patrick Henry program. Some of the instructors and leaders were (standing from left) Toastmasters Byron Spargo, Fred Pace, and Dave Porter, Scout executive John Triplett, Toastmasters William Church and Randy Marrs, Scout executive Robert Chappelle, and Toastmaster Rod Shaw.

Speakers Bureau

A speakers bureau was formed and 1,000 brochures printed for distribution by **Pagoda Club 1809-38** in Reading, Pa.; **Reading (Pa.) Club 714-38**; **Zeus Club 3202-38** in Laureldale, Pa., and the Reading Toastmistress Club. The brochure also promoted the clubs' Speechcraft course. The venture received newspaper headlines in Reading.

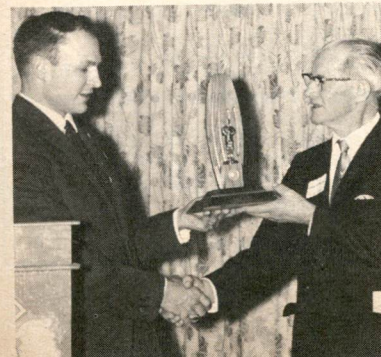
30-YEAR MEMBER—Dave Foote (right), a charter member of **Pioneer Club 97-55** in Casper, Wyo., and a member of the club for three decades, is presented a commemorative trophy in honor of his 30 years of membership. Dave Bentzin, immediate past governor of District 55, presents the award.

Appreciative Inmates

Sunrise Club 74-3 in Phoenix, Ariz., earned the appreciation of the women's division of the Arizona State Prison in Florence by conducting a Speechcraft course for the inmates. The club was asked to take part in future classes there.

HONORARY MEMBER—Twice governor of Maryland and two-time mayor of Baltimore, Theodore R. McKeldin (center) is made an honorary member of **Monumental City Club 3465-18** in Baltimore, Md. Participating in the presentation are (from left) Vito A. Marino, club administrative vice-president; Robert L. Herrman, area governor; William R. Lynch, immediate past club president, and John M. Frank, club president.

KEEPING IN FASHION — In style for a Chicoutimi, Quebec, carnival are members of **Dynamo Club 1176-61** (from left) Claude Harvey, sergeant-at-arms; Gaston Senechal, administrative vice-president; Camille Girard; Jean-Marcel Roy, president; Ghislain Richard; Jean-Paul Brochu, past president and founder of the club; and Claude Leblanc.





ICE BREAKER AVALANCHE—Four new members of Ballard Club 628-2 in Seattle, Wash., provided the program for a recent meeting by giving their Ice Breaker speeches. From left are club President Ken Lindgren and new members Bob Wilson, Bob Sproul, Rick Sproul, and Loren DeWeese.

CLUB ANNIVERSARIES — JUNE

30 YEARS

Albuquerque Club 122-23
Albuquerque, N.M.

25 YEARS

Alton Club 230-8
Alton, Ill.

Coeur d'Alene Club 247-9
Coeur d'Alene, Idaho

20 YEARS

Ballard Club 628-2
Seattle, Wash.

Golden Gate Club 56-4
San Francisco, Calif.

Walker-Scott Club 623-5
San Diego, Calif.

First National Bank Club 584-7
Portland, Ore.

Pottawattomie Club 632-11
Michigan City, Ind.

Wasatch Club 608-15
Salt Lake City, Utah

Uptown Club 627-16
Oklahoma City, Okla.

Hawkeye Club 617-19
Cedar Rapids, Iowa

Jay Cee Club 625-19
Des Moines, Iowa

Glenview Club 612-30
Glenview, Ill.

Aloha Club 601-49
Honolulu, Hawaii

J. J. Winn Club 629-54
Aurora, Ill.

15 YEARS

Northend Club 294-2
Seattle, Wash.

Pipestone Club 1324-6
Pipestone, Minn.

Rosaria Club 1305-7
Portland, Ore.

Clinton Club 1319-19
Clinton, Iowa

Belmond Club 1328-19
Belmond, Iowa

Knights of Columbus Club 1273-36
Arlington, Va.

Capital Club 1301-40
Columbus, Ohio

Naviation Club 1321-40
Columbus, Ohio

Yankton Club 1294-41
Yankton, S.D.

Tupelo Club 1260-43
Tupelo, Miss.

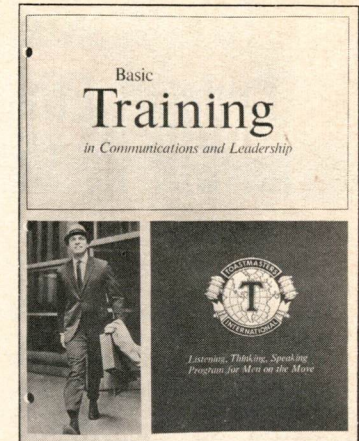
King Cotton Club 1310-43
Memphis, Tenn.

Eastern Air Lines Club 1295-47
Miami, Fla.

Miami Downtown Club 1323-47
Miami, Fla.

Montgomery Club 1334-48
Montgomery, Ala.

Revised Basic Training Manual Now Available



An improved, updated edition of the *Basic Training Manual* now is available to Toastmasters.

The manual has a new look and fresh ideas for conducting a more comprehensive educational program for both new and experienced Toastmasters.

The new book is contained in a 64-page basic communications program manual titled *Basic Training in Communications and Leadership*, which more fully describes the Toastmasters program.

The amended edition contains new information on evaluation techniques, better listening, Table Topics, and opportunities for leadership training.

The new material on speech evaluation will be helpful to both speakers and evaluators. It includes new evaluation guides and suggestions for the individual evaluator. New information on listening offers ideas about how to concentrate on listening, how to listen critically, and how to listen effectively.

The revised manual provides new points of interest for the Table Topicmaster and gives fresh ideas about how each member can benefit from his participation in this exercise in oral communications. Opportunities for gaining experience and skill in leadership are explained and encouraged at the club, area, and district levels.

The improved manual is being sent to all new members, and may be ordered by all members of Toastmasters International. Price is \$.75; code number is 201. Add 10% for packing and shipping. (California Toastmasters add 5% sales tax.)

Toastmasters International Code of Ethics and Conduct As Set by Board of Directors

Membership in Toastmasters International satisfies man's desire for self-improvement while furthering his opportunity for community service in a framework of high ethical standards. Thus, our members need not challenge the motives and integrity of others in order to further their own cause or the cause of those for whom they speak.

Consequently, the transmittal of letters or other materials by mail or otherwise; or the use of any form of communication in a derogatory or personally damaging way is prohibited, since they constitute actions detrimental to the best interests of Toastmasters International. All clubs and individual members are subject to this rule.

Activities in support of candidacy for International or district office shall be conducted in a responsible manner consistent with the importance and dignity of the office. A candidate shall take the initiative in keeping the activities of his supporters within the established guidelines. In addition, material soliciting support of, or offering candidates for, International or district office shall be in good taste both as to content and appearance. Toastmasters shall, at all times, observe the regulations of the hotels acting as our hosts at conventions and conferences and shall not display materials in any fashion that would bring discredit to the organization.

A copy of this policy shall be furnished by World Headquarters to each candidate for International office and to each district governor for distribution to candidates for district offices.

TOASTMASTERS IN THE NEWS



Praise For Toastmasters

Toastmasters International was noted in an article in the March, 1968, issue of *Manage*, published by the National Management Association and circulated to 70,000 industry management executives. "Put a Tiger in Your Talk," by Marjorie A. Cramer of Rancho Cordova, Calif., highly recommended membership in Toastmasters clubs. The "off the cuff" discussion approach of Table Topics was heralded as an aid to learning to think on your feet while finding new and better ways to convey thoughts.

Bentzin Is Cited

David A. Bentzin, immediate past District 55 governor, was cited by the *Wyoming Geological Association* for having contributed the most to the geological profession in Wyoming in 1967. The Casper, Wyoming, geologist was pictured in the March 1968 issue of the *Bulletin of American Association of Petroleum Geologists*.

He's Always Prepared

When the *Shenango Valley Chamber of Commerce* in Sharon, Pa., learned that the main speaker for its annual awards dinner had suddenly become ill, Shenango Valley Club 1830-13 in Sharon provided its president, **Bud Fares**, on four-hour notice. Observers said his talk held the audience "spellbound." His performance further brightened the Toastmasters image in Sharon.

Foundation Fetes Hodges

Jim Hodges, president of Beacon Club 2421-40 in Dayton, Ohio, has been recognized by the *National Freedoms Foundation* at Valley Forge for the speech which won him first place in last year's District 40 spring speech contest. The speech was titled "Erosion of Freedom." Hodges will receive public recognition and a silver medal from the Freedoms Foundation in the near future.

Another Good Turn

Lawrence Wood's article "A Good Turn Daily," published in *The Toastmaster* in November 1967, was reprinted by the *Boy Scouts of America* organization and distributed to 4,100 professional scout leaders. Contact the professional scout leader in your community and discuss how your club can help.

Getting Acquainted

Introducing Toastmasters to the seedsmen of Georgia at the annual state meeting of the *Georgia Crop Improvement Association and Foundation Seeds, Inc.*, were Educational Lt. Governor **A. A. Fleming** of Athens (Ga.) Club 1779-14 and Gaveliers Club 2252-14 in Athens; Area Governor **W. A. Schweitzer** of Augusta (Ga.) Club 326-14, and assistant Area Governor **C. B. Clark** of Athens (Ga.) Club 1779-14.

NEW CLUBS

As of March 28, 1968

- District 6** SUNRISERS Club No. 2140-6. Meets: Sat., 8:00 a.m., Bungalow Inn, CRYSTAL, Minn. Contact: 533-9766.
- District 26** NORTHWINDS Club No. 3564-26. Meets: Mon., bi-weekly, Northglenn United Church, 10500 Grant Dr., DENVER, Colo. Contact: 466-1407.
- District 28** TRIPLE AH'Z Club No. 1171-28. Meets: alt. Tues., 3:30 p.m., Club-Exchange Bldg., 150 Bagley Ave., DETROIT, Mich.
THE GABBY AAA'S Club No. 1701-28. Meets: alt. Tues., 3:30 p.m., Club-Exchange Bldg., 150 Bagley Ave., DETROIT, Mich. Contact: 963-2911.
- District 30** ARGONNE Club No. 128-30. Meets: 2nd-4th Mon., 5:45 p.m., Argonne National Laboratory, ARGONNE, Ill. Contact: 739-7711.
SEARS SKOKIE SPOKESMEN Club No. 2414-30. Meets: 2nd-4th Wed., 11:30 a.m., Sears Skokie Conf. Rm., 7401 N. Skokie Blvd., SKOKIE, Ill. Contact: 677-1500, Ext. 429.
- District 32** SUMNER TOASTMASTERS SPEAKEASY Club No. 1057-8. Meets: Thurs., 8:00 p.m., Seattle-Tacoma First Natl. Bank, Puyallup, SUMNER, Wash. Contact: UN 3-1353.
- District 38** CAPE MAY COUNTY Club No. 1167-38. Meets: 1st-3rd Thurs., 8:00 p.m., Bureau of Publicity, Schellenger Ave. & Boardwalk, WILDWOOD, N.J. Contact: 522-4045.
- District 44** CASTLE GAP Club No. 1151-44. Meets: Tues., 6:30 a.m., Benoit's Rest., Fort Stockton Hwy., McCAMEY, Tex. Contact: 652-8631.
- District 56** VADPC Club No. 3233-56. Meets: Tues., 12:30 p.m., V.A. Data Processing Center, 1615 E. Woodward, AUSTIN, Tex. Contact: GL 2-7434.
CUSTOMS Club No. 3730-56. Meets: Tues., 12 noon, Clemmie's, 706 Lamar Ave., HOUSTON, Tex. Contact: 228-0611, Ext. 4877.
- District 61** NORTH SHORE Club No. 749-61. Meets: Tues., 6:30 p.m., Bamboo Village Rest., 4773 Sources Rd., Pierrefonds, MONTREAL, Que., Canada. Contact: 684-5628, 870-8157.
LE CLUB TOASTMASTER LEMOYNE Club No. 1261-61. Meets: Mon., 6:30 p.m., Club Social Lemoyne, 16 St. Sylvestre St., Longueuil, MONTREAL, Que., Canada. Contact: 679-3894.
- District 64** RED RIVER Club No. 36-64. Meets: Tues., 6:30 p.m., Morris Gordon Motor Hotel, MORRIS, Man., Canada. Contact: 746-2722.
- District 65** XEROX Club No. 1044-65. Meets: 2nd-4th Tues., 5:29 p.m., Heritage House Rest., WEBSTER, N.Y. Contact: 872-2000, Ext. 2-4370.
- District TCBI** STRATHENDRICK Club No. 1317-TCBI. Meets: alt. Thurs., 7:30 p.m., Black Bull Hotel, KILLEARN, Stirlingshire, Scotland.
LYTHAM ST. ANNES Club No. 3249-TCBI. Meets: Thurs., 7:30 p.m., Lytham Conservative Club, Hastings Pl., LYTHAM ST. ANNES, Lancashire, England.
CHESTERFIELD Club No. 2521-TCBI. Meets: Tues., 7:45 p.m., The Gate Inn, Cutthorpe, CHESTERFIELD, Derbyshire, England.
- District U** MID-PACIFIC Club No. 2728-U. Meets: 1st-3rd Fri., 7:00 p.m., FAA Conference Rm., Wake Island Terminal Bldg., WAKE ISLAND. Contact: Wake Island 264.
FLUOR NEDERLAND Club No. 3833-U. Meets: tri-weekly, 6:00 p.m., Restaurant Van Aken, Houtplein, HAARLEM, The Netherlands.

DISTRICT GOVERNORS 1967-1968

- | | | | |
|-----|-----------------------|--|-------|
| F. | George T. Price III | 1500 Old Mill Rd., San Marino, Calif. | 91108 |
| 2. | Louis E. Christen | 856 S. 124th St., Seattle, Wash. | 98168 |
| 3. | Keith Smith | P.O. Box 1980, Phoenix, Ariz. | 85001 |
| 4. | Peter S. Hegedus | 1688 Rosita Rd., Pacifica, Calif. | 94044 |
| 5. | Robert J. Bolam | 4350 Hermosa Way, San Diego, Calif. | 92103 |
| 6. | Arthur L. Fahland | 5715 Juniata, Duluth, Minn. | 55804 |
| 7. | L. D. Anders | 922 S. W. Washington St., Portland, Ore. | 97205 |
| 8. | Ken Miller | 6621 Sutherland, St. Louis, Mo. | 63109 |
| 9. | Lester Merritt | 715 North Town Ofc. Bldg., Spokane, Wash. | 99207 |
| 10. | Peter Zizes | 2682 Fairview Pl., Cuyahoga Falls, Ohio | 44221 |
| 11. | Robert H. Witchey | 935 Morrow Way, Ft. Wayne, Ind. | 46808 |
| 12. | LeRoy P. Howard | 305½ North St., Taft, Calif. | 93268 |
| 13. | Wallace R. Burgess | 4359 Brightview Ave., Pittsburgh, Pa. | 15227 |
| 14. | Phillip R. Viviani | 807 Lakecrest Dr., Macon, Ga. | 31204 |
| 15. | Wayne Stout | 1382 Ammon, Pocatello, Ida. | 83201 |
| 16. | Gaylord Giles | Rte. 3, Box 275, Edmond, Okla. | 73034 |
| 17. | Carl Rupp | 2838 Beth Dr., Billings, Mont. | 59102 |
| 18. | George P. Arakelian | 5154 Edmondson Ave., Baltimore, Md. | 21229 |
| 19. | Max W. Churchill | 914 Cedar, Muscatine, Iowa | 52761 |
| 20. | Arvy Larson | P.O. Box 492, E. Grand Forks, Minn. | 56721 |
| 21. | Werner Bernhardt | 59 Plover St., Kitimat, B.C., Canada | |
| 22. | Warren Reed | 1107 S. 2nd St., Leavenworth, Kan. | 66048 |
| 23. | E. Wayne Poindexter | Star Route Box 209, Alameda, N.M. | 87114 |
| 24. | Harlan Vogt | 11925 Skylark Dr., Omaha, Neb. | 68144 |
| 25. | John K. Miller | 230 W. Northgate Dr., Irving, Tex. | 75060 |
| 26. | Phil Hatch | 660 Detroit, Denver, Colo. | 80206 |
| 27. | Peter Varkois | 322 W. Kanai Ave., Porterville, Calif. | 93257 |
| 28. | Jay C. Dennis | 6901 Providence, Whitehouse, Ohio | 43571 |
| 29. | LaGuin Elkins | 158 Stanton Rd., Mobile, Ala. | 36607 |
| 30. | Beverly Chase | 1140 Alfini Dr., Des Plaines, Ill. | 60016 |
| 31. | Daniel M. Shea | 114 Bunker Hill Lane, Quincy, Mass. | 02169 |
| 32. | Burton Malakoff | 8532 Terrace Rd. S.W., Tacoma, Wash. | 98498 |
| 33. | Ray Rogers | 655 Hemlock, Hermiston, Ore. | 97838 |
| 34. | John R. Glushko | Bonbright & Co., 1 State Tower Bldg., Syracuse, N.Y. | 13202 |
| 35. | Arthur Garvey | 1934 West County Line Rd., N. 96, Mequon, Wis. | 53092 |
| 36. | William J. Davis | 12402 Littleton St., Wheaton, Md. | 20906 |
| 37. | Robert Bruce Owens | Rte. 1, Box 452-A, Fountain, N.C. | 27829 |
| 38. | Al E. Koenig | 564 Prince St., Woodbury, N.J. | 08096 |
| 39. | Floyd T. Brown | 7648 Manorcrest Way, Sacramento, Calif. | 95832 |
| 40. | Orville Hullinger | 750 W. 8th St., Marysville, Ohio | 43040 |
| 41. | Lloyd M. Taplett | 2800 E. 14th St., Sioux Falls, S.D. | 57103 |
| 42. | Harold Biekel | % Imperial Life, Bentall Bldg., Calgary, Alta., Canada | |
| 43. | Gene Davenport | 6624 Longwood Rd., Little Rock, Ark. | 72207 |
| 44. | Barry Koch | 2512 Terrace, Midland, Tex. | 79701 |
| 45. | John Delaney | 80 Craigie St., Portland, Me. | 04102 |
| 46. | William Van Gelder | 7 Slayton Dr., Short Hills, N.J. | 07078 |
| 47. | Charles Avery | 313 Bay Ave., Cocoa, Fla. | 32922 |
| 48. | Gene Smythe | 873 77th Way S., Birmingham, Ala. | 35206 |
| 49. | Hideo Toda | P.O. Box 351, Honolulu, Hawaii | 96809 |
| 50. | Kirk Barry | 1741 Pier Ave., Santa Monica, Calif. | 90405 |
| 51. | C. Michael Luyt | 117 Calle de Srenas, Redondo Beach, Calif. | 90277 |
| 52. | Tom Costanzo | 3541 Mevel Pl., La Crescenta, Calif. | 91014 |
| 53. | Frederick Haak | 447 Maple Road, Longmeadow, Mass. | 01106 |
| 54. | Luther H. Beck | 160 N. Third Ave., Canton, Ill. | 61520 |
| 55. | Dr. A. S. Aldrich | 2360 E. Pershing Blvd., Cheyenne, Wyo. | 82001 |
| 56. | Walter Wukasch | 403 W. 19th St., Austin, Tex. | 78701 |
| 57. | Harold Davis | 691 Calmar Ave., Oakland, Calif. | 94610 |
| 58. | Robert J. Ellison Jr. | 322 Elizabeth Dr., Greenville, S.C. | 29607 |
| 59. | Adin E. Earl | Bell of Nevada, Rm. 112, 645 E. Plumb Lane, Reno, Nev. | 89502 |
| 60. | John Bonfield | 41 Winnipeg Rd., Weston, Ont., Canada | |
| 61. | Maurice Levesque | 3349 Monselet, Montreal 39, Que., Canada | |
| 62. | James A. Leader | 2647 13th St., Port Huron, Mich. | 48060 |
| 63. | Claude Haws, Jr. | 5816 Littlejohn Lane, Knoxville, Tenn. | 37918 |
| 64. | Charles E. Addison, | 43 Laval Dr., Winnipeg 19, Man., Canada | |
| 65. | Louis J. Maggiotto | 139 Niagara St., Buffalo, N.Y. | 14201 |
| 66. | Cecil McMahon | 2807 Goolsby Ave., Richmond, Va. | 23234 |
| 67. | James A. McFarland | 3350 Mt. View Dr., Anchorage, Alaska | 99504 |
| 68. | B. William Boxx | 307 Midway Dr., New Orleans, La. | 70123 |

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