

THE TOASTMASTER

OCTOBER



1969



SANTA ANA, CALIFORNIA
Toasters Town of the Month

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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world. These clubs have a membership of 73,133.

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

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

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

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In This Issue...

PRESIDENT'S MESSAGE — The Toastmasters International convention address of International President Ralph E. Howland was so well-received that it is published in this issue of *The Toastmaster*. Toastmasters are urged to share the TI program with men around the world. See Page 3.

TI's HIGHEST AWARD — Internationally-known newscaster-reporter Walter Cronkite has been named by the TI Board of Directors to receive the 1968-69 Golden Gavel award, presented in New York City as part of TI's 45th anniversary month celebration. See Page 7.

ANNIVERSARY MONTH — In an international series of "birthday parties," Toastmasters clubs this month mark TI's 45th anniversary. TI World Headquarters will conduct an open house October 22. You're invited! See Page 8.

EDUCATIONAL ARTICLE — The late Sydney B. Dawson, who was a member of El Monte (Calif.) Club 352-F, offers his suggestions about how gestures can be made more effectively. He suggests that relaxation and practice are of prime importance. See Page 14.

SALES IDEA — Contributing author David Tobias demonstrates how visual aids and speaking — but not too much speaking — are combined to make that sale, whether you're selling peanuts or membership in a Toastmasters club. See Page 28.

SOMETHING HORRIBLE — Contributing author Ronald R. Gauch applies Parkinson's Law to the well-thought-out club program assignment schedule and tells how success can change to horror. See Page 34.

TOASTMASTERS MEMBERS SERVE AND GROW

THEE AND ME

By RALPH E. HOWLAND, ATM

President, Toastmasters International

During this 45th anniversary of Toastmasters International we recall the hundreds of thousands of members who have given time and energy and concern to our organization. Some are sure to ask whether it was all worthwhile. In view of the grave situations surrounding us today, we might well question the value of their efforts. Keenly aware of the people-problems we face, of the many social conflicts throughout our society, we might well be discouraged concerning the effect that our Toastmasters program has had on mankind. However, despite the challenges that face us, I am exceedingly confident and eagerly anticipate our future.

If, through Toastmasters, you and I have progressed to a point where we now can listen more honestly, reflect on the words of another more

thoughtfully, and respond with our own ideas more confidently, have we not found a partial answer to the worldwide cry for greater understanding through better communication and leadership?

Do not all of us belong to either a business, industry, profession, association, community or government organization, church, or political party which could greatly benefit from improved communication and leadership? Is the Toastmasters idea not a very real and practical first step to better communication and leadership to improve communities, and to a better world?

Not A Panacea

To be sure, Toastmasters is not a panacea. Many men have not even heard of our program of self-fulfillment, to say nothing of understanding it.

Many have felt strongly that our educational materials were outdated and inadequate. These have been improved and updated and will continue to be. Others point to dissident youth, apathetic adults, our angry minorities, language barriers, political conflicts, and economic problems as reasons why we cannot do much that is creative and effective. Perhaps they are correct, but I sincerely believe that we have

a potential not yet realized.

It would appear that we have three assets. The first is our proven Toastmasters club formula. The second — proper educational materials and programs. The third — a means of exposing an increasing number of men to our organization and programs. What we need is *boldness* on the part of each member to blend and use the three.

Moving Ahead

There is no question in your mind or mine about the effectiveness of Dr. Smedley's concept of learning by doing, in an atmosphere of enjoyment . . . with an honest give-and-take type of evaluation between men. We have taken giant steps forward with our newest educational materials, especially *Communication and Leadership* and *Listening to Learn*. You also should know that this progress will continue with the updating of our parliamentary procedure materials, with an entirely new look at evaluation, and a thorough review of *Speechcraft*.

The question of how to bring more men to a thorough knowledge of Toastmasters is not answered easily. I believe that each of us knows that in Toastmasters our individual development depends directly

on the inter-personal communication we experience in our clubs, the give-and-take with a wide assortment of men varying in background, education, interests, reactions, and dreams. For our own continued development and stimulation we ought constantly to seek to widen that exposure. This alone is reason enough for each of us always to have a guest at every meeting. But, there is a much more grand and rewarding reason to share this program with every man we meet.

Use Your Talents

I have been told that most major faiths urge adherents to develop and use the talents bestowed on them by their Creator. Man constantly is being upbraided by his educational institutions, his business and profession, and his fellow man to improve his abilities. What greater opportunity, then, than to be in a position to reach out our hand, helping another man to discover his better self, develop his latent communication and leadership talents, and put them to greater use?

Most of us never will have the opportunity to serve mankind in a spectacular or epic manner, but in the sharing of the Toastmasters idea we can

touch the lives of thousands, and we may well affect the future of millions.

But what of the **BOLDNESS** we need to make the Toastmasters assets available to all men? Let us suppose that each of us were to decide that from now on we would introduce one person to Toastmasters International each day. Not asking them just to join a club, but learning whether they have heard of our program, correcting misconceptions they might have, and, of course, inviting them to visit and observe. Let us consider what this action might mean.

200 Invitations

If 20 members in your club or mine were to embark upon such a program for just two weeks, that of contacting only five persons per week, a total of 200 invitations to breakfast, lunch, or dinner would be issued. We have reason to believe that 40 percent of such invitations would produce visitors and that 40 percent of our guests join.

This means we would realize 32 new members, in such a brief period. Applied to our total membership, this indicates a quarter of a million visitors with nearly 100,000 new members. We know that we cannot achieve such response, but we cannot expect *any* re-

sults unless we make an attempt. If we were to enlist similar efforts from a handful of our fellow club members and from a portion of those with whom we rub shoulders in area and district work, we so easily could achieve the goal of doubling our membership this year.

Furthermore, if we were to deliberately invite one-third of our guests from the realm of youth under 30 years of age and another one-third from groups we do not understand or with whom we disagree or of whom we are afraid, we might well be able to construct at least the footings on which to build future bridges of understanding.

Understanding

Where better to educate both youth and their fathers about the basic feelings of each, than in the give-and-take of the Toastmasters format? Where better to be certain our opponents must truly listen to us, and honestly respond. Of course, we must then listen, think, and respond to them.

Our future lies in the simple process of developing the habit of sharing Toastmasters with others, a sharing that enhances our personal development and responds to our moral commitment. For each one of us who fails to share, 50 men will not

learn of this program of self-improvement this year, perhaps will never fulfill their potential and only because we did not care enough to share.

Thee and Me

What I am asking of each of us is simple, but not easy. Great problems are never solved with just grand plans. Human progress is found always to be a case of one small step after the other, the pyramiding of the ideas and efforts of many. We have only to look at the American space program to appreciate this truth. This can be our great individual opportunity if we truly seek something beyond our personal requirements.

We have the proven Toastmasters formula. We have the calibre of educational materials to implement our program. We have both personal gain and moral responsibility as reasons to share. But only we, as individuals, can add the element of boldness.

Perhaps the words offered by a contestant in a regional speech contest last June will serve to focus these thoughts properly. He suggested that we adopt 10 two-letter words as our own — "If it is to be, it is up to me." To his words, I would add, "And it is also up to thee, brother." Yes, it is squarely up to thee and me!

WALTER CRONKITE RECEIVES GOLDEN GAVEL



At special ceremonies in New York City, International President Ralph E. Howland presented Toastmasters International's highest International award, the Golden Gavel, to Walter Cronkite, internationally known news reporter.

Mr. Cronkite was named by the TI Board of Directors as the eleventh recipient of the Golden Gavel. He accepted TI's highest award during a ceremony October 1 that kicked off **Toastmasters International's 45th anniversary month.**

Mr. Cronkite's distinguished journalism career spans more than 30 years, the past 18 of which have been with CBS News, of which he now is managing editor and reporter for "CBS Evening News with Walter Cronkite."

Photographs of the presentation ceremony and details of the award ceremony will be featured in the November issue of *The Toastmaster*.

The ten previous recipients of the Golden Gavel are: Greer Garson, international stage, film, and television personality; John W. Fisher, commissioner and chairman of the board, Canadian Centennial Commission; Eugene J. McNeeley, former president of the American Telephone and Telegraph Company; Robert Moses, city planner and president of the New York World's Fair of 1964-65; Lowell Thomas, commentator, writer, and lecturer; Dr. Ralph C. Smedley, founder of Toastmasters International; Reed Harris, executive assistant to the director of the United States Information Agency; the late Eric Johnson, president of the Motion Picture Association of America; the late Joseph N. Welch, eminent Boston attorney; and Dr. Frank C. Baxter, professor emeritus, University of Southern California.

TI's 45th Anniversary...

Something To Celebrate!



It's an extra-special occasion! Join in the celebration!

Toastmasters International this month is celebrating its 45th anniversary, and International President Ralph E. Howland is encouraging clubs throughout the world to celebrate our founding during October.

Toastmasters International World Headquarters is conducting an open house program between 2:00 p.m. and 8:00 p.m. on October 22. You're invited!

In an international series of "birthday" parties in 47 countries, Toastmasters are joining in the anniversary celebration by having special Toastmasters Month proclamations signed by city, county, and state and provincial officials. Many are conducting special anniversary programs to involve the clubs in the community and attract public attention to the clubs.

Areas and districts, along with the Toastmasters Council of Australia and the Toastmasters Council of the British Isles, are celebrating too. They're presenting special Toastmasters programs at meetings of other organizations and placing special em-

phasis on telling the Toastmasters story in business, industry, and government.

Capitalizing on this month's opportunities for greater public awareness of Toastmasters and its programs, many clubs are increasing the tempo of their community activities. Scores of clubs are beginning Youth Leadership Programs and Speechcraft classes, while others are busy with Community Contact Team appearances and speakers bureau engagements.

Join in the celebration! Invite prospective Toastmasters to *your* club's anniversary events. Make this a really big month by getting off to a fast start in TI's October-through-January membership sales project. International President Howland has challenged every Toastmaster to sponsor a new member this year, and you can meet this challenge this month.

It's a special occasion! Share it with your community and friends, attend your area and district anniversary programs, and remember to send details and photographs of your activities to World Headquarters.

"Toastmasters Members Serve and Grow."

WHERE IT ALL BEGAN—The meeting place of the first Toastmasters club, organized October 22, 1924, by Ralph C. Smedley, was the Santa Ana, Calif., YMCA, pictured as it is today. The meetings were conducted in the basement of this building.



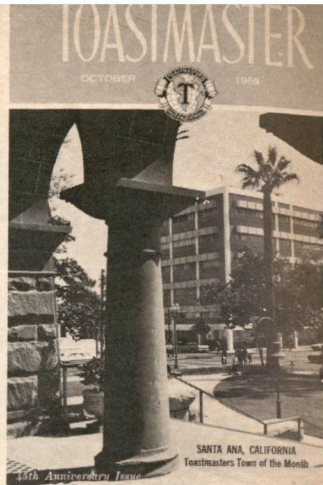
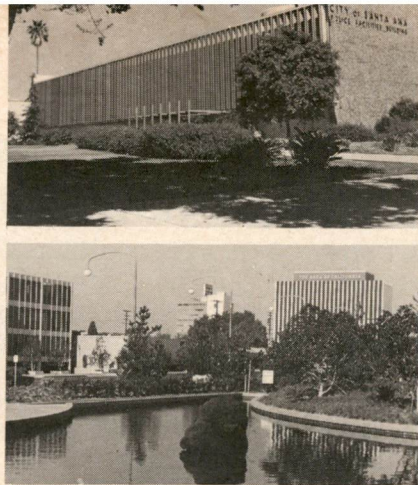
OUR FOUNDER

DR. RALPH C. SMEDLEY
1878-1965

TOASTMASTERS INTERNATIONAL PAST PRESIDENTS AND CONVENTION SITES

1968-69	Earl M. Potter	Miami Beach, Fla.
1967-68	Lothar Salin	Toronto, Ont.
1966-67	John B. Miller	San Diego, Calif.
1965-66	Charles C. Mohr	New York, N.Y.
1964-65	Paris S. Jackson	Denver, Colo.
1963-64	Alex P. Smekta	St. Louis, Mo.
1962-63	Frank I. Spangler	Minneapolis, Minn.
1961-62	Herman E. Hoche*	Seattle, Wash.
1960-61	George J. Mucey	Atlanta, Ga.
1959-60	Emil H. Nelson	San Francisco, Calif.
1958-59	Aubrey B. Hamilton	Pittsburgh, Pa.
1957-58	Paul W. Haeberlin	Dallas, Tex.
1956-57	T. Vincent McIntire	Detroit, Mich.
1955-56	John W. Haynes	Los Angeles, Calif.
1954-55	Charles H. Griffith	Washington, D.C.
1953-54	Russell V. Puzey	Denver, Colo.
1952-53	Nick Jorgensen	Chicago, Ill.
1951-52	Charleton Sias*	San Diego, Calif.
1950-51	George W. S. Reed*	Spokane, Wash.
1949-50	Lewis C. Turner	San Francisco, Calif.
1948-49	I. A. McAninch	St. Louis, Mo.
1947-48	George W. Benson	Minneapolis, Minn.
1946-47	Joseph P. Rinnert	Seattle, Wash.
1945-46	Franklin McCrillis	Los Angeles, Calif.
1944-45	Robert M. Switzler	Los Angeles, Calif.
1943-44	Harry W. Mattison	Los Angeles, Calif.
1942-43	Ted Blanding*	Santa Ana, Calif.
1941-42	Ernest C. Davis*	Santa Cruz, Calif.
1940-41	Sheldon M. Hayden	San Diego, Calif.
1939-40	Ralph R. Guthrie*	San Jose, Calif.
1938-39	Gordon R. Howard*	Tucson, Ariz.
1937-38	William A. Dunlap	Hollywood, Calif.
1936-37	Jean Bordeaux*	Santa Barbara, Calif.
1935-36	Raymond J. Huff*	Santa Monica, Calif.
1934-35	Olin H. Price*	San Diego, Calif.
1933-34	Arthur H. Johnson*	Glendale, Calif.
1932-33	Paul H. Demaree	Long Beach, Calif.
1930-32	J. Clark Chamberlain	Anaheim, Calif.

*Deceased



TOASTMASTERS TOWN OF THE MONTH — SANTA ANA, CALIF.

SANTA ANA, CALIFORNIA, where Toastmasters International was founded 45 years ago this month, is celebrating its centennial year. Santa Ana is the administrative center of Orange County, the fastest-growing county in the United States. It was founded in 1869 by Kentucky-born William H. Spurgeon. The original townsite of 74 acres was purchased by Spurgeon from part of a Spanish land grant to Santiago de Santa Ana and was a market place for agricultural products until the turn of the century.

In the ensuing 100 years, Santa Ana has grown to include 26 square miles, 355 industrial firms, 2,600 retail stores, a college enrolling 6,000 students, and nine other colleges within a 12-mile radius. The population today is 160,000.

Ralph C. Smedley, founder of Toastmasters International, came to Santa Ana from Illinois in 1922 to serve as general secretary and to build the city's YMCA. Two years later he organized the first Toastmasters club, Smedley Chapter No. One. There now are seven other Toastmasters clubs in Santa Ana: Santa Ana Club 15-F, Business Mens Club 100-F, Santa Ana Toasters Club 991-F, WIIS Adjustmasters of Orange County Club 992-F, AMF Voit Verbatims Club 1034-F, State Employees No. 1 Club 1757-F, and Farmers Insurance Group Club 3584-F.

Among the many modern buildings in Santa Ana are the Toastmasters International World Headquarters and the Ralph C. Smedley Junior High School. The YMCA building in which the first Toastmasters club met is still in use. (See page 8.)

Honor Roll

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

ABLE TOASTMASTERS (ATM)

Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

H. A. Kern, ATM
Pottawattomie Club 632-11

C. B. Bahnlein, ATM
Powermasters Club 3298-18

J. J. Thomas, ATM
John C. Brockway Club 2393-24

F. Emanuels, ATM
Pathfinder Club 3635-57

W. J. Litwiller, ATM
Skyway Club 3301-60

M. L. Barmettlor, ATM
Skyline Club 1038-26

LEADERSHIP THROUGH SPEECH

Certificates of Progress

K. A. Olds 1145-39

R. R. Sneider 2898-18

W. S. Collins 3400-4

THE ADVANCED SPEAKER

Certificates of Progress

W. T. Sandlin 20-F

E. Burrow 435-6

J. Thorne 2464-6

P. W. Glass 1476-10

M. H. Schrouf 2066-16

W. K. Steele 1205-23

J. D. Wolfe Jr. 1871-29

K. L. Skinner 2694-3

H. G. Kreger 2410-6

J. E. Martin 678-7

W. B. Norman 148-16

M. J. Miller 1493-22

R. Fowler 3801-26

C. W. Rutherford 1974-29

R. E. Morrison 1623-32

J. Cox 64-39

S. Singpiel 2158-41

P. Duncan 3073-42

C. Levingston 1135-47

J. E. Smith 3235-48

W. S. Kim 1942-49

R. N. Rogers 1752-54

S. Cerjsano 1698-60

W. E. Stepp 2264-38

G. C. Moore 1619-40

P. Morgan 3734-41

J. Q. Warnick Jr. 660-44

J. P. Tillman 3003-47

D. D. Newman 3751-48

D. W. Lum 322-50

D. A. Roberts 756-57

A. Wilson 3074-60

Gestures... They Speak for Themselves

By SYDNEY B. DAWSON



Gestures are an unspoken but graphic language that helps us express our ideas or emotions more vividly, but certain gestures used too often can become a habit. And, when they do, our unconscious gestures or mannerisms, can reveal our inner thoughts to other people.

A salesman who knows his customer's mannerisms and is able to interpret them accurately has a subtle sales advantage. When he ends his sales pitch he says, "Well, what about it, Mr. Brown?", and Mr. Brown rubs his nose with his forefinger.

Classify Gestures

The salesman has classified this gesture and feels sure it indicates indecision. He moves in, saying, "Mr. Brown, you'll never be sorry. Sign right here," and more frequently than not, Mr. Brown signs.

Carrying this notion about mannerisms a step farther, imagine that you are conducting job interviews to fill a vacancy in your department. In the few seconds it takes an applicant to enter your door, cross the room, and seat himself in the chair next to your desk, what have you found out about him?

Did he walk with an aggressive step, chin up, showing that he is a person who probably

could get things done? Perhaps he swaggered across the room with his chin stuck out, revealing an egotistical trait, or maybe he crossed the room with a faltering step, manifesting a lack of self-confidence.

Watch his facial expressions as you conduct the interview: the raising of his eyebrows on certain words, his many meaningless gestures, monotonous voice, and lack of enthusiasm. You can learn more about him in these few seconds than you will from the job application he fills out, and this is precisely why mannerisms are so revealing, often moreso than we like them to be!

They're Revealing

Good or bad, gestures and mannerisms *are* revealing, whether you display them in your daily life or in your Toastmasters talks. The secret of effective gestures is relaxation and practice.

Relaxation means freedom from tension. Before you can gesture effectively, you must know how to relax.

You can free yourself from tension by standing with your arms straight out in front of you. Drop your hands toward the floor, keeping your arms straight and your hands relaxed. Now, stick your fingers straight out, spread them as

far apart as possible. You will feel tenseness in your hands and in your arms as well. In fact, nearly every muscle in your body will have a degree of tenseness.

When your hands are relaxed your body is relaxed. The first step in learning to relax is to learn to relax your hands.

Postpone using gestures in your next speech until you are able to keep your hands at your sides in a relaxed manner, not using them for gestures.

When you are able to relax and speak without using your hands, you are ready to begin using effective gestures.

Visual Aid

A gesture is but a visual aid, a picture — and sometimes a moving picture.

When you make a statement and accompany it with a gesture that is inconsistent or expresses an opposite meaning, you detract your listeners' attention.

Your understanding of which gestures to use will be aided by dividing gestures into two classifications: gestures expressing the abstract and gestures expressing the concrete.

Abstract gestures can be categorized under three headings: intelligence or imagination, emotion or sentiment, and bodily or physical.

The first refers to the mind. Example: "He is a fellow who is mentally sharp." This or similar statements may be accompanied by a gesture resembling a salute, the hand cup-shaped, back of the hand toward the audience. Keep the hand cup-shaped, touch the finger tips to the head above the eyebrow, and return the hand to an open arm position.

The second abstract gesture, emotion or sentiment, pertains to reactions of the heart. Example: "He was a man loved by all who knew him." An appropriate gesture is made with open arms, palms up, in a gesture of acceptance.

Push Away

To gesticulate disapproval: "He was an obnoxious character," use both hands, palms out. Make a motion as though you are pushing something away, not toward the audience but to one side. Another way is to gesture with your hands parallel to the floor, palms down, as though you are pushing something down.

To illustrate the third abstract gesture: "He is a fighting man," the appropriate gesture would be with your fist closed to strike, as in a fight. The back of your hand would be horizontal to the ceiling, the knuckles joining the fingers to the hand on a level with your

arm. This is different from the way a person would use a fist in a fight. Another gesture that may be used is with the hand open, fingers pointing out, the thumb on top, and gesturing as though giving a karate chop with the underside of your hand.

Important Timing

Timing your gestures to your statements is important because they draw attention to what you are saying. The gesture should start first, the statement following, and both ending at the same time. This means that the statement should be short and germane. Gestures can be complicated and should be rehearsed carefully, so they are crisp, firm, and bold enough to be seen by the audience.

It is best to master the abstract gestures before starting the concrete ones. Concrete gestures refer to things that can be seen or imagined. One of the concrete gestures is counting on your fingers. Example: There are three men on the committee, Mr. A, Mr. B, and Mr. C.

An easy concrete gesture to the statement "He was a tall fellow" can be made by showing tallness with your hand — the reverse would be used for "He was a pint-sized, stubby chap."

Consider this gesture-exercise: "On our right was a towering, snow-capped mountain." Put your body and your hands into motion. First, lean slightly to the right, toward the imaginary mountain. With your hand loosely closed, begin the hand gesture with a graceful sweep of your arm, gradually opening your hand, and end by pointing with all the fingers, not with your hand opened wide, but with the fingers partly cupped.

You hope your audience will look to your right and visualize the snow-capped peak. Don't forget to look yourself!

Time the phrase "on our right" to end with the gesture. While still pointing, finish the sentence.

More Powerful

Remember that gestures should be selected with care, for the right gesture at the right time can be more powerful than the spoken word.

As you look ahead to your next Toastmasters project, remember that there is a great difference between mannerisms and gestures. Mannerisms tell your audience more about *you* than about the subject of your talk, while gestures help you tell your listeners what you *want* them to know!

Behind The Scenes With

Editor's Note: This is the first in a series of educational articles to give you new insight into the functions of your Toastmasters club officers.

A dynamic Toastmasters club whose members are on the move is convincing testimony to the standard of excellence of the club's officers, and particularly the captain of this team of club leaders—the club president.

Your club president is the captain of a team within a team. He motivates and directs both the club's officers and the club members, and he must be an effective leader of both groups. He's that "take charge," self-starter whose enthusiasm and imagination provides the incentive that makes the members do their best as Toastmasters.

Leadership Skill

Ninety percent of your club president's leadership ability is unseen by the members of the club. The ease with which he conducts the opening, closing, and business portion of your club meetings represents only a small portion of his group leadership skill.

Behind the scenes, your club president is a busy manager. He is chairman of the execu-

tive committee and an *ex officio* member of each standing and special club committee. He represents your club as a member of your area and district councils, and is one of two club officers entitled to vote on behalf of your club at district and regional conferences and at the International convention.

Many Duties

As club manager, he delegates authority and responsibility by appointing the inter-club committee chairman and the chairmen of special club committees. He instructs and motivates committee chairmen and other club officers in the efficient and effective performance of their duties, and he insures that all committees have sufficient members and meet and perform.

Several days prior to your club meeting, the president is busy confirming plans, noting variations within the scheduled program, and brushing up on the rules of parliamentary law.

Your Club President



His team of officers and committees insure that there are no last-minute program changes that come as a "surprise." The *efficient* club president knows the name of each guest, which members will be participating on the program, and which committee reports will be presented and who will present them. He also knows in advance what unfinished business must be discussed and the gist of all new business to be introduced.

In Control

The efficient club president is "prepared," and that's what keeps him in control of the entire meeting, even though he is directly responsible for less than half of the program. He has been provided a *Club Officers Manual* to acquaint him with TI's history, policies and procedures, and the organization and functions of club officers and committees.

Effective club leadership isn't a one-man job. In addition to the members' support and the cooperation of past and present club officers, your

club president can turn to others for assistance: area and district officers and the staff at World Headquarters.

Area officers provide executive development training for your club president and help him plan effective educational programs for the members. District officers offer further guidance for effective club management, and the WHQ staff furnishes educational and administrative services.

Group Leadership

The effective club president pools the knowledge of other Toastmasters leaders, blends in his own personality, imagination, and dynamics, and guides the club through a term distinguished by progress and the fulfillment of his goal to achieve the Toastmasters standard of excellence.

When your club president's term expires, he automatically becomes a member of the executive committee, and his experience continues to serve the club for another term as part of that team.

Look to your club president for leadership!



President's 40 Club

Gunpowder Club 2562-16 at the Edgewood Arsenal, Md., added 22 members in eight months by combining a series of special guest nights and a continuing Speechcraft program. The increase in membership resulted in the club being designated a **President's 40 Club**.

Goodwill Visit

Tamalpais Club 1755-57 in San Rafael, Calif., and **Executive Club 412-50** in Los Angeles recently hosted Victoria, B.C., Alderman Robert Baird, ATM, who was on tour in California with 70 ambassadors of goodwill from British Columbia. ATM Baird, a former governor of District 21, presented gifts to each club on behalf of the mayor and city council of Victoria.

In Nassau

First Bahamas Branch Club 1600-U in Nassau, Bahamas, sponsored a youth public speaking contest and hosted the commonwealth's Minister of Education and Culture, the **Hon. Cecil Wallace Whitfield**, who presented the awards. Another special guest was **Prime Minister Lynden O. Pindling**, whose praise of the club and the young participants in the contest later was published in a Nassau newspaper editorial.

In The Family

Timaru (New Zealand) Club 3474-U recently enjoyed hearing Lon Lyttle and Stephen Lyttle, father and son, present their Ice Breaker speeches at the same meeting.

CHARTER PRESENTATION — Presenting the charter of **Club Toastmasters Hispano de San Juan (Puerto Rico) 3844-U** to President Jose Casal (right) is San Juan Mayor **Carlos Romero**. The club is the first Spanish-speaking TM's club in Puerto Rico.



APPROPRIATE MEMENTO—Marking the 25th anniversary of **Winnipeg (Man.) Club 250-64**, club President Elliott Saunders (left) presents a replica of the club's charter to the club's first president, Ed Hammerstrand.

SPEECHCRAFT FOR THE BLIND—When **Early Bird Club 3293-11** in Fort Wayne, Ind. conducted **Speechcraft** for 10 blind people, two Speechcraft graduates joined the club. This photograph, showing TMs Kenneth Marshall, club president, and Eugene D. Martin, area governor, awarding a Speechcraft completion certificate to Garold McGill, appeared in a Fort Wayne newspaper.



Centennial Speakers

TM Lee Loomis is chairman of the Santa Ana, Calif., centennial committee, and Toastmasters of Founders District, **Area A-1**, formed a special speakers bureau to tell the Santa Ana story to the public. Participating as centennial speakers are TMs Loomis, Curt J. Blee, David DeSurra, Lloyd Fitch, Jack Horton, Jim J. Howlett, Walt Jawny, B. E. Jones, Floyd L. Price, David J. Reisdorf, M. D. Smith, Walt Wands, and Dick Weber. Howard Samuelson is area governor.

Installing Officer

The regional commissioner for the Internal Revenue Service's central region, **Charles G. Keebler**, installed the new officers of **Toastmasters Club 2142-40** in Cincinnati, Ohio. The club's membership is drawn from U.S. Treasury Department IRS personnel in the Queen City area.

Computerized Bulletin

Executive Toastmasters Breakfast Club 3622-52 in Glendale, Calif. publishes a computerized, weekly bulletin. Administrative Vice-President/Editor Tom Thompson programs the material into a computer, which "publishes" the bulletin on computer printout paper.

Tour Guides

Thirteen members of **Navy Supply Center Club 2541-66** in Norfolk, Va., put their Toastmasters audiovisual training to use during **Armed Forces Day** activities at the center by presenting slide show briefings and tours for more than 7,000 visitors. Repeat performances were given during a later Employees' Day and Industry Day programs. The events marked the 50th anniversary of the supply center.



HISTORIC SITE — Past International Presidents **Sheldon M. Hayden** (left) and **George W. Benson** and pioneer Toastmaster **J. Gustav White** meet at the Whittier (Calif.) College campus, where the decision was made 37 years ago that the Toastmasters organization would be incorporated. Whittier is located near Santa Ana, where Toastmasters was founded 45 years ago this month.

CLUB APPRECIATION — When Burton M. Langhenry (right), vice-president and director of public relations for the **Acacia Mutual Life Insurance Co.**, addressed **VA Gaveliers Club 2920-36** in Washington, D.C., he was awarded a certificate of appreciation. Presenting the award are club President **John Taugher** (left) and **Harry E. Hasslinger**.



HONORARY MEMBER — Brig. Gen. **E. S. Wittbrodt**, a former TM and commander of the Air Force Accounting and Finance Center, is presented an honorary membership certificate by **Michael B. McClellan**, president of **Ciceronian Club 1069-26** in Denver, Colo., during the club's 10th anniversary dinner.

Speakers Bureau

Sierra Sunrise Club 2318-59 in Reno, Nev., has formed a **speakers bureau** to provide speakers for the city's 37 service clubs, and publicity recently included an illustrated article in the "Nevada State Journal" newspaper. A novel photograph accompanying the article showed TM **Fred MacKenzie** orating from atop a soapbox at a downtown Reno street corner.

Stage Variety Show

The 50th anniversary of the Naval Air Station at Coronado, Calif., included a variety show arranged by members of **Vapor Trails Club 648-5** and **Flying Club 203-5**, both in San Diego. Cmdr. **Lloyd H. Smith**, acting commanding officer of the air station, expressed the public's appreciation of the TMs' efforts in letters to the clubs.

CLUB ANNIVERSARIES — NOVEMBER

35 YEARS

Ventura Club 24-12
Ventura, Calif.
Chief Seattle Club 23-2
Seattle, Wash.

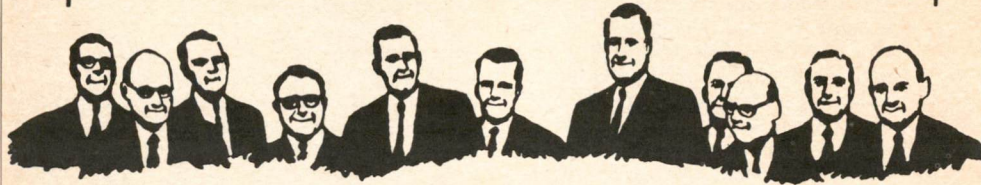
20 YEARS

Nutmeg Club 764-53
New Haven, Conn.
Speechphelos Club 155-F
San Marino, Calif.
Rolling Hills Club 139-51
Rolling Hills, Calif.
Sandia Club 765-23
Albuquerque, N.M.
Gate City Club 759-20
Fargo, N.D.
Camosun Club 757-21
Victoria, B.C., Can.
Dunoon Club 836-TCBI
Dunoon, Scotland
Hamilton Club 796-TCBI
Hamilton, Scotland

15 YEARS

Tittabawassee Club 1655-62
Midland, Mich.
Steel City Club 1650-48
Birmingham, Ala.
Camelback Club 1631-3
Phoenix, Ariz.
Grand Junction Club 1671-26
Grand Junction, Colo.
Druid Club 987-48
Tuscaloosa, Ala.
Lakeland Club 1215-20
Glennwood, Minn.
Bright Leaf Club 1612-37
Durham, N.C.
Roanoke Rapids Club 1629-37
Roanoke Rapids, N.C.
Chatter-Noogan Club 1682-63
Chattanooga, Tenn.

TOASTMASTERS ON THE MOVE



Efforts Appreciated

Clayton H. Lingman and International Director John J. Schneider earned the appreciation of the U.S. Civil Service Commission, San Francisco Region, for their presentation of a Toastmasters program at a recent meeting of the Los Angeles Investigating Conference.

TV Appearance

TM Ernest Heilbronner of DESC Club 2781-40 in Dayton, Ohio, appeared on WHIO-TV's Business Trend program, discussing the Dayton-area TMs speakers bureau. The speakers bureau lists 34 speakers who are prepared to present 54 different talks.

PROCLAMATION SIGNING—Santa Ana (Calif.) Mayor Lorin Grisct (seated) proclaims October 22 through 29 as **Toastmasters Week**. Representing area Toastmasters clubs are Robert Stettler, Jack Huhn, David Reisdorf, M. D. Smith, C. A. Briggs, Area A-1 Governor Howard Samuelson, and Mike Chappelle.

On The Move

David D. Brandon Jr. of Pasadena (Calif.) Club 6-F has been elected president of the **Society of Controllers and Financial Officers**, Los Angeles chapter . . . Pat Balen of Merritt Club 539-57 in Oakland, Calif., has been elected president of the **Oakland Unified School District Special Education Assn.** . . . District 23 Governor Albert F. Boeglin, ATM, was a speaker at the **Junior Engineers and Scientists Summer Institute** at the New Mexico State University, and was invited to speak at a summer institute of school teachers . . . Dr. Tapas Sen of Holmdel (N.J.) Club 1849-46 is named in the latest edition of **American Men of Science**.

Feature Story

Psycho-cybernetics—the practice of positive thinking—was the Table Topics subject at an **Athens (Ga.) Club 1779-14** meeting the day a reporter from the local newspaper "The Daily News" visited the club, and the members' responses were the basis for a feature story in the next day's paper.

MAYOR COMMENDED—Five past **District 36** governors present a resolution of commendation to Washington, D.C., Mayor **Walter E. Washington** for his success in improving community relations. From left are William J. Davis, Leonard M. Wilson, Mayor Washington, International Director Robert W. Blakeley, ATM; Past International Director Charles M. Herrlein, and Robert A. Bradley.

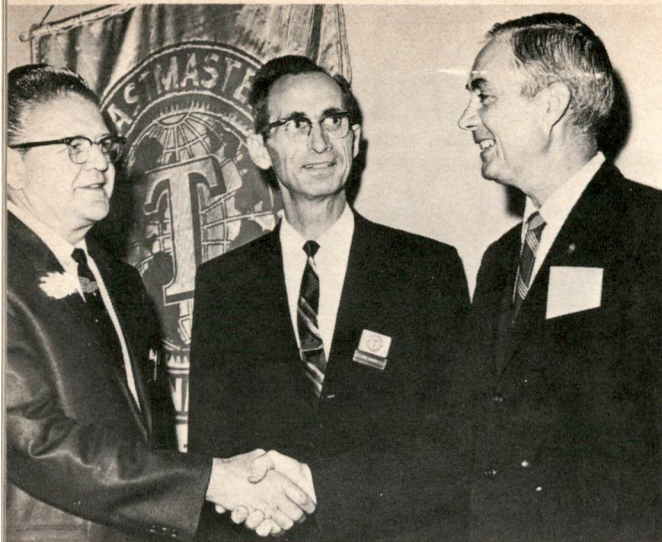
Convention Coverage

TI's convention in **Cleveland, Ohio**, earned much space in Cleveland newspapers, "The Plain Dealer," "The Cleveland Press," and "Call and Post." Among the stories and photographs published were Cleveland Mayor Carl B. Stokes' proclamation of **Toastmasters Week**, interviews with International President Ralph E. Howland, and Past International President Earl M. Potter, International election results, and several announcements of the week's convention activities.

TMs Editorial

An editorial encouraging accountants to improve their communication skill by joining a Toastmasters club was published in a recent issue of "The Prune Picker," a publication of the **National Association of Accountants**, San Jose (Calif.) chapter. The editorial was written by "Prune Picker" editor **Roger Cuadra**, senior lt. governor of District 4.





TOASTMASTERS ELECTED — Toastmasters **Roy Smith** (left) and **Vic Henry** are congratulated by **Lee Holliday** (right) after winning local elections in O'Fallon, Ill. TM Smith was elected mayor and TM Henry was elected Lebanon Township auditor.

In Company Ad

TM **Terry White** of Valley Club 3354-4 in Phoenix, Ariz., is featured in a Tyler Refrigeration Division of **Clark Equipment Co.** advertisement that tells how TM White advanced from bagboy to store manager at a Phoenix supermarket. The ad also tells that the supermarket management endorses TMs training as a supplement to its employee development program.

Let Us Know

Mr. Toastmaster, when you are promoted in your company or business, or recognized in the community, **The Toastmaster** would like

to hear about it. Send a postcard or newspaper clipping that tells who, what, when, where, why, and how. Remember to list your club and district numbers. These items are the source of material for the "Toastmasters On The Move" section of **The Toastmaster** and other World Headquarters publications.

Gavel Club Support

When **Lakeland (Fla.) Club 2262-47** hosted three inmates from the Avon Park Correctional Institution, the meeting received 4-page coverage in "Polk," a county newspaper. The inmates are members of Gavel Club 16. Attending the meeting was **D. R. Hassfurther**, superintendent of the Florida State Prison at Raiford, who endorsed TI's Gavel Club Program.

ON THE MOVE—Three members of **Clinton (Iowa) Club 1319-19** completed Basic Training at the same club meeting. Moving ahead to the advanced programs are (from left) **Dick Oberg**, **Bill Killen**, and **Jim Gillespie**.



THE SPEAKER'S PAGE



POINT OF EMPHASIS

One of the basic tenets of effective communication is that you know your audience, but do you know your audience too well?

If your audience is composed of the same people at club meeting after club meeting, it's time you asked your inter-club committee to schedule a joint meeting with another Toastmasters club or schedule you as a member of a speaker-evaluator exchange team with another club.

Audience variety is important to you as a speaker, just as program variety is important to your club. Frequently speaking to different audiences improves your ability to develop talks which are suitable for a wide range of listeners. Inter-club meetings help you become a more effective speaker because they provide you new faces in your audience and new reactions to your remarks. Inter-club meetings also provide you fresh ideas from the other club's evaluator of your speech, a heightened sense of competition for speaking awards, and new ideas for your future speeches and club programs.

Your speaking experience at inter-club meetings is good practice for your speakers bureau, Community Contact Team, and Speechcraft presentations. Encourage your club's leaders to schedule joint meetings and exchange speaker-evaluator teams as a regular club practice.

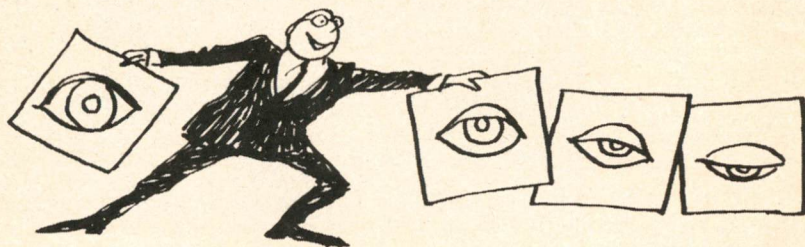
LISTEN TO THIS!

TI's new "Listening to Learn" program becomes available to Toastmasters this month. Begin developing your listening skill by obtaining a copy of the *Listening To Learn* manual (Code 1200). After reading the manual and studying its tips about how to improve your listening ability, you'll be ready to put its suggestions to work. Supplementing the *Listening To Learn* manual is a series of tape-recorded listening development exercises and questions based on the recorded material.

Urge your club to obtain the *Listening To Learn* kit, so everyone can begin developing better listening, and obtain your personal copy of the *Listening To Learn* manual.

Make That Sale With Visual Aids

By DAVID TOBIAS



A visual aid is worth a thousands words, but one word more than is necessary can undo everything.

Applying this thought to salesmanship demonstrates a simple, but effective, sales approach—selling by visual aids. It is a basic formula that applies to all sales approaches whether your product is packaging-labels or membership in your Toastmasters club. The formula combines a direct, simple approach and a visual aid instead of complicated, wordy presentations.

Successful selling is a combination of visual aids and speaking—but not *too* much speaking!

A salesman's opening comments on his first visit to a purchasing agent should take

15 to 30 seconds, and it must be specific. For example:

“Good morning, Mr. Brown. Thank you for seeing me this morning. We have just designed and produced an ornate label for the cosmetics industry, using different shades of gold and embossing for a gift package. (Now's the time to pop out your visual aid—a sample label—and show it to him.) I have not seen similar work being used in your industry, and I want to know how you feel about this idea for one of your deluxe brands which, perhaps, has not been moving as well as it should.” PERIOD.

YOU NOW KEEP YOUR MOUTH SHUT. From here on you counterpunch.

If your first interview-demonstration is successful, you

will have talked 10 percent of the time and the purchasing agent will have talked the other 90 percent, otherwise you were talking too much and not giving the purchasing agent enough time to think in a relaxed manner.

If you are a new face to the buyer he will not spend too much time with you, and you should be out within five minutes, unless he wishes to continue. Before you leave, however, you should achieve one of the following:

- An inquiry about the specific idea you submitted.
- A date he suggests would be more appropriate. For example, after his firm's packaging committee next meets.
- His permission to develop additional ideas that might help sell his product.

Reason To Return

Even if your first visit does not achieve one of these desired results you have the opportunity for a second visit, if you handled the situation properly. There is never an initial visit from which you cannot propose a legitimate reason to return.

Later in the day, send the purchasing agent a brief note thanking him for the appointment and advising him that you are following-up on everything you said you would do.

When you next request an

appointment, mention that since meeting with him you have been looking for ideas and products, and you have something you think will be of interest to his company.

On your second visit, accompanied by a specific idea and a visual aid, your pitch again should take 15 to 30 seconds, after which you **KEEP YOUR MOUTH CLOSED!** For example:

“Good morning. This is the idea I was discussing with our creative department in connection with your new product—a map-design effect combined with a scroll appearance that would look genuine on this new type of parchment paper.” PERIOD. (Put your sample on display.)

Counterpunch

As you counterpunch, emphasize the features of your company and its products as they are related to the purchasing agent's interest and the interest of his company. For example:

“As you know, Mr. Brown, our company has one of the largest and best private art departments in the industry, and among our 18 artists are two in particular who have a very fine flair for designing gift packaging. We certainly are interested in demonstrating this capability by submit-

ting sketches and designs on your new packages as they are needed."

In this brief statement you have promoted your company in view of your prospect's requirements and have offered a challenge. There is no need for a barrage of words telling how great your company is, how wonderful its quality is, or what excellent service it offers. Purchasing agents hear this kind of talk from all salesmen fresh out of sales school. *He* will decide how good you are, and *he* will judge the quality of the samples you have shown him.

Another Follow-up

The follow-up to your second visit is much the same as the first. Between your second and third visits, the purchasing agent should receive another letter from you, preferably with samples (visual aids) and ideas directly fitted to his company's specific needs.

By the time you make your third and fourth visits the purchasing agent will know your company, your products, your capabilities. He also will know that you are a legitimate personality who does what he says he will do, and that you are not a time-waster, nor do you talk too much, saying and accomplishing nothing.

About 70 percent of the

salesmen a purchasing agent sees never come back a second time or follow-up in a proper manner. After *your* second visit you never will have difficulty obtaining an appointment from this man.

I might add that your second appointment is twice as important as your first; your third twice as important as the second, and your fourth appointment, which is the key factor, is 10 times more important than the first three.

You can disregard those lengthy sales courses, which really don't teach you self-discipline, follow-up, and organization. Sales courses are beneficial only as far as your own product information is concerned.

Visual Aid

Simply remember that your biggest sales enemies are verbosity and lack of follow-up, and you always must demonstrate, preferably with visual aids, a specific idea relating to your prospect's interests.

Everybody's selling something these days, whether it's a product or a service. Put your Toastmasters skills to work in your occupation, and invite your salesmen friends to a Toastmasters club meeting. As Toastmasters, they, too, will learn to make that sale with visual aids!



MOVING AHEAD—SAA Club 2284-16 in Baltimore, Md., conducted a highly successful YLP for students of the Woodlawn High School, and school officials have asked the club to repeat the program on an annual basis.

YOUTH LEADERSHIP IN FOCUS

IN IOWA—East Story County Club 504-19 in Nevada, Iowa, conducted a YLP for college-bound youths. Toastmasters from left are Donald Croghan, Dr. Earl Laughlin, Past International President John B. Miller, and William Vogel.





FOR BOY SCOUTS—Fort Lee (Va.) Club 1202-66 conducted its first YLP for a group of **Boy Scouts** working on their public speaking merit badge. Here, Educational Vice-President Jim Stevenson and President Ike White clarify a point for a pair of Scouts.



IN DES MOINES—Youth Leadership Program coordinators Gerald Winget and Dick Sample (standing left) and Area Governor Jim Hopper (standing right) present the graduates of YLP Class 703, sponsored by **Esquire Club 2388-16** in Des Moines, Iowa.

WITH 4-H—Beckley (W. Va.) Club 960-40 and the **Raleigh County 4-H** clubs joined efforts for the second year and conducted a Youth Leadership Program. Nineteen YLP students hosted West Virginia Sen. Tracy Hylton and Beckley Mayor John W. Smith at their graduation program.



YLP SPEECH CONTEST—**NRL Forum Club 3614-36**, at the Naval Research Laboratory in Washington, D.C., concluded its YLP with a speech contest. With the winners are (from left) David Phillips, USAF Lt. Col. Alonzo Smith, Navy Capt. James Matheson, and Capt. George Maragos.



YOUTH LEADERSHIP WEEK—**Safford (Ariz.) Club 3020-3** gained the support of members of the **Distributive Education Clubs of America** by presenting a YLP class for them. Safford Mayor Ivan L. Shiflet proclaimed Youth Leadership Week.

FOR STUDENT WORKERS—Lt. Col. D. H. Johnson, acting commander of the Frankford Arsenal in Philadelphia, Pa., presents YLP certificates to 27 young people who were employed at the Arsenal during the summer. The program was conducted by **Arsenal Club 2264-38**.



*Playing Musical
Chairs With Program
Assignments...*

A HORROR STORY

By RONALD R. GAUCH

I happen to like change—change for the better, change to meet new demands—but *not* change from success to horror. As a Toastmasters club educational vice-president this is what *can* happen.

As you know, the educational vice-president is responsible for scheduling the assignments for each week's program. When I assumed this office, I looked forward to this task. I figured I would sit down some night and in half an hour or so I'd have the first five-week schedule worked out.

Unfortunately, that half

hour turned out to be one and a half evenings of utter frustration.

I evened things out in the best possible way among the members in regard to speaking assignments, major assignments such as Toastmaster of the meeting and general evalu-

ator, and minor assignments such as timer and ah counter. I was rather proud of this accomplishment, and to help illustrate Parkinson's law, which states "if it's possible for anything to go wrong—it will," here's a portion of that schedule:

ASSIGNMENT	MEETING				
	1	2	3	4	5
General Evaluator	Jones	Smith	Brown	Wilson	Allen

Along came the first meeting. Mr. Jones couldn't make it, so he had Mr. Allen switch with him. "Not too bad for a start," I thought, not fully realizing what was in store for me.

At the second meeting Smith didn't make it, and since all his time had been taken up with taking out the garbage, watching TV, or telling his wife what's wrong with other people he failed to obtain a substitute. At the last minute, Mr. Brown volunteered and did an admirable job.

The assignment sheet at this point didn't look too bad, although it was beginning to resemble my four-year-old daughter's attempt at abstract art.

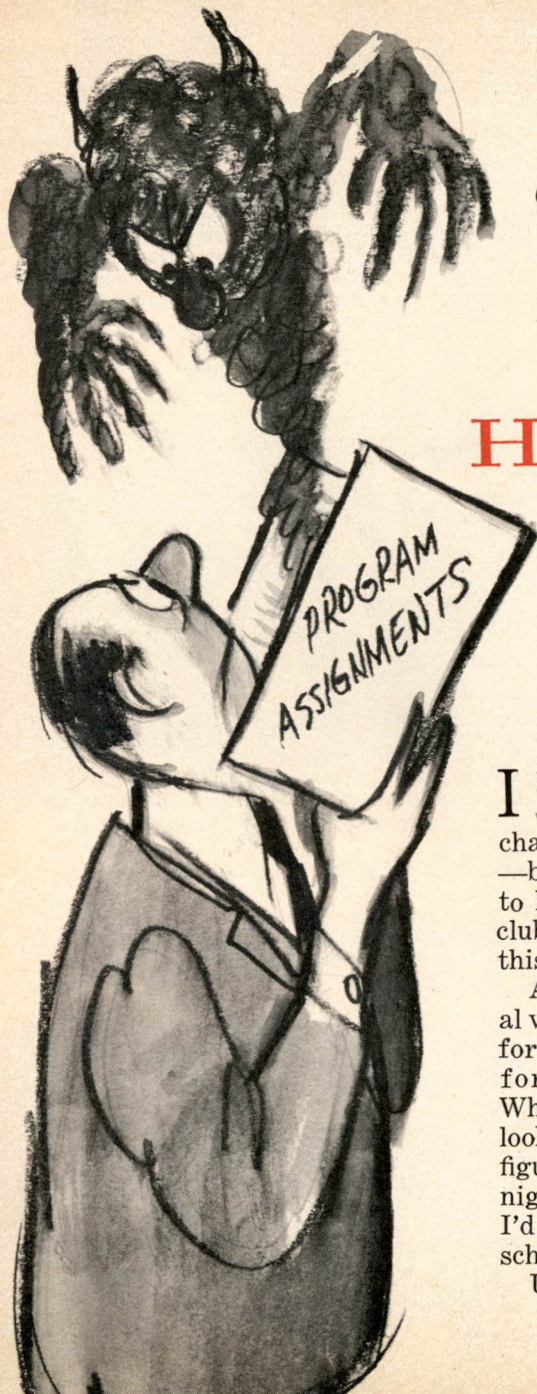
As I reviewed the schedule for our third meeting, I real-

ized that Mr. Brown was again scheduled as general evaluator. Since he had just completed this responsibility, I certainly didn't want him to repeat it so soon. Mr. Smith couldn't reciprocate because he was to be a speaker, so the Toastmaster arranged for Mr. Jones to do it.

Unfortunately, I had rescheduled Mr. Jones as general evaluator two weeks hence, as a result of his swap with Mr. Allen. But I wasn't dismayed. I consoled myself with the thought that things could get worse—and they did!

Mr. Jones called later in the week to say he couldn't make it. He did offer to call Mr. Wilson and exchange assignments with him. "Fine," I said.

A little later Jones called back to say Wilson couldn't do



it, but Allen would. "Great," I said.

As I entered Allen's name on the chart, a lump formed in my esophagus — Allen had been general evaluator the first meeting — couldn't have him again so soon. As I choked back the tears while explaining this to Jones, he grudgingly confessed that he could make it.

Then came one of the biggest shocks of all: Jones actually showed up and performed his duty!

More Horror

The fourth meeting went off as scheduled, after having made the Wilson-Jones-Wilson substitutions. Looking back, this meeting was like the lull before a storm.

At meeting three, Jones had been general evaluator, leaving an opening for that position on meeting five. It seemed that just about all other Toastmasters were either on that night's program, had handled the assignment already, had just joined the club and couldn't handle the job, or would be out of town.

Finally, a Mr. Hooper was located and was free of liabilities. For the rest of the week my prayers included some very kind remarks about Mr. Hooper. Unfortunately, my prayers began too late.

At the second meeting, Mr. Hooper had exchanged speaking assignments with Mr. Cole, and this switch meant that Mr. Hooper was scheduled to speak at our fifth meeting. This fact had slipped Mr. Hooper's mind when I talked with him about filling in as general evaluator. The Toastmaster of the meeting didn't contact his program speakers until the night before the meeting, and that's when he found out that Mr. Hooper was to speak *and* evaluate. Mr. Hooper apologized profusely, and they agreed to rectify this dilemma at the meeting.

Didn't Show Up

As you might guess, Mr. Hooper failed to show up, and the Toastmaster was called out of town at the last minute.

A last-minute substitute for the Toastmaster was found—a Mr. Brown, and he, of course, was like the lamb being led to the slaughter because the Toastmaster failed to tell him about the Hooper problem.

Minutes before the meeting started, Brown realized he had only three speakers and no general evaluator. In a panic, he informed the president and me of the problem—separately—and away we went. Neither the president nor I could dig up a speaker, but when it came time to announce the general

evaluator it was clear we both hit pay dirt. Two men rose—looked at each other—and sat down. They rose again, in unison.

One looked at me with the look your wife gives you when you're two hours late for dinner, and the other gentleman looked at the president with that "I just got off the boat and lost my tag" look. At last the awkwardness was broken by someone who saw some humor in all this. We all laughed—me

too, because if I hadn't laughed I'd probably have cried.

I could go on and tell you what happened when it came to the individual evaluators, but just the thought of it keeps me awake nights.

By the fifth meeting my beautiful chart had taken on the appearance of a baseball scorecard in a game between the Mets and the Cubs, with the score 16-10 after three innings:

ASSIGNMENT	MEETING				
	1	2	3	4	5
General Evaluator	Allen Jones	Brown Smith	Allen Wilson Brown Jones Jones	Wilson Jones Wilson	Brown Jones Allen Hooper

It doesn't have to be this way. Just like the Mets, we can do better!

The educational vice-president must recognize that emergencies *do* occur, and he should be ready for them. One secret to "organized" change is to arrange for alternates who will substitute for the missing pro-

gram participant. Another way to avert trouble is to present programs which are so interesting that every member attends as often as he can. Then, you won't have a horror on your hands, you'll have several Toastmasters who can pinch-hit as a last-minute substitute.

ABOUT THE AUTHOR

Ronald R. Gauch is a past president of Westchester Club 863-46 in Hartsdale, N.Y. He is a research statistician and government coordinator for Burroughs Wellcome & Company and is writing a dissertation on public administration and statistics at New York University to earn a doctorate degree.

President's Program Progress Report

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

Florence (S.C.) Club 1916-58 (12)	Boeing Atlantic Test Center Club 3695-47, Cape Canaveral, Fla. (6)
Capital Club 409-U, Wellington, New Zealand (11)	Wunderlich Unlimited Club 3782-TCA, Redfern, N.S.W., Australia (6)
Taree (New South Wales) Club 2893-TCA (10)	Laemthong Club 1635-U, Bangkok, Thailand (5)
Kerbella Club 2925-63, Knoxville, Tenn. (8)	Maracaibo (Venezuela) Club 2123-U (5)
Evergreen Club 333-32, Tacoma, Wash. (7)	Sunrise Club 74-3, Phoenix, Ariz. (5)
Gaveliers Club 2323-TCA, Townsville, Australia (7)	Mill-Bra'ers Club 2168-4, Millbrae, Calif. (5)
Reveilliers Club 2931-19, Davenport, Iowa (6)	The Big "D" Club 713-25, Dallas, Tex. (5)
Daybreakers Club 3325-39, Redding, Calif. (5)	

The following areas within the designated districts registered two or more Youth Leadership Programs between July 1, 1969, and August 31, 1969:

Area One, District 59 (6)	Area Four, District 47 (3)
Area Eight, District 38 (4)	Area Six, District 36 (2)
Area Sixteen, District 36 (2)	

Area Five, District 41, registered two Speechcraft courses between July 1, 1969, and August 31, 1969.

The following districts recorded club gains (the number in parentheses) during August: **District U** (three); **District 10** and **District 25** (two each). Nineteen other districts chartered one club during August.

BOOK NOOK

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

THE SPEAKER'S SPECIAL OCCASION BOOK

edited by the staff of "Quote" magazine

A 512-page, hard cover reference book that contains background material for any special occasion. More than 2,000 selections for all national holidays, for important "days" and "weeks," for every commemorative occasion. Droke House Publishers.

THE CITIZEN SPEAKS

by Dr. Frank E. X. Dance

This 240-page book is authored by a member of the Toastmasters International educational advisory committee. Dr. Dance is director of the Speech Communication Center at the University of Wisconsin at Milwaukee. Wadsworth Publishing Company, Inc.

BASIC TYPES OF SPEECH

by Ralph Borden Culp

This 128-page, paperbound book is one of a Speech Communications Series. Emphasis is placed on inventing, arranging, phrasing, and presenting ideas and images to a specific audience. William C. Brown Company, Publishers.

SPEECH OUTLINES FOR ALL OCCASIONS

edited by the staff of "Quote" magazine

This 318-page, hard cover handbook offers practical assistance for every kind of talk. It provides the speaker with a basic framework for his addresses. Droke House Publishers.

NEW CLUBS

As of August 31, 1969

- District F** CORONA Club No. 1976-F. Meets Wed., 7:00 a.m., First Nat'l Bank, 1050 W. 6th St., CORONA, Calif. Contact: 737-0123.
- District 4** LOS HABLADORES Club No. 1952-4. Meets Thurs., 6:45 a.m., Lockheed, Bldg. 106, Cafet., SUNNYVALE, Calif. Contact: 742-6898. Sponsoring Club: LOS GALLOS DE LA BAHIA CLUB 3400-4.
- District 13** HERCULES ROCKET CENTER Club No. 2481-13. Meets Wed., noon, Allegany Ballistics Lab, CUMBERLAND, MD. Contact: 726-4500, Ext. 352, 656, or 560. Sponsoring Clubs: BEDFORD (Pa.) CLUB 574-13 and ALLEGANY CLUB 2986-13. Area: Nine.
- District 21** GRAHAM ISLAND Club No. 3054-21. Meets 2nd-4th Tues., 7:00 p.m., Ruth's Cafe, PORT CLEMENTS, B.C. Contact: 626-3611. Sponsoring Club: SOMASS CLUB 1303-21.
- District 26** BUFFALO Club No. 2438-26. Meets 1st-3rd Wed., 11:30 a.m., DOMR Conf. Rm., Bldg. 20, Denver Federal Center, JEFFERSON CITY, COLO. Contact: 233-3611, Ext. 8395.
- District 28** REAL-TIME Club No. 3922-28. Meets Tues., 6:30 a.m., Abington Hotel, 700 Seward Ave., DETROIT, MICH. Contact: 372-9834. Sponsoring Club: NORTHERN CLUB 664-28.
- District 50** TRW Club No. 990-50. Meets Tues., noon, TRW Systems, 1 Space Park, REDONDO BEACH, CALIF. Contact: 679-8711. Sponsoring Club: SPACE CENTER CLUB 2189-50.
- District 66** SEAFARERS Club No. 3590-66. Meets Wed., 2:30 p.m., USS Yorktown, NORFOLK, VA. Contact: 460-0280.
- District 67** KASHIM Club No. 3243-67. Meets Thurs., noon, Forum Club, Spenard Rd. & Fireweed Ln., SPENARD, ALASKA. Contact: 277-2942.

It is with regret that *The Toastmaster* announces the death of Richard S. Thomas on September 11, 1969, in Middletown, Pa. Mr. Thomas was governor of District 38 in 1963-64 and a member of the Toastmasters International Board of Directors in 1967-69.

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