

THE TOASTMASTER

NOVEMBER

1967



FOR BETTER LISTENING

THINKING • SPEAKING

DOYLESTOWN, PENNSYLVANIA
Toasters Town of the Month

In This Issue: Speechcraft Fills Needs In Club And Community

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. As of March 31, 1967, these clubs had 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.

James J.
Showalter
Editor

Phil Interlandi
Art Director

The TOASTMASTER

For Better Listening—Thinking—Speaking

OFFICIAL PUBLICATION OF TOASTMASTERS INTERNATIONAL, INC.

Vol. 33

Number 11

November, 1967

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PRINTED IN U.S.A.

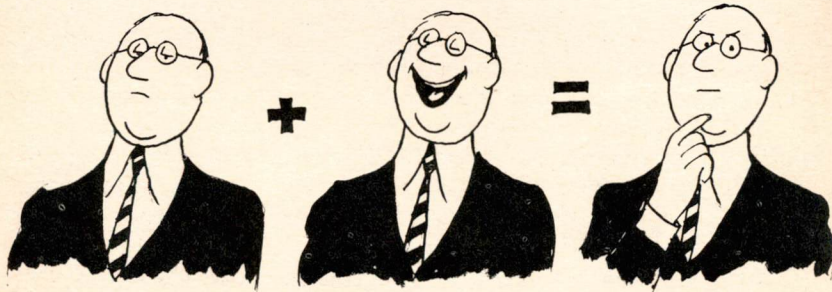
PRICE \$1.50 PER YEAR

Address All Communications

The Toastmaster, Santa Ana, California

TOASTMASTERS INTERNATIONAL is a nonprofit, educational organization of clubs located in the United States and in other countries and territories throughout the free world. First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. World Headquarters, 2200 N. Grand Ave., Santa Ana, Calif. 92702. The names "Toastmasters" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. Marco Registrada en Mexico. THE TOASTMASTER Magazine is published monthly at Santa Ana, California Copyright © 1967 by Toastmasters International. Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92702. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights in himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization, Toastmasters International. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, Calif. and additional mailing offices. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, Calif.

Make Your Point



JOKES, HUMOROUS STORIES, and witty remarks are important tools for many successful public speakers.

Jokes, however, do not always bring the desired results.

A young man who recently had completed a correspondence school course on humorous speeches gave this testimonial: "They laughed when I said I was going to tell a joke. They stopped when I told it."

When humorous devices are not appropriate to the subject or properly placed they may ruin what otherwise might have been a successful and interesting talk. How many times have you heard someone who is presenting a serious topic open with a story or joke that had no connection whatever with the material that followed? On many occasions the

audience, expecting the rest of the talk to produce laughs, has even laughed at passages intended to be completely serious. In most cases, a humorous opening which is completely extraneous to the subject should be omitted.

Colonial American public speakers often were afraid to deliberately inject humor into their talks lest it brand them as frivolous. Even Abraham Lincoln was averse to using humor in his speeches for that reason.

There need not really be any conflict, however, between humor and sincerity. When skillfully used, humor can be an effective and useful tool. Humor can be used to clinch points, underscore illustrations, and even sum up an entire speech.

For example, consider the case

With Humor

by EDWARD B. WHITE

of the Civil Defense speaker who had spent more than thirty minutes begging the residents of his community to prepare fully for a possible catastrophe. Imploring them to act, he summed up his whole speech with the following short humorous anecdote:

"On a golf course one day, John Duffer drove his ball into a sand trap which had a number of ant hills. On the duffer's first swipe at the ball, he missed it completely but hit an ant hill, killing all the ants. Five strokes later, all ant hills were gone and only two ants remained alive. Before he could take his next stroke, one ant said to the other, 'If we want to survive, we had better get on the ball!'"

Needless to say, the entire audience got his complete message and remembered it well.

Not everyone can successfully use humor in his talks. Before attempting to use humor in your speeches, give yourself the following test:

1. Do you enjoy a good story?
2. Do you *enjoy telling* a story?
3. Can you tell stories successfully?
4. Do others usually respond

to your particular brand of humor?

5. Can you remember stories easily?

If your answer is "yes" to all five of the above questions, then by all means use humor in your speeches. If your answer is "no" to any question, yours is an extremely difficult task. The odds are against your being successful.

As for the brand or type of humor to use, *be yourself. Perfect your own style*, for there are not many successful imitators.

Humor is not essential but can be helpful if you:

1. Let it fit easily into your speeches.
2. Adapt it to the audience at hand.
3. Make sure it is always kind. *Never* use it to belittle.

When you have decided to use humor in a speech, how do you prepare for it? There are three easy steps to follow:

1. Provide yourself with a list of humorous devices.
2. Arrange them to fit the occasion.
3. *Work* at it and practice.

There are many humorous devices available. Some of the more

popular follow.

Probably one of the most popular is the use of exaggeration. For example: "His car is so old it is insured against fire, theft, and Indian raids." Or, "My son's third grade teacher is so old she doesn't teach history. She remembers it!"

The juxtaposition of incongruous ideas, better known as "the double-cross," can be used effectively.

For example: An American girl visiting in Germany on one of those conducted tours was quite perturbed over not finding anyone who could speak English. As she was crossing the street, she sneezed and the traffic cop said "Gesundheit." She then broke into a quick smile, exclaiming, "My, I have finally found someone who speaks English."

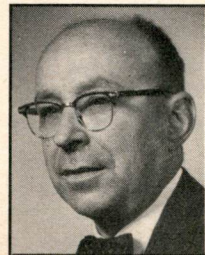
A third popular device is known as the anti-climax, or sudden collapse. This, too, can be a complete story or just a short expression: One day while 14 people were waiting in line at an airline counter, a man rushed up and stepped ahead of all of them. Plunking down a ten-dollar bill,

he said, "I want a ticket to Boston." The attendant politely said, "You can't go to Boston for only ten dollars." The man then said, "Where can I go?" Fourteen people immediately told him. Or, the famous Winston Churchill comment: "Democracy is the most ridiculous system of government ever invented—except all others."

Another of the more popular devices is known as the understatement. One of the best known of this type was Mark Twain's famous remark, "Water, in moderation, never hurt anyone."

If you have any doubts about the value of humor in speeches, consider Will Rogers, one of the foremost speakers of the twentieth century. His use of humor was probably the best of the century. He never gave a speech, however, without a minimum of three weeks preparation!

To learn more about how to use humor successfully in your talks, why not send for the new Toastmasters International humor handbook? A description of this booklet appears on page 28 in this issue of *The Toastmaster*.



Edward B. White is a member of the Toastmasters International Board of Directors and is chairman of the newly-created Community Relations Committee. A member of Beaver Valley Club 752-13 in Beaver, Pa., he has just completed his MBA at Duquesne University. He is assistant to the marketing manager of the standard control division, Westinghouse Electric Co.

Memo From Your President



A psychiatrist friend of mine once told me his credo. It is very simple: "No human being has the *right* to do anything to any other human being." This applies not only to family relationships but to other situations as well — including Toastmasters. And number one on the speaker's list of non-rights is inflicting boredom.

The greatest part of our time during a club meeting is spent neither speaking, nor evaluating, nor even thinking of something brilliant to say at the next turn of the discussion, but listening. To what? To "My Most Embarrassing Moment"? To "How I Spent My Summer Vacation"? To the third talk about your business, the fourth about your hobby, or to the fifth "talk" you didn't have time to prepare and are just rambling through? Men come to Toastmasters to learn something, and being bored is not part of the contract.

This does not mean you have to be the world's greatest intellect or an orator of Churchillian rank. Your message may be neither important nor worth remembering tomorrow. But you not only can but *must make it interesting to the audience*. Once you get past the first few projects in Basic Training, where subject matter is unimportant, ask yourself: What will the other members want to hear? How can I present my ideas effectively?

If you are unable to think of a way to make a subject worthwhile to your listeners, you have already solved your problem: Drop the whole idea and choose a better subject. Don't be afraid to talk about your very central and personal beliefs or about controversial matters, as long as you remain open-minded. Your fellow members have a right to hear from *you*, not to be fenced off with superficialities. Once you get into the habit, you will find it easier to build effective speeches around the things that really concern you.

St. Augustine said: "What profits correctness in a speech when there is no reason for speaking it?" Make your next effort one that you would be eager to hear if it were given by someone else.

Lothar

Lothar Salin
International President

**FINANCIAL REPORT
STATEMENT OF ASSETS OF ALL FUNDS**

JUNE 30, 1967

GENERAL FUND

UNRESTRICTED:

Cash on hand, demand deposits and savings accounts	\$182,690.69
Cash in foreign depositories	6,988.21
Accounts receivable	17,610.21
Refundable deposits and prepaid postage	7,550.00
Due from investment (endowment) fund	263.14
Total	<u>\$215,102.25</u>

RESTRICTED:

Cash-demand deposits	\$35,146.39
Cash in savings accounts	<u>8,936.85</u>
Total	<u>44,083.24</u>

INVESTMENT (ENDOWMENT) FUND

Bonds and common stocks, at cost	\$ 79,801.03
U.S. Treasury bonds, at cost	4,789.80
Total	<u>\$ 84,590.83</u>

PROPERTY FUND

PROPERTY, BUILDING AND EQUIPMENT, AT COST:	
Land	\$ 47,220.54
Building	606,862.65
Furniture and equipment	109,830.02
Total property, building and equipment	<u>\$763,913.21</u>
CASH ON DEMAND DEPOSIT — Building Fund	14,465.70
Total	<u>\$778,378.91</u>
CASH ON DEMAND DEPOSIT — Reserve Account	34,088.62
Total	<u>\$812,467.53</u>

Board of Directors
Toastmasters International

We have examined the statements of assets and liabilities of Toastmasters International as at June 30, 1967 and the related statements of fund balances and income and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

Prior to 1964, Toastmasters International followed the policy of writing-off all equipment at the end of the fifth year after the year within which it was purchased. It now records all fixed assets actually in use on its books at cost without any estimated reserve for depreciation. Accordingly no allow-

**FINANCIAL REPORT
STATEMENT OF LIABILITIES OF ALL FUNDS**

JUNE 30, 1967

GENERAL FUND

UNRESTRICTED:

Accounts payable	\$ 19,404.34
Sales and federal excise taxes payable	590.12
Advance convention deposits	3,395.00
Deferred charter fees	1,450.00
Total	<u>\$ 24,839.46</u>
Unrestricted - General Fund balance	190,262.79
Total	<u>\$215,102.25</u>

RESTRICTED:

District Reserve Fund balances	\$40,320.47
Grants from Toastmasters International	
Foundation and other	2,325.92
Ralph C. Smedley Toastmasters International Memorial Fund	1,436.85
Total	<u>44,083.24</u>
Total	<u>\$259,185.49</u>

INVESTMENT (ENDOWMENT) FUND

Due to General Fund	\$ 263.14
Investment Fund balance	84,327.69
Total	<u>\$ 84,590.83</u>

PROPERTY FUND

Property Fund invested balance	\$778,378.91
Property Fund reserve balance	<u>778,378.91</u>
Total	<u>34,088.62</u>
Total	<u>\$812,467.53</u>

ance has been made for depreciation, however, an appropriation has been made in the General Fund for the replacement and additions to equipment and furniture. It is the policy of Toastmasters International to exclude the inventory of literature and supplies from its financial statements.

In our opinion the accompanying statements present fairly the assets and liabilities of Toastmasters International as at June 30, 1967 and the changes in the fund balances and income and expenditures for the year then ended in conformity with generally accepted accounting procedures for non-profit educational organizations, applied on a basis consistent with that of the preceding year.

Frazer and Torbet
Certified Public Accountants

July 26, 1967

**GENERAL FUND — UNRESTRICTED
STATEMENT OF INCOME AND EXPENDITURES**

FOR THE YEAR ENDED JUNE 30, 1967

INCOME:

Membership charges:		
Annual membership fees	\$367,592.19	
Magazine subscriptions	100,089.76	
New member service charges	70,779.00	
Gavel Club fees	3,700.00	
Total membership charges		\$542,160.95
Club charges:		
Charter fees	\$ 10,200.00	
Club equipment, supplies and insignia	73,302.56	
Total club charges		83,502.56
Charges for optional educational materials and supplies		91,001.38
Other income		9,517.46
Total income		<u>\$726,182.35</u>

OPERATING EXPENSES:

Administrative - general	\$136,955.25	
Administrative - district	60,082.15	
Membership service	65,079.38	
Public relations and magazine	91,977.33	
Educational advisory committee	6,145.86	
Educational materials	107,554.47	
Organized activities	15,050.07	
Club supplies, equipment and insignia purchases	46,735.41	
Employee benefits	27,741.10	
General expenses	92,305.14	
Maintenance and operation of property	47,865.96	
Building debt expense	2,241.34	
Total operating expenses		<u>699,733.46</u>

EXCESS OF INCOME OVER OPERATING EXPENSES \$ 26,448.89

OTHER EXPENDITURES:

Provision for replacement and additions to property	\$ 6,000.00	
Founder's pension	4,500.00	
Total other expenditures		<u>10,500.00</u>

EXCESS OF INCOME OVER EXPENDITURES \$ 15,948.89

NOTES TO THE FINANCIAL STATEMENTS

1. The enclosed financial statements were prepared on the fund accounting method in compliance with the policy adopted by Toastmasters International that beginning with the fiscal year ended June 30, 1963 the financial accounting be maintained and reports be prepared in accordance with generally recognized accounting principles for non-profit organizations.

Toastmasters International no longer follows the policy of writing-off all equipment purchased in the fifth preceding year and it now maintains all fixed assets in use on its books at cost without any estimated reserve for depreciation. Accordingly no provision has been made for depreciation allowances, however, an appropriation has been made in the General Fund for the replacement and additions to equipment and furniture.

2. **INVENTORY**

In 1955 the Board of Directors resolved to return to Toastmasters' previous policy of not including inventories in its balance sheet, the inventory at June 30, 1967 and 1966 was \$93,809 and \$86,002, respectively, stated on the basis of cost (first-in, first-out) or market whichever is lower, exclusion of the inventory from the books resulted in an understatement of unrestricted General Fund balance of \$93,809 and \$86,002 at June 30, 1967 and 1966, respectively.

3. **BUILDING FUND**

The revised by-laws adopted at the annual convention August 22, 1963, provide for an assessment of \$1.00 per year per member, commencing in October 1963 and continuing for the four year period ending on September 30, 1967, to be used exclusively for the early amortization of the World Headquarters building encumbrance. The funds collected from this assessment are credited directly to the Property Fund and are not included in the receipts of the General Fund. During the year ended June 30, 1967 \$73,371.00 was received by the Property Fund from this special assessment. The mortgage was paid-off during May 1967 and the excess payments received from this special assessment through June 30, 1967, amounted to \$14,456.70.

4. **GENERAL FUND — UNRESTRICTED FUND BALANCE**

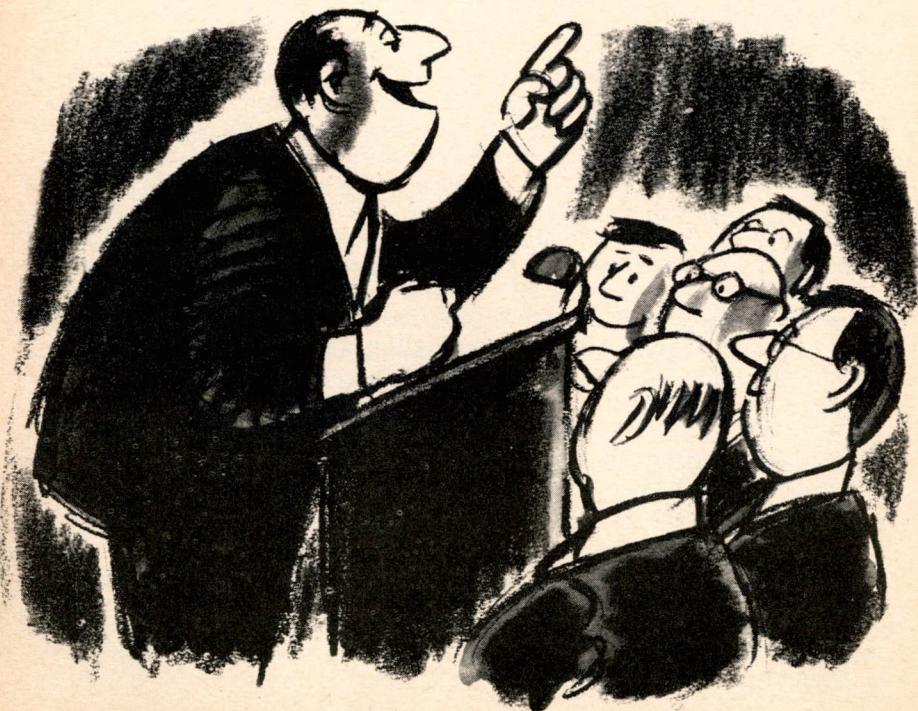
The General Fund—Unrestricted Fund Balance at June 30, 1966 has been reduced from \$179,357.09 to \$174,313.90. This reduction was due to the deferral of \$1,200.00 of Charter Fees and \$3,843.19 of Advance Convention Deposits received during the year ended June 30, 1966. The Charter Fees were taken into Income and the Advances were offset against Convention Expenses for the year ended June 30, 1967.

5. **PENSION PLAN**

Toastmasters International is in the process of revising its pension plan to a funded group annuity contract. The amounts of the annual premiums as well as the cost for prior years service has not been determined at this time, however, it is anticipated that the annual premiums will be substantially the same as for prior years.

"And, If Elected, I PROMISE..."

by IRA GLICKSTEIN



YOUR CLUB probably is missing a great educational opportunity, as well as a chance for every member to have a large amount of fun.

The extent of the missed opportunity was brought home to me when I witnessed the elections at a meeting of a Toastmasters club other than my own.

The whole event took somewhat less than two minutes. The nominating committee presented their slate, and when there were no nominations from the floor, the chairman ordered the secretary to cast a unanimous ballot for the chosen slate.

Thus, Toastmasters, internationally noted for their outspoken opinions, had chosen their officers for the coming year.

Is that how your club selects officers?

It probably is; most organizations do it that way.

We do it differently at Owego Club 3712-34! At a recent election, the nominating committee was successful in having two out of six of their nominees elected. The time before, they failed to have even one nominee elected.

We always have at least two candidates who *really* want each office, and we devote an entire evening to campaign oratory, promises, martial music, dazzling posters, demonstrations, balloons filled with ping pong balls, and vote "buying" with lollipops!

A number of rules have been established to maintain order at our elections.

You may find, as we have, that a competitive election is a truly educational event which gives every member an opportunity to practice campaign oratory. Both winners and losers have a fine time.

Here's how we do it:

At the meeting before elections *the nominating committee presents its slate*. The candidates are all well qualified and have agreed to run for office.

Nominations then are made from the floor. Members are nominated with or without prior consultation.

At the first election I attended, someone nominated me for secretary completely by surprise. I hadn't thought I wanted any office, but very soon the idea appealed to my ego. As my campaign manager and I prepared for the coming election, I found that I *really* wanted the office. I managed to beat the nominating committee candidate. At the next election, I wasn't selected for the job I wanted, so I asked someone to nominate me for educational vice-president. I won.

At another of our elections I was the nominating committee's selection for president. Despite best efforts, I went down to defeat!

So, if you are nominated, be a good sport and run. Believe me, "electionitis" is catching, and many a campaign manager has convinced his candidate that he really is the best man!

Each candidate chooses a campaign manager. The candidate and his manager have until the next meeting to prepare a dynamic, original presentation. Promises must be thoughtful because Toastmasters are mature men who usually will not be swayed by demagoguery. They won't be swayed by a dull, ill-prepared campaign either.

Your manager should prepare a forceful speech of less than three minutes. He should extol your virtues and loudly praise your past accomplishments. He may even denigrate the opposition; but this is risky, and it may backfire.

You, the candidate, should prepare a modest speech of less than two minutes. You should present your ideas and state your credentials in a perspicuous manner. Posters, handouts, lapel signs, and anything else you can think of (in good taste) are certainly in order. (The man who beat me in one of our elections had two young ladies passing out campaign materials!)

If someone asks you to be his campaign manager, be a sport and give it a try... unless you are a candidate for the same office. Remember, you can cam-

paign for anyone. The person you vote for is a secret.

On election evening *the campaign managers arrive early.* Excitement fills the air.

Managers and candidates scurry around selecting the best vantage points for their posters, being careful not to cover posters already in place.

Caution: Check with the manager of the hotel or meeting place where you meet about sticking or tacking signs to walls. Be sure that all are removed after the meeting.

The table looks like your mailbox after a vacation. Cards, appeals wrapped with candy and ribbons, and imprinted napkins are piled before each place setting.

When the election period begins, the chairman reopens nominations for the office of president. He then calls upon the campaign managers and candidates in the order of nomination. The campaign managers speak for up to three minutes, and candidates for up to two minutes. Long-winded politicians are clapped down by the timer!

Your campaign manager should end his speech with something like, "...And now, fellow Toastmasters, it gives me *great* pleasure... it is a privilege and a high honor to present a man who is well known and respected by us all, a hard worker, a genius at organization, a de-

voted Toastmaster and family man, ... and a heck of a nice guy! The next President of Owego Toastmasters, Oscar Brown!"

At this point my campaign manager broke a balloon and a dozen ping pong balls bounced around the room. Amid thunderous applause and tape recorded campaign music, the candidate rises, shakes hands with his manager, and waits for the gathering to quiet.

He then presents his modest and thoughtful, "And, if elected, I promise..." speech. Elections for president are then held by secret ballot.

After the presidential winner is announced, the losers may wish to run for a lower office. This may be done by prearrangement or as a complete surprise to the nominee. Renominated candidates do not speak again, but the person who renominated him may make a short statement in his behalf.

At a recent election, I was renominated for administrative vice-president, and lost. A year ago one man ran and lost...

four separate times. One man ran for three offices until he was finally elected. Votes are made for each office until they are all filled.

After the elections, when the dust, ping pong balls, and campaign managers have settled and the battle of the ballots has resulted in a new slate of officers, the winners are congratulated for their victories.

The winners feel the elation of having been chosen by their fellows in a free, competitive election. This is the highest honor a free society can bestow upon one of its members.

The losers are consoled by the fact that there are more losers than winners, and, after all, there will be elections again in six months.

As campaign posters are taken down and placed in the trash basket, each member evaluates his part in the election... as a candidate, manager, or both.

He has learned about political techniques, had his moment of glory, and breathed the fresh air of representative democracy at its finest.



Ira Glickstein is president of Owego (N.Y.) Club 3712-34, where he also has served as secretary and educational vice-president. An electrical engineer with IBM, he is a graduate of the City College of New York and a member of the National Society of Professional Engineers, Society for Information Display, and Institute of Electrical and Electronic Engineers.

*A New Approach
To Club Program
Variety*

"ON THE AIR"

by WAYNE F. KELLY

THE AUDIENCE roared with delight as members of Temple City (Calif.) Club 554-F read an old "Count of Monte Cristo" radio script. The sound effects man worked feverishly to keep pace with the fast moving dialogue, and the actors labored to deliver the "seriousness" of the script.

But all was in vain. Would-be actors muffed lines, the sound effects man fell woefully behind, and the presentation (far from serious) stands out as the most humorous speech program ever presented by the Temple City Club.

The occasion was "Little Theater Night," an evening designed to give Toastmasters training in the art of dramatic interpretation and part of a master plan to build membership interest through creative programming.

I conceived the idea in the fall of 1966, when, as educational vice-president, I was responsible for program planning. I reasoned that many speeches, despite careful writing and polishing, are usually only as good as the final dramatic presentation. If anyone doubts this let him recall the

blandness of the substitute newscasters during the television strike in the spring of this year.

At first I considered inviting the director of one of the local theatrical "playhouses" to a meeting in a critique-workshop capacity. An executive committee discussion determined this format might be too lengthy for an evening meeting, but they did accept the idea of doing a radio or television script.

This was where my problems began!

Neither radio nor television stations save old scripts, and most publicity-public relations directors have no idea where one might be found.

Finally, the public relations officer at ABC-TV suggested I contact Pioneer Broadcasters, a Los Angeles-based group dedicated to collecting and preserving the memorabilia of early-day broadcasting.

This was the tip I needed, and a script was soon borrowed from their growing collection. Entitled "The Case of the Crying Mona Lisa," it actually had been presented over CBS in March, 1947.

The manuscript was 31 pages long and had nine speaking parts portrayed by seven speakers. Thus duplication was a problem. The Christmas holidays arrived before the job could be completed, and the educational calendar for subsequent months had been completed. Prospects of squeezing in the presentation were dim.

Then Toastmasters' wives came to the rescue. Many had heard of the script and were urging it be presented at a meeting they could attend.

The first opportunity would be the spring installation of officers, an event they always attended.

There were no group rehearsals, and the night of the presentation arrived with the cast totally unprepared for the team effort.

It couldn't have worked better. Sure, there were goofed lines, miscues, and mispronounced words (after all, the Count *was* French), but the errors only added to the spontaneity of the humor.

And the wives loved it! Most of them said the evening was the most enjoyable meeting they had



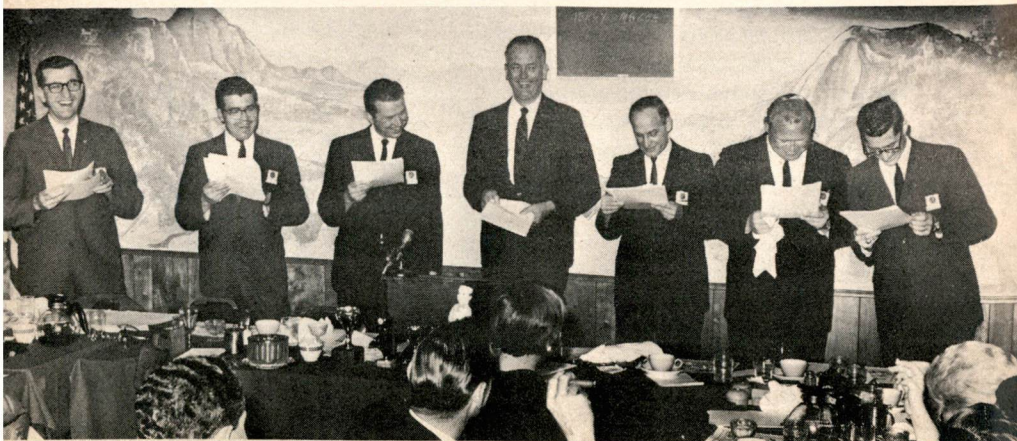


Laughter was in plentiful supply as club members presented their 45-minute show. Enjoying the performance are (from left) Mrs. Mondie Saenze, Mrs. Dave Mendoza, and Dave Mendoza.



Mrs. Wayne Kelly enjoys watching sound effects man Ed Iarossi simulate the sound of clashing swords by using table knives.

The cast for "The Count of Monte Cristo" program (below) ran into a few snags from muffed lines, but the audience continued to roar with delight. Participating in the unusual presentation were (from left) Vince Kostovny, Dave Mendoza, Bernie Flood, Bob Vincent, Tony Ciccaglione, Ray Hamm, and Gary Docherty.



ever attended.

But perhaps it was one member who really summed up the meeting when he said, "... the true test of any Toastmasters gathering is that it be both educational and enjoyable. There's no doubt tonight's program was both."

Education and fun has long been the guideline for Temple City Toastmasters. The executive committee and membership at large always try to keep humor in our meetings.

And it works! Membership usually stays around 30 and is currently spiralling.

I like to think it is the old Temple City "one-two punch" that keeps us so active and successful:

One: get prospective members there by blanketing the area with newspaper publicity—both stories and photographs. We've tried nearly every formula to build membership, and it's always publicity that brings them in.

Two: keep the new and the old members there by getting them involved in activities

through creative programming. This can only be done with active, aggressive leadership, leadership that inspires and challenges men to participate in our speakers bureau, to attend joint meetings, to support the Youth Leadership program, and join in the multitude of other activities that keep a Toastmasters club strong.

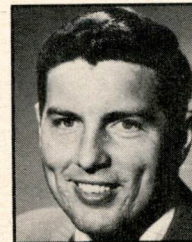
In the months ahead there'll be additional joint meetings with Toastmistress clubs, an appearance on a radio station, and a special speaker who will address us on a specific phase of oral communications.

Also in the works is an attempt to telecast a meeting over a local college's television station.

These projects and others are but a few of the many activities outlined by our club. We're busy to be sure, but not without great investments in time and creative thinking.

We know the dividends are incalculable to our members and the community.

Can you afford to do less with your club?



Wayne F. Kelly is a member of Temple City (Calif.) Club 554-F and is a past president of that club. He was a staff photographer for the Indianapolis News from 1954 through 1957 and currently is chief photographer for the Los Angeles Times.

IN THE SUMMER of 1964 the officers of Black Hawk Club 444-19 in Waterloo, Iowa, met to fight the "summer slump" which had the club reeling in low attendance. The discussion led to formulating plans for the coming fall.

"Let's try to jump off to a big start in September," injected one officer. Membership drives, speaking programs which could be interesting, and sundry items were brought into the discussion. Someone mentioned Speechcraft and the possibility that it could help the cause. Our club had never presented it; also, there was scant knowledge about its ramifications or benefits.

Several members of the club had joined Toastmasters after

completing an evening speech course at a local high school. This evening course had not been offered for several years. The idea then germinated: Why not conduct Speechcraft through the adult education program?

We decided to approach the people involved in the program. Our club president sought out and talked to the head of the adult education program in Waterloo. He, in turn, set up a meeting between his staff and our officers. One warm summer evening the six officers of our club met with the adult education group and began working out the details of the ideas.

They were enthused beyond our expectations at our suggestion. The adult education pro-

gram in our city offered 84 courses including languages, vocational subjects, humanities... everything except speech.

The course name from earlier years was "Effective Speaking." We agreed to this title and added verbally, "Effective Thinking and Listening" at the first session. Publicity was handled by the adult program at no cost to our club. This, we were to find, was the first of many advantages of including Speechcraft in our local community education program.

The local newspaper gave excellent assistance. A few weeks prior to the class opening, the newspaper printed articles in depth, giving information about the various courses offered. Ours

was included with information about the background of Toastmasters International. As opening class night approached, the newspaper showed the number enrolled, openings left, and special interest items concerning courses.

A brochure was printed by the adult education program. It listed courses, times, room numbers and other pertinent facts. Our course was included in the category "General Interest Courses," with our club given full credit. It offered this description of the course:

"The 'Effective Speaking' course is open to men and women of all ages. The classes are designed to increase the effectiveness of the individual—ef-

SPEECHCRAFT-Fills Needs

by BEN HOGAN

In Clubs and Community



fectiveness when expressing himself to other individuals, in group discussions, or when making normal presentations or talks. Thinking on one's feet is the main purpose of this course. Classes are held in a friendly atmosphere; no public speaking experience required. Course limited to 20 people. Class starts Tuesday, Sept. 28, 7:30 p.m., West High. Fee \$7.00. The course is co-sponsored by the Adult Education System and the Black Hawk Toastmasters Club 444."

This brochure then was sent to businesses and industries in the area.

Room Was Helpful

We were to teach our course in a room at one of the local high schools. This, we found, would lend itself to the success of the project. The room, in a new building, had excellent acoustics. A lectern was available and, on a few occasions, a tape recorder.

The next step was to organize the course. We wanted to have as many Toastmasters as possible participating. Needless to say, there had to be an over-all instructor, someone to provide continuity and cohesiveness. I was our club's administrative vice-president so the job fell to me. I served as liaison man between the club and school officials. The rewards from this

were to be much greater than I had anticipated.

Two Toastmasters and a school instructor would come to each session. The Toastmasters would work from the Speechcraft course, while the instructor would use similar material provided by the school system. The two programs were blended carefully and resulted in a progressive course in public speaking for the student. First, there would be a simple two-minute Ice Breaker. In succeeding weeks there would follow a pantomime skit of two-minute duration, prepared and acted by the student; a gesture speech given from a hand-out sheet; and three-, four-, and five-minute speeches.

Sold Idea

After organizing the course it was necessary to sell the rest of the club on the idea. The course was scheduled to begin the last Tuesday in September. Our regular Toastmasters meeting night was Thursday. Consequently there was no time conflict.

At our first meeting in September the plan was brought to the floor during the business session. There was some reservation on the part of the club concerning our ability to conduct such a course.

"Who, me?" was a common reaction. They felt they lacked the ability to instruct.

"How are we to find out if we

never try?" was the rejoinder. A motion was made that we, as a club, do it. The motion was seconded and, after a heated discussion, was passed. In the past three years there has been no thought that we made a mistake.

Through the years the course has been redesigned and streamlined. Errors and weaknesses have been dealt with, we believe, adequately.

The basic pattern, however, still remains. Nine classes are held at the high school, the tenth and final session at our Toastmasters club. What better way to end the course than have it at a Toastmasters meeting? This fit conveniently into our plan to introduce the male students to Toastmasters. We also always invite the officers of the local Toastmistress club to attend the final meeting so they can meet the distaff side of the class.

Last Session Is Dinner

The last session, then, is our own Toastmasters dinner. We make this a banquet affair, with certificates from the program given out during "graduation ceremonies."

Our participating members save their speeches for the next year. Speeches are honed and improved. Both new and old participants schedule their speeches at the club in the weeks preceding the course in the fall.

The benefits derived from these Speechcraft talks are legion. The self-confidence and polish gained by the individual Toastmaster when he speaks outside his club is tremendous. But the most important outcome of the course is the public service it offers.

Each year we have gained new members from the course. One of our past administrative vice-presidents joined after having participated in this program. In addition, our course expenses are covered by the registration fee, and the club derives a small income.

90% Attendance

One of the criteria we use to gauge the success of our program is the attendance record in the course. In our three years experience we have had 90 per cent attendance for all sessions. This is far above the average for the other 83 courses offered by the adult education program. We have had only two "dropouts." One year a woman stated upon her enrollment that she and her husband would be taking an extended vacation after the course was half completed. She attended all of the first five sessions. Another year a man was placed on the afternoon shift by his company while he was midway through the course.

We have lost no time sound-

ing our horn throughout the area, publicizing this method of teaching. Another Iowa club received information from us regarding our methods and started a course similar to ours.

On opening night three large placards are placed in front of the room. These are pictures showing people in different attitudes, depicting three reasons why so few people are good speakers. First, the person doesn't know how; second, he's afraid to try; third, he's too lazy to learn. On "graduation night" these are again shown to both students and Toastmasters.

It is hoped we have eradi-

cated the first two reasons. The third is left up to the individual. We believe the Toastmasters in our club are more positively motivated as a result of this use of Speechcraft. All three negative reasons for the poor, inadequate speaker are conquered by such a program.

The members of Black Hawk Club believe that the officers' decision in 1964 to present Speechcraft was a real winner. It has provided a whole new approach to developing effectiveness in communications while offering a much-needed service to our community.



Ben Hogan is a member of Blackhawk Club 444-19 in Waterloo, Iowa, where he has served in every office, including the presidency. He was third place winner of the International Speech Contest in 1963 and has won the District 19 speech contest twice. He is employed by the Iowa Public Service Company as an assistant superintendent in the production department.

SUPPLY CATALOG AVAILABLE

The Toastmasters Supply Catalog contains a complete list of booklets, brochures, pamphlets, and other materials which are valuable to Toastmasters and Toastmasters clubs. Many of these items could be a big help to you in your club.

Each club secretary received a copy of the Supply Catalog when he took office. Check with him to see what items might be helpful to you. If you would like your own copy write to:

Toastmasters International
2200 No. Grand Ave.
Santa Ana, California 92702

S-T-R-E-T-C-H



by ARNOLD CARTER

IT'S ABOUT TIME somebody pinpointed clearly and emphatically the many rewards gained from stretching a bit . . . from participating in the active *area*, dynamic *division*, devastating *district*, and intriguing *international* activities of Toastmasters.

Don't get me wrong.

The club and its activities should be a vital concern for each Toastmaster at all times. My contention is that in addition to club learning, much (more than you know) can be gained from "beyond club" learning. You will have to stretch; but, oh, how you will benefit!

You will gather more opportunities to speak in public—before totally new and different audiences. This will test you like you've never been tested before. You'll be looking at new faces, new reactions, new challenges for effective communication. You'll partake of the acid test: informing, convincing, and inspiring audiences wherever you go.

You will engage in more writing, a real test of your ability to communicate. You will write memos, letters, and directives. You will answer queries concerning problems in Toastmasters. In a very stirring way, you will find out if you can make words convey images which hop off the paper and into the minds of your readers. As a result, you will have a new weapon in your arsenal.

You will arrange seminars and meetings, and you'll often coordinate activities of Toastmasters throughout your state or district. This new-found ability will help you in ways you can't even envision at this time.

You will get better at dealing with people, motivating, sensing requirements, envisioning means to worthwhile ends, budgeting, scheduling, trouble-shooting, arranging, and assuring freshness in presentations. This new knowledge and these new skills will help you reach greater heights

of achievement in Toastmasters and in your work.

You will develop new insights on how to get variety into weekly Toastmasters meetings, thereby improving your ability to be "creative" across the board . . . in everything you do.

When a club in trouble says, "What can we do to get back on the track?", your bag of tricks will be loaded. You will be able to show *what* to do to stimulate a lethargic club, and *how* to do it, including setting up and implementing debates, discussions, talent shows, special speaking assignment nights, different approaches to Table Topics and evaluation sessions, and new club activities for greater community contributions.

The sky is the limit!

You'll Make Friends

You will develop the ability to understand and get along with people you don't see every day or every week. In your own Toastmasters club you make great friends, lasting friends, inspirational friends. This is one of the many benefits of Toastmasters.

But getting out and working with the people in other clubs, areas, divisions and districts can give you a whole new challenge, a whole new perspective, a whole new growth.

As you grapple with the problem of seeing images clearly and

communicating images in an interesting way, you will begin to see the need for variety in methods of presenting, to see vividly the need for simple clear-cut outlines with introduction, purpose statement, main body, and conclusion. You will bring presentations to life with motion pictures, slides, charts, music, lighting, sound effects, theater techniques, displays, panels, debates, and discussions.

When a group plans to get together, you will learn the details of providing accommodations, hospitality, and stimulating programs. With zest, you'll roll up your sleeves and assure that arrangements are in order in the meeting place: microphones, comfortable seats, adequate lighting and ventilation, food and beverages, projection equipment, written handouts for further study, and speakers *who are ready!*

It's New

To be sure, if you want to help the Toastmasters program beyond your own club, you must stretch; and sometimes the task will seem impossible because it's so new and different, so much more broad in scope.

But you will find as you go, that you have become able to do what must be done. Suddenly you will find that you have grown in a big way . . . and all this in addition to the many new interesting people you'll meet.

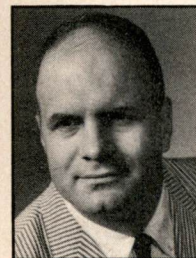
Some Toastmasters look on this "beyond club" activity as too much, as a burden, and not a golden chance. Believe me, fellow Toastmasters, if you feel that way you're missing the opportunity of a lifetime.

A state-wide laboratory in which to conduct experiments for individual growth is waiting. Its doors are wide open for you

to get in and go to work. I urge you; don't let it go by. Jump in and enjoy Toastmasters *above* the club level.

Your payoff will be terrific.

You and your fellow Toastmasters, stretching together to new heights of growth and achievement, will learn what it means to serve and grow . . . with pride.



Arnold Carter, member and past president of Orlando (Fla.) Club 1066-47, is a past senior lieutenant governor of District 47. He is chief, marketing support, of the Orlando Division, Martin Marietta Corporation. He recently published an article about conducting a successful meeting in Meetings & Conventions magazine.

AN INVITATION

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

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

Submit material to: Editor, The Toastmaster
2200 No. Grand Ave.
Santa Ana, California 92702

A GOOD TURN DAILY

by LAWRENCE WOOD



FOR THE PAST TWO YEARS, Redstone Club in Huntsville, Ala., has been cooperating with the Madison District of the Boy Scouts of America in a unique public speaking program which has resulted in more than 100 outside speaking engagements.

It also has provided a much needed community service.

The program was conceived during a number of conversations between members of the Redstone Toastmasters Club and local Scouters and consists of the annual presentation of a Boy Scout Charter, by a Toastmaster, to each of the institutions which sponsor a Boy Scout unit.

The Boy Scouts of America organizational pattern provides that responsible civic organizations, such as Parent Teachers Association, church groups and Lions clubs, may be chartered to use the Scouting program and sponsor one or more Boy Scout units. This charter must be renewed each year.

A charter presentation consists of a short ceremony, which follows a relatively set pattern in which the presenting Toastmaster makes a short speech on scouting, exhorts the sponsoring representatives to conduct the Scouting program in an outstanding manner, and presents the charter to the group's representative.

Well in advance of the presen-

tation date the Toastmaster is given a charter package which contains the charter and a brief outline of a charter presentation. This greatly simplifies the preparation for the presentation, and since the outline is brief, there is sufficient latitude for individuality in each presentation.

At each presentation, the Toastmaster is introduced as an individual; i.e., "John Jones of the Redstone Toastmasters Club." In this manner, recognition of Toastmasters occurs and any indication that Toastmasters International is sponsoring the Boy Scouts of America directly is avoided.

Redstone Club has reaped many benefits from the charter presentation program. Soon after we became involved in the program, it became clear that charter presentations form an excellent bridge between Toastmasters club speeches and the challenges of speaking before various outside groups.

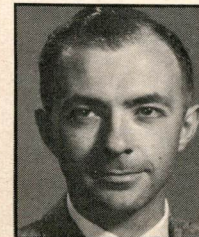
A regular development program has been established whereby a new member progresses through speeches before the club, exchange speeches be-

fore other Toastmasters clubs, participation in the Scout charter program, to the club speakers bureau. The charter program is a vital step in this program.

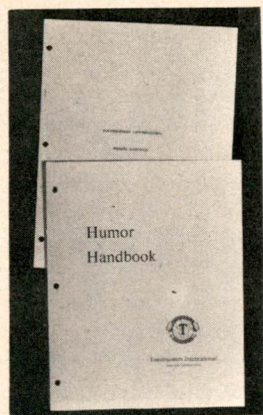
The program is coordinated by one of the club members who is selected as the Scout charter coordinator. He receives charter packages from the local Scout headquarters and then arranges a date for presentation of the charter. The charter is then given to one of the club members for presentation. Distribution of charters to club members is kept as even as possible, and new members are brought into the program as soon as they have gained sufficient experience.

Since the Boy Scouts is an international organization just as Toastmasters, other Toastmasters clubs also can benefit from this opportunity for outside speaking... and a chance to do a good turn daily.

A letter recently was sent to club presidents, which outlined the many ways Toastmasters can help the Boy Scouts. Why not contact your local Scout officials to see how your club can participate?



Lawrence H. Wood is a member and past president of Redstone Club 1932-48 in Huntsville, Ala., and currently serves District 48 as Club Achievement Director and Speechcraft Director. He is employed as a physicist at the George Marshall Space Flight Center in Huntsville.



Two New Handbooks Are Now Available

For those Toastmasters who are interested in new speaking experiences and new ways to develop their speaking abilities, two new handbooks — the *Debate Handbook* and the *Humor Handbook* — now are available.

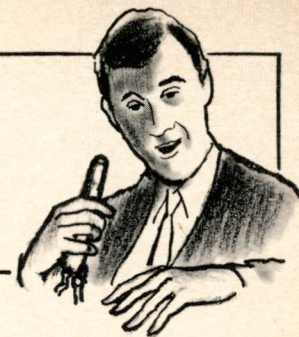
Many Toastmasters and Toastmasters clubs have been planning to conduct a debate. With the new *Debate Handbook* it will be easy for you to develop a debate program which will be fun and informative. The book covers the basic principles of debate and includes information about how to organize a debate, types of debate formats, preparation, types of cases, and speaker responsibilities. It also includes information on debate judging and has a sample debate judging sheet. The *Debate Handbook* has an extensive bibliography to help Toastmasters find more detailed information. The booklet (Code 104) can be ordered from World Headquarters for 50¢, plus 10% packing and shipping.

Why not practice a debate at a club meeting and then present it before a local civic organization, PTA, or other outside group?

The *Humor Handbook* was written to help Toastmasters add the tool of humor to their speaker's kit. It does not contain "jokes for all occasions." It does include a discussion of the many different types of humor and how you can put them to use when you are making a presentation.

You will find that humor takes many forms and the technique of using it can be developed with practice. Put a punch in your message by making use of the *Humor Handbook*. It is available by ordering (Code 1192) from World Headquarters. Cost is 80¢, plus 10% packing and shipping.

The Speaker's Page



POINT OF EMPHASIS FOR DECEMBER

During the month of December your educational committee can offer your members a variety of opportunities to *improve their speech delivery*, the point of emphasis for December.

Borrow a lectern with a microphone attached and a floor microphone. Have your speakers deliver their talks using this type of equipment. Key your evaluators to give them helpful hints about how they can better deliver their talks when using this equipment.

Now is the time to take a good look at the standards set by your club for the members' speech delivery techniques. Has your educational committee planned an effective and beneficial program that will help improve the speech delivery of your members? Page 7 of your Club Program Planning book provides a number of ideas, as does the Educational Vice-President's Handbook.

Don't forget, too, to insure that all speakers scheduled during the month of December are presenting talks from one of the projects of a Toastmasters speech program.

LOOKING FOR A SUBJECT?

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

December is the month when several religious holidays are observed. Christians throughout the world celebrate the birth of Christ (25th); Chanukah (27th) is observed as a Jewish holy day; Bodhi Day (7th) commemorates the anniversary of the establishment of Buddhism as a world religion.

Historically, one of the shortest speeches on record occurred on Dec. 22, 1944, when General Anthony McAuliffe, commander of the American 101st Airborne Division, was served with a demand from the Germans for immediate surrender at Bastogne, Belgium, during World War II. The general's reply was: "Nuts!"

Some notable firsts this month include the first distribution of Nobel Prizes (Dec. 10, 1901); the first successful flight in a heavier-than-air mechanically propelled airplane by the Wright brothers at Kitty Hawk, N.C. (Dec. 17, 1903); the first jet airline passenger service in the United States opened between New York City and Miami (Dec. 10, 1958); and the founding of the first Young Men's Christian Association in Boston, Mass. (Dec. 29, 1851).

The month ends with New Year's Eve (31st). When making your New Year's resolutions, why not promise yourself to complete one of the Toastmasters speech programs next year?

1967-68 Goals Progress Report

In response to the president's membership building challenge, the following clubs showed outstanding member gains between July 1 and September 30:

Marysville 2798-40, Marysville, Ohio
Sevilla 2921-U, Sevilla, Spain
Avco Electronics 2663-40, Evandale, Ohio
Noonday 3109-23, Roswell, N.M.
T.I. 2043-52, Los Angeles, Calif.
Nome 2965-67, Nome, Alaska
Madrid 2378-U, Madrid, Spain
Bonanza 1016-4, San Francisco, Calif.
Dynamic 457-5, San Diego, Calif.
Helmsmen 2412-36, Arlington, Va.
Talon 1824-44, Webb AFB, Texas
Melbourne 3362-TCA, Melbourne, Victoria, Australia
Finegayan 1777-U, Finegayan, Guam
Carioca 3133-U, Rio de Janeiro, Brazil
Seattle No. One 10-2, Seattle, Wash.
Mid America 3401-8, St. Louis, Mo.
Cleveland Procurement District, U.S. Army 1388-10, Cleveland, Ohio
Los Medios Dias 2112-12, Bakersfield, Calif.
Monumental City 3465-18, Baltimore, Md.
South Denver 1588-26, Denver, Colo.
Naval Gun Factory 1979-36, Washington, D.C.

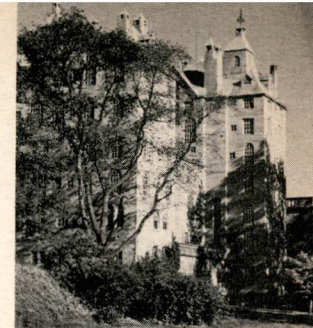
Gateway 2454-47, Jacksonville, Fla.
Blue Skies 2592-47, Homestead AFB, Fla.
General 136-52, Los Angeles, Calif.
Corpus Christi 993-56, Corpus Christi, Tex.
Early Bird 2174-58, Charleston, S.C.
Tahoe 2307-59, Lake Tahoe, Calif.
Karingal 1665-TCA, Sydney, N.S.W., Australia
Naracoorte 3395-TCA, Naracoorte, S.A., Australia
Trailblazers 112-F, Duarte, Calif.
Jaycee 130-F, Riverside, Calif.
Fred H. Rohr 2518-5, Chula Vista, Calif.
Lincoln National Life 2042-11, Fort Wayne, Ind.
Independence 3729-19, Independence, Iowa
Nine Hundred 3566-22, Wichita, Kan.
Carlsbad 1182-23, Carlsbad, N.M.
Capitol 2309-23, Santa Fe, N.M.
Plus-Two 349-25, Fort Worth, Tex.
Washington Park YMCA 341-30, Chicago, Ill.
Woodstock 3022-34, Woodstock, N.Y.

The following districts had the most new clubs recorded between July 1 and September 30: **District 35; District 37; District 45; District 47; District 50; District 52; TCBI.**

Reports on progress toward meeting the challenges of increasing activity in Youth Leadership and Speechcraft will appear in future issues of *The Toastmaster*. Be sure to send information about your club, area, or district's progress in these two programs.

DOYLESTOWN, PENNSYLVANIA

Toastmasters Town of The Month



DOYLESTOWN, PENNSYLVANIA, is the county seat of picturesque Bucks County. It is located at the geographical center of the county about twenty-five miles northeast of Philadelphia.

In 1745, two colonial trails crossed at what is now the center of Doylestown. A roadside inn and a few log houses were built. The town was named after the Doyle family, early settlers in the village.

The town is rich in historical background and tradition. The Mercer Museum, shown on the cover, was dedicated in 1916 and is a repository of more than 26,000 items depicting conditions of life as it was in the early years of the county.

The position of early Doylestown, at the intersection of two important roads, was enhanced as stage coach operations became more active. With the development of better stage coach lines, improved roads were required, and companies were formed for the building of permanent toll roads. In the middle 1800's the North Penn Railroad extended a branch to Doylestown. With the advent of the automobile, the privately-owned toll roads were bought by the state and opened as free state highways.

In 1964, after rejecting a federal aid grant, a unique self-help urban renewal project known as "Operation '64" was started by a local businessmen's association. Photographs were taken of every business place in downtown Doylestown. A local commercial artist then prepared sketches of the downtown area as it might look with coordinated color schemes and effective plantings.

The plan was enthusiastically received by local merchants. Doylestown banks pledged low interest rates on loans, and the local nature club presented a comprehensive report on proposed plantings. The Doylestown City Council cooperated by providing off-street parking areas, and other local civic organizations helped. The result is an attractive, well-kept community that is a source of pride to both merchants and residents.

There is one Toastmasters club in Doylestown, Doylestown Club 1540-38.

CLUBS IN THE NEWS



J. J. Showalter (far right), TMI Publications Manager, accepts on behalf of World Headquarters a potted plant and memorial plaque for the front of the World Headquarters building in Santa Ana. The gift was presented by Walt Schiffelbein, representing Smedley Chapter No. One Club 1-F in Santa Ana. The plant matches one previously donated by District 59.

Members of Pile O' Bones Club 1862-42 in Regina, Saskatchewan, tried their hands at outdoor oratory at a meeting at Speaker's Corner in Wascana Park. The park was patterned after Hyde Park in London, England, and was dedicated to the people of Saskatchewan, "who, in the course of their short history, have recognized and upheld the fundamental rights of free speech and free assembly."

Joseph Abbot (center) past president of Towson Club 2702-18 in Baltimore, Md., accepts his club's Toastmaster of the Year Award for his contributions to the club's progress. Presenting the award is Ralph Cully, district manager of Greyhound Van Lines Inc., sponsor of the trophy. Also present was Bob Schmidt, club president.



Los Angeles Mayor Sam Yorty (left) presents an official proclamation of Toastmasters Week in Los Angeles to Larry Richards, president of General Club 136-52. Also participating in the event was Jack Serina, governor of Area 11, District 52.

Three long-time Toastmasters were among the guests at the 35th anniversary celebration of Coronado Club 9-5 in Coronado, Calif. They were (from left) Clark Chamberlain, first president of Toastmasters International; Alfred Laing, one of the club's organizers; and Leo Hansen, first president of Coronado Club.



A meeting of North Miami Beach (Fla.) Club 3840-47 took on an air of informality when members met at the home of educational vice-president Robert Lipof. The meeting included a buffet dinner and humorous speech contest.



Honor Roll

Congratulations to the following Toastmasters who have completed one or both of the advanced Toastmasters speech programs.

ABLE TOASTMASTERS (ATM) Certificates of Achievement

(For completion of both *Leadership Through Speech* and *The Advanced Speaker* programs.)

Robert F. Paget (ATM)
Mediterraneo Club 3538-U

Charles Gidcumb (ATM)
Mariposa Club 1441-3

LEADERSHIP THROUGH SPEECH Certificates of Progress

La Guin Elkins
Hilltoppers Club 3232-29

John H. Francis
Emeryville Club 2124-57

THE ADVANCED SPEAKER Certificates of Progress

Leland D. McKimmy
Norton Club 428-F
Kenneth L. Thayer
Aerospace Club 3368-14
R. O. Woodward
Florence Club 2101-48
Lucius E. Young
AMC Club 3151-36
Ralph A. Fraser
Thunderbird Club 1566-16
E. H. Nolte
Fremont Club 3137-57
William R. Meyer
Auto Club Club 2681-50
Herbert R. Babitzke
Bureau of Mines Club 2598-7
Lee Du Goff
Daybreakers Club 2919-47
Franklin M. Jongmsa
Oak Harbor Club 514-2

Robert M. Quant
Magic Empire Club 652-16
Ronald Richard Panting
Huntington Park Club 14-51
Philip R. Viviani
Procurement Club 3344-14
Charles C. Hawkins
Redstone Club 1932-48
Gerard J. Dotterweich
Westinghouse Gaveliers Club 3160-18
Gilbert L. Schmidt
Westinghouse Gaveliers Club 3160-18
George R. Johnson
Papago Club 2694-3
Henry D. McKay
Top O' The Morning Club 3786-20
John F. McCallum
Douglas Club 2279-50
Loren B. Belker
Capital City Club 2747-24

E. Bruce Jones
Apprentice Club 1219-13

TOASTMASTERS IN THE NEWS



Firms Publicize TMI

Philnews, a monthly publication published by Phillips Petroleum Co. for its employees, recently presented a four-page feature story and pictures about Toastmasters International and Borger (Tex.) Club 218-44. The story tells of the history of the organization and gives detailed information about club operation . . . *Watts Cookin'*, a publication of Public Service Indiana, the state's largest public utility firm, featured a report about two clubs made up of the company's employees, PIN Club 2332-11 and Kokomo Club 3338-11.

Toastmasters Elected

Glen V. Hoople of Minneapolis, Minn., has been elected secretary of the Minneapolis Chapter of the National Association of Accountants . . . Past International Director **Truman Thomas** of Shreveport, La., has been named vice-president of the National Pest Control Association. He has been a member of the association's board of directors for the past six years . . . **Thomas P. Danaher** of Knights of Columbus Club 1273-36 in Arlington, Va., has been elected president of the Northern Association of Insurance Agents.



Oscar Peay (left) accepts a certificate of merit from President Lyndon B. Johnson for his substantial contribution to the Cost Reduction Program. Peay is a member of DPSC Club 3403-38 in Philadelphia and made a suggestion that saved the government more than \$200,000 during the 1967 fiscal year.





All but two of the Milwaukee (Wis.) United Fund Speakers Bureau Training Team this year are Toastmasters. Shown are (bottom row, from left) Milan Horvate, Hales Toasters Club 3667-35; Lenore Hahlbeck; Ed Shekut, Louis Allis Club 1567-35; and Everett Watson, International director and member of Hales Toasters Club. In the top row (from left) are Fred Erchul, of the AFL-CIO; Clyde Schweitzer, Hales Toasters Club; Gary Martin, Hales Toasters; and Russell Shomperlen, Louis Allis Club.

Success Continues

James J. Green, Toastmaster from Camp Hill, Pa., has been made a member of the President's Club of West Chemical Products Inc. for his outstanding sales accomplishments... **Jose Galdiano**, past governor of District 44 and a Toastmaster for 15 years, has been named director of training for Corporate Communications Inc., a sales training company. He took the position after retirement from the Air Force.

Impromptu Indeed

Harry L. Auth, former governor of Area Four, District 56, went to the rescue of the local chapter of the American Business Women's Association when the president of that club suddenly appealed for help because their speaker failed to arrive. Auth was helping conduct an area Speechcraft course in a different room at the time.

Busy Fellow

Arthur Burton of Pompano Beach (Fla.) Club 3003-47, District 47 Speakers Bureau chairman, made 106 outside speeches during the past year.

Never Too Late

International Director **Edward B. White** recently obtained his MBA degree from Duquesne University. He has been attending classes part-time for five years.

Help Community

Members of Pleasant Valley Club 2119-12 in Camarillo, Calif., recently worked with community leaders to develop a co-ordinating council, an organization which helps other groups avoid scheduling conflicts when they plan community events. Toastmasters' efforts received favorable comment in the local press.

Receives Award

Joseph A. Golobick of Alameda (Calif.) Club 177-57 was awarded the 1967 Award of Merit for outstanding transportation publications by the Associated Traffic Clubs of America. Golobick is editor of *Traffic Tidings*.

In the Book

Several clubs in the metropolitan Atlanta area are contributing toward the cost of an answering service for Toastmasters clubs. A listing will appear under "Toastmasters International" in the Atlanta directory.

CLUB ANNIVERSARIES

— DECEMBER —

30 YEARS

Parkway Club 102-40
Cincinnati, Ohio

20 YEARS

Tarsus Club 532-8

St. Louis, Mo.

Glen Eagle Club 556-52

Glendale, Calif.

15 YEARS

Webster City Club 1154-19

Webster City, Iowa

American Legion Club 415-23

Albuquerque, N.M.

Trinity Club 1190-25

Dallas, Texas

Waukesha Club 1173-35

Waukesha, Wisc.

Main Line Club 1198-38

Ardmore, Pa.

Halifax Club 1153-45

Halifax, Nova Scotia, Canada

Long Beach Club 1201-51

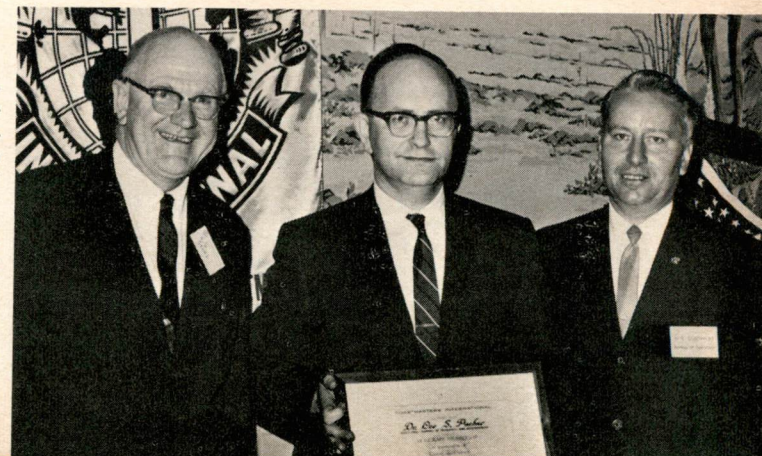
Long Beach, Calif.

Milngavie Club 1212-TCBI

Milngavie, Scotland



Miss *USS Alabama* (fourth from right), Margie Washickeh, and her crew welcome Past International Director Gordon Armstrong (left) and District 29 Governor LaGuin Elkins aboard the retired World War II battleship. Armstrong and Elkins went aboard to plan a visit of the historic ship during the Region VIII conference June 21 and 22 in Mobile, Alabama.

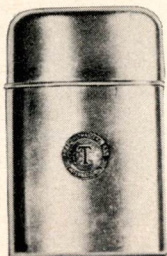


Dr. Leo S. Packer (center), assistant postmaster general, recently was made an honorary member of Toastmasters International by two Washington, D.C., clubs, Ben Franklin Club 3794-36 and Post Office Dept. Club 3711-36.



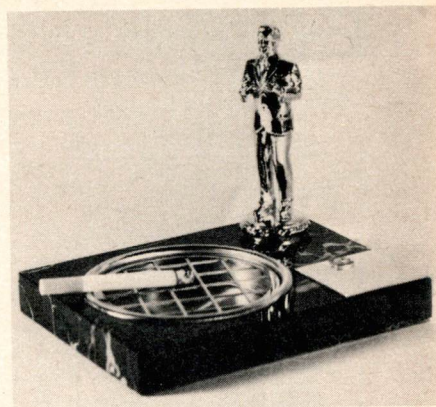
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USEFUL TOASTMASTERS GIFTS



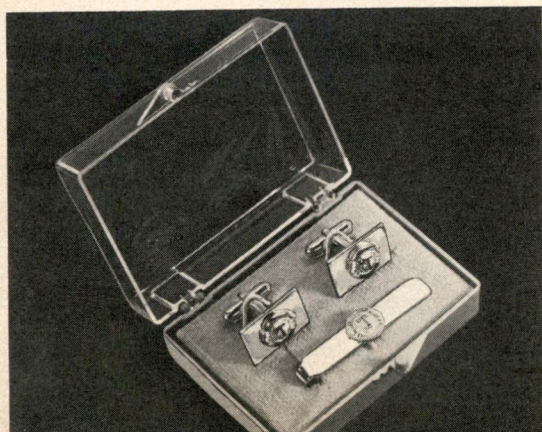
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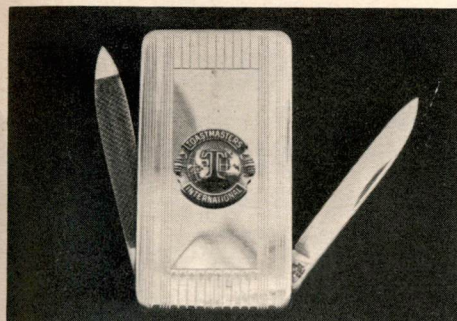


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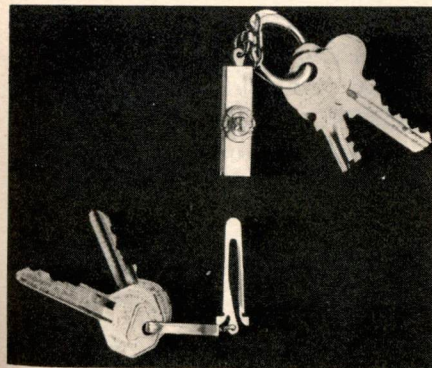


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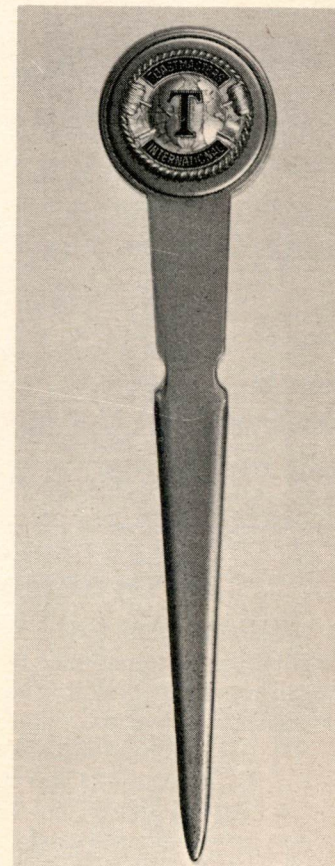
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NEW CLUBS

As of October 4, 1967

- District 3 TOASTMASTERS OF BULLHEAD Club No. 26-3. Meets: Thurs. 6:30 p.m., Five Grand Banquet Room, BULLHEAD CITY, Ariz. Contact: 754-8851.
- District 8 GATEWAY Club No. 58-8. Meets: 1st-3rd Wed., 6:00 p.m., Flaming Pit Rest., 11755 Manchester, ST. LOUIS, Mo. Contact: VI 3-6686, HE 4-8028.
- District 9 SPEAK EASY Club No. 3499-9. Meets: Wed. 12 noon, Blue Room, NCO Club, Fairchild Air Force Base, Wash. Contact: CH 7-2126.
- District 13 G.S.I.A. Club No. 802-13. Meets: Thurs. 12 noon, Rm. 213, Carnegie Institute of Technology, PITTSBURGH, Pa. Contact: 682-8545.
- District 45 BATHURST Club No. 2381-45. Meets: Thurs. 6:00 p.m., The Gloucester Hotel, BATHURST, N.B., Canada.
- District 47 NATIONAL AIRLINES Club No. 900-47. Meets: alt. Tues., 5:15 p.m., General Office, Training Bldg., MIAMI, Fla. Contact 634-5411, Ex. 2881.
- MIAMI BEACH VIP Club No. 1067-47. Meets: 1st-3rd Tues., 7:00 p.m., King Cole, Normandy Isle, MIAMI BEACH, Fla. Contact: 238-3894.
- District 50 NCR Club No. 3321-50. Meets: 1st-3rd Wed., 6:00 p.m., Dandel's, 12000 S. Western Ave., HAWTHORNE, Calif. Contact: 777-7408.
- District 52 VALLEY Club No. 2831-52. Meets: 1st-3rd Tues., 12 noon, Francois Rest., TARZANA, Calif. Contact: 343-3550.
- District TCBI THE POLISH HEARTH Club No. 3640-TCBI. Meets: alt. Tues., 6:30 p.m., The Polish Hearth Club, 55 Prince's Gate, LONDON, England.
- District TCA ASHFIELD Club No. 2994-TCA. Meets: alt. Tues., 7:00 p.m., Philip Lodge Motel, ASHFIELD, N.S.W., Australia. Contact: 71-0747.

SEATTLE CLUB IS FIRST WITH SEMI-ANNUAL REPORT

Firstbank Club 2636-2 in Seattle, Wash., was the first club in Toastmasters International to submit its semiannual report for the current reporting period. The next nine clubs to have their reports to World Headquarters were:

- Huntington Park (Calif.) Club 14-51
- Executive Club 3622-52, Glendale, Calif.
- Oil Men's Club 1383-25, Fort Worth, Texas
- Regional Postal Club 3487-46, New York, N.Y.
- Fort Smith (Ark.) Club 1606-43
- Lakeland Club 317-6, Willmar, Minn.
- Sears Silvertone Club 3559-30, Chicago, Ill.
- Seoul (Korea) Club 3149-U
- Riverside (Calif.) Breakfast Club 1348-F

Club secretaries are reminded that your club's report was due October 10. Every effort should be made to submit your completed report as soon as possible.

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 Simth P.O. Box 1980, Phoenix, Ariz. 85001
4. Peter S. Hegeudus 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 Vort 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 Varekiois 322 W. Kanai Ave., Porterville, Calif. 93257
28. Jay C. Dennis 6901 Providence, Whitehouse, Ohio 43571
29. LaGuin Elkins 1011 E. Belvedere Circle, Mobile, Ala. 36606
30. Beverly Chase 1140 Alfani 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
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35. Arthur Garvey 1934 West County Line Rd., N. 96, Mequon, Wis. 53092
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37. Robert Bruce Owens Rte. 1, Box 452-A, Fountain, N.C. 27829
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40. Orville Hullinger 750 W. 8th St., Marysville, Ohio 43040
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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
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51. C. Michael Luyt 117 Calle de Sirenas, Redondo Beach, Calif. 90277
52. Tom Costanzo 3541 Mevel Pl., La Crescenta, Calif. 91014
53. Frederick Haak 447 Maple Road, Longmeadow, Mass. 01106
54. Luther H. Beck 160 N. Third Ave., Canton, Ill. 61520
55. Dr. A. S. Aldrich 2360 E. Pershing Blvd., Cheyenne, Wyo. 82001
56. Walter Wukasch 403 W. 19th St., Austin, Tex. 78701
57. Harold Davis 691 Calmar Ave., Oakland, Calif. 94610
58. Robert J. Ellison Jr. 322 Elizabeth Dr., Greenville, S.C. 29607
59. Adin E. Earl Bell of Nevada, Rm. 112, 645 E. Plumb Lane, Reno, Nev. 89502
60. John Bonfield 41 Winnipeg Rd., Weston, Ont., Canada
61. Maurice Levesque 3349 Monselet, Montreal 39, Que., Canada
62. James A. Leader 2647 13th St., Port Huron, Mich. 48060
63. Donald Ziegenhorn 4115 Skyline Dr., Nashville, Tenn. 37215
64. Les Patterson 124 Eade Crescent, Winnipeg 16, 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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